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THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

EWS

CINERAMA GOES GLOBAL

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COLUMBIA'S NEW LINEUP CALLED ONE OF BIGGEST

GOLDENSON VIEWS BROADER EUROPEAN FILM SALES HERE

EVIEWS

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34, No. 1 July 24, 1954

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CLEARANCE BY PRINTS?

VETERAN exhibitors, film buyers and bookers agree that never in the history of this business has the shortage of prints been as acute as it is today.

The more radical exhibitors will insist that this is deliberate on the part of distribution to further the product shortage and extract higher film rentals. They believe that the film companies should find it easier—with less pictures being made—to furnish theatres with prints on availability.

Other exhibitors, not quite so rambunctious, are willing to recognize that there may be a jam-up in the color laboratories — but they also believe that physical problems should be capable of quick solution and should not be dragged out interminably.

(See Page 3)

"SEVEN BRIDES" IN HOUSTON

Here's How M-G-M Launched A Great Attractio To A 26-Year New All-Time Record!

No.1 OF A SERIES TO BRING YOU UP TO DATE ON

FAMOUS ABDUCTIONS



DAVID'S "RAPE OF THE SABINE WOMEN"
Louvre Museum, Paris

Men have been abducting reluctant maidens since time began. Probably the most famous —and most wholesale—abduction happened when the ancient roamin' Romans kidnapped armloads of the Sabine women and carried 'em off, "sobbin' and throbbin'." Great paintings still tell the story.

Plutarch says the Sabine girls were soon happily knitting little togas and refused to be rescued. That's the theme of MGM's gay shot-gun wedding musical,

"SEVEN BRIDES FOR SEVEN BROTHERS"



But our girls are from Oregon and the boys are seven red-headed bachelor brothers. It's original and too funny for words (and it's in CinemaScope and Color).

You'll be carried away, too!

starring JANE POWELL • HOWARD KEEL • with Jeff Richards Russ Tamblyn • Tommy Rall • Screen Play by Albert Hackett & Frances Goodrich and Dorothy Kingsley • Based On the Story "The Sobbin' Women" by Stephen Vincent Benet • Lyrics by Johnny Mercer Music by Gene de Paul • Choreography by Michael Kidd • Color by Ansco • Directed by Stanley Donen • Produced by Jack Cummings

Above: Sample of the off-beat ads. Other big display ads in large campaign.

"BRIDES" CONTEST

The Houston Post ran a contest to select two local "Brides". Together with the five starlet "Brides" who actually appear in the picture, Houston had the full complement of "Seven Brides". Terrific attention-getters in press, on radio and TV.

"BABY STAR" CONTEST

Baby photos of M-G-M stars, including those in the pictur were used in a "Baby Star" contest that was one of the mo widely publicized and successful contests in local annals.

RADIO AND TV

An attractive model dressed as a bride visited all radio ar TV disc jockeys with the record-album of songs from the pi ture. Later the "Seven Brides" repeated the visits. Additionall they modeled costumes from the picture in Style Shows an were interviewed by 100 local teen-age girls in their modelin school. They got reams of space.

WEALTH OF STUNTS

Romance in a Haystack: With a local jeweler's cooperatio engagement and wedding rings were planted in a haystac located in a downtown parking lot, with local girls taking pa in the search.

Snowballs in July: The "Brides" were greeted, upon arrival a the airport, by local critics and celebrities and a giant pile c real snow. A simulated snow-ball fight took place in 100-degre weather.

"Just Married" Parade: Open cars carried the "Brides" an local officials from the airport. Flying wedding ribbons an "Just Married" signs, with banners advertised the picture

Opening Night Square-Dance: Probably the most colorful open ing night idea in the city's show business history was the square dance with hillbilly band in front of the theatre in conjunc tion with the Gala World Premiere.

PROMOTION EVERYWHERE

Thirty stores carried posters, counter cards and other material in ticket-selling tie-ups. Complete coverage was obtained especially in stores where records were sold, thereby stimulat ing attention for the records-album. A giant standee in lobby three weeks ahead, and an appealing trailer far in advanc gave the show long-range attention.

PERSONALITIES

The arrival of Howard Keel, co-star of the picture, and Jack Cummings, producer, climaxed the big promotion campaign. An opening day extra was the personal appearance for three shows on the stage of the State Theatre of Keel, together with the 5 starlet "Brides" and a popular hillbilly band.

WORD-OF-MOUTH

Critics and disc jockeys saw the picture three weeks in ad vance. Then came a screening for record-album promotion, store personnel, TV and radio people and others. A sneak studio preview took place five days before the opening.

IT MAKES HISTORY

Local Texas showmen assert that the campaign for "SEVEN BRIDES" set a new high in modern motion picture show manship. Most of the activities, apart from personal appear ances, are easily adaptable to any situation.

July 24, 1954
Vol. 34, No. 1

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

The average theatre owner has always been aware of special problems that arise with some companies some time or another. He has been willing to understand and recognize these special conditions. But he does have a right to feel resentment when virtually all the companies producing top features are unable to serve his situation on availability because of an unavailability of prints. The patience of these exhibitors is being sorely tried since they are struggling to stay in business. Understanding and cooperation go out the window when you are the scapegoat of a situation, be it innocent or by design.

The print shortage is nationwide. Many national release theatres are not being served on availability and do not get a picture at its publicity peak. There can be no doubt that the value of a film is depleted in this manner. For instance, scores of summer resort theatres are presently unable to take full advantage of their runs. Usually, whatever prints are available are given to bigger theatres on a priority, thereby creating new clearances based on shortage of prints. The possibility of clearance by equipment, to which we referred some months ago, was not quite as serious. It is more than likely that some exhibitor will soon seek injunctive relief to prevent continuation of this practise.

It is hard to understand how a film company can set up its first run and kick off with a picture and then suddenly discover an insufficient number of prints to serve many of the following key runs. Invariably, the local exchange is in the dark and its sales personnel is precluded from intelligent explanation. They are just as confused as the exhibitor who clamors for the print.

This is a problem that requires the earnest individual attention of each sales manager. They should make separate surveys to ascertain exactly how much of what they are trying to build up is being torn down by the print shortage.

With the tremendous waste in juggling prints from one exchange to another as a result of holdovers and curtailed allotments, many distribution executives will find that it would be much more advantageous to make up an additional number of prints to begin with.

If this is a period which requires changes in the number of prints by virtue of variable sound tracks, distributors should still be more liberal if only to maintain exhibitor good will and not give that extra push toward litigation. There can be no profit to distribution in a print shortage.

The situation is crucial and something must be done about it.

A Man Named Murphy

George Murphy, that is. We have seen him in action in the field and want to report that here is a good-will ambassador worth his weight in uranium to the motion picture industry.

Here is a man equally at home with John Q. Public or the President; a man who knows and commands the respect of every Governor, Democrat or Republican; a man who knows the industry story and tells it in a manner few others can; a man who can prevent industry fires before they ignite.

The entire industry owes a debt of gratitude to Nicholas M. Schenck and M-G-M, which pays Murphy's salary, but public-relations-wise, his is an all-industry job. COMPO can make extraordinary use of such a man.

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Washington Closeups

Take Down, Concessions Up

Preliminary estimates indicate film theatre total receipts from customers in 1953 dropped 17.1 percent below 1948, according to the Census Bureau. In its first survey of the industry since 1948, the Census Bureau collected information from a representative group of theatres and came up with an estimate of $1,323,838,000 total receipts in 1953, compared to $1,596,665,000 in 1948.

Number of theatres in 1953 was 18,205, according to Census, compared to 18,509 in 1948. While admissions dropped 20.5 percent, from $1,244,355,000 to $989,868,000, receipts from concessions rose from $91,005,000 to $126,027,000 . . . up 38.5 percent in the five years. The concessions figures did not include sales by independent concessionaires operating within theatres owned by others.

Dividends Higher

Film industry corporation publicly declared dividends in April and May exceeded totals for the same months last year, according to the Department of Commerce this week. Total for April, 1954, was $1,241,000, compared to $1,216,000 in the corresponding month last year. May, 1954, reached $1,465,000, compared to $846,000 in the month last year.

Tax Benefit To Exhib

A joint House of Representatives-Senate tax group has agreed to permit exhibitors to defray more of the cost of investments in new equipment and buildings during the first few years following these expenditures. A House-passed bill had suggested one method, while the Senate proposed several others involving more rapid depreciation allowances. The Senate version prevailed.

Owner Damage Sought

The question whether an injury to an exhibitor constitutes also an injury to the theatre's owner, whose property would be depreciated by any conspiracy, is the question put before the U.S. Supreme Court by F. E. Harrison. Harrison, who owns a Philadelphia theatre leased to Harry Fried, has requested a review of a case lost by Fried to the eight majors in a lower court.

Harrison charges that the theatre he owns has been discriminated against in favor of a competing Warner theatre. He bases his claim for a review on the grounds that the lower court did not give proper weight to the findings of the Paramount case.

Seek Punitive Damage Tax

The Attorney-General's office has asked the U.S. Supreme Court for a ruling on whether anti-trust suit punitive damages constitute taxable income. Both the Tax Court and the Court of Appeals have ruled the income non-taxable, but the Government claims it is under the 16th amendment. Suit involved is one concerning William Goldman Theatres, in which tax was not paid on punitive awards.

Bill To Up Trust Fines

A bill raising the maximum fine for anti-trust law violations from $5,000 to $50,000 has been favorably reported to the Senate by Senator William Langer of North Dakota, chairman of the Senate Judiciary Committee. The House passed the measure last year, and it has been met with approval by the Department of Justice.

Cinerama Goes World-Wide; Fox In

Plans to establish Stanley Warner Cinerama theatres world-wide were announced this week when S. H. Fabian, president of Stanley Warner Corp. signed an agreement with Nicolas Reisini, president of Robin International Inc., to open Cinerama theatres outside of the U.S. Reisini's associate in this venture, Matthew Fox, film executive, initiated the negotiations some months ago, it was disclosed.

It is planned to show "This Is Cinerama" in London and Paris sometime in the Fall, to be followed by Cinerama presentations in Rome, Tokyo and a city in Western Germany before the end of the year, the company reports. After that operations are scheduled to be extended in certain other foreign countries.

Overseas operations would be handled by Robin International, Inc., a firm dealing exclusively in foreign trade with offices in every part of the world. Robin represents some of the largest American enterprises abroad. Reisini has been engaged in foreign distribution and is thus not a newcomer to the industry.

Reisini stated that he is "fascinated by the future of Cinerama because its export to foreign countries is more than a commercial enterprise. It is a remarkable example of American 'know-how' in the motion picture field, demonstrating a technical advance beyond anything known in the rest of the world."

Meanwhile, at a meeting of the board of directors of Stanley Warner Corp., a dividend of 25¢ per share was declared on the common stock of the company payable Aug. 25 to holders of record Aug. 4, 1954.

Subcommittee Mulling Arbitration Plan Draft

The joint exhibition-distribution arbitration subcommittee has been meeting in several sessions this week to attempt to work out a draft of an arbitration plan for presentation to the entire committee, but no writing has been done as yet. The subcommittee members are still concerned with the settling of what such a plan should contain before doing actual work on the plan itself.

Reports have been coming out of the committee meetings that the men are reaching some progress in their talks, but no definite statements have been forthcoming. Early meetings were reported so successful that it was hoped that the writing of a draft could be started this week and finished by Aug. 1, but there has been no further word on whether this goal could be met.

Kansas Censorship Edict Ruled As Unconstitutional

Kansas City, Kas.—The Kansas censorship law had been ruled unconstitutional by Wyandotte county district judge Harry G. Miller, Jr., who based his decision on the U.S. Supreme Court's ruling in "The Miracle" case, he announced. Judge Miller declared that the state law, one of the oldest of its kind, violates the first and 14th amendments to the U.S. Constitution.

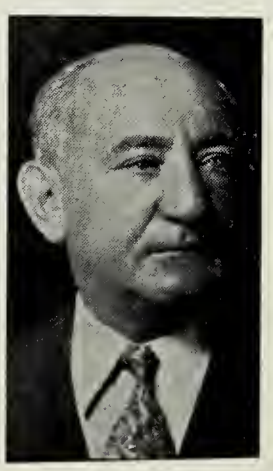
Judge Miller ruled that the state law is too vague and unspecific, turning censorship into a matter of personal opinion. Case was brought to court when theatre people protested a state board of review loan on showings of United Artists' "The Moon Is Blue" because the picture is "too sexy." The review board will probably appeal the decision, it is thought.

Loew's 40-Week Profit Disclosed As $7,345,482

Net operating profit of Loew's Inc. for the 40 weeks ended June 10, 1954 rose to $7,345,482 before tax and emergency reserves, compared with $5,685,184 for the same period of the preceding year, the company reports. Net profit for the period after taxes was reported as $4,466,376, equivalent to 87 cents per share, compared with $3,185,871 or 62 cents of the year before.

Net operating profit for the 12 weeks ended June 10, 1954, was $2,158,831 before taxes and $1,267,210, or 25 cents per share, after taxes. Figures for the corresponding period of 1953 were $1,865,697 before taxes and $1,014,142, or 20 cents, after taxes. Gross sales and operating revenues for the 40 weeks were estimated at $138,250,000 against $133,612,000 last year.

SPG Milestone Award To Schencks



J. M. Schenck

Hollywood.—Joseph M. and Nicholas M. Schenck will be presented with the Screen Producers Guild annual Milestone Award for their "historic contributions to the motion picture industry" at the Guild's mid-November dinner, according to Arthur Freed, SPG president. Nicholas M. Schenck is president of Loew's, Inc. Joseph Schenck, who co-founded 20th Century Pictures, is board chairman of United Artists Theatres and Magna Theatre Corp.

Commenting upon the fact that this marks the first time that the award will be presented to joint recipients, Freed explained that "both men are steeped in the history of the film industry, including distribution, exhibition and production, and their contribution to the producer system as we know it today has been immeasurable." The Schenck brothers were an unanimous choice for this year's award, he revealed.



N. M. Schenck

Allied's Rental Complaints Due For Distributor Airings

Charges of "unconscionable" film rentals and other exhibition complaints will be discussed when the distribution executives of the major companies meet individually with a special National Allied committee in several sessions next month. Distribution will not assemble in any group meeting as a precaution against the possibility of a government conspiracy charge, it is understood.

The meetings have resulted from a series of blasts made against distribution trade practices by Allied members. The latest and most all-encompassing series of complaints were contained in a bulletin signed by Abram F. Myers, the group's general counsel, and distributed to all branches of the industry.

Meeting with the sales heads will be Myers and Ben Marcus, National Allied president. Other Allied members scheduled to attend include Jack Kirsch, Nathan Yamins and Wilbur Snaper. These men have declared their determination to remain in conference with the sales executives until some solution is reached.

Not Getting Tax Benefit

Chief complaint of the exhibitors is that distribution is depriving them of the major share of tax benefits granted when the Federal government reduced the 20 percent admission tax. When the charge was first made some time ago by Col. H. A. Cole, the special Allied committee was appointed.

The threat by Allied members that if satisfaction is not granted, they will request government intervention has been present in the atmosphere for the past few weeks. Exhibition is itself divided on whether or not it wants any more facets of the industry to be subject to government control.

The possibility of resorting to legal action, including the asking of aid from the Department of Justice, was sounded by Snaper, who spoke at a press conference last week on behalf of Allied's New Jersey unit, which he heads. Snaper's complaint at that time was directed at the print shortage and product holdup facing his members.

The theme of government intervention also appeared in Myers' statement that he did not know how long Allied will continue to oppose government regulation for the film industry if the abuses are not corrected. He noted that "the specter of government regulation will continue to haunt the industry until the abuses" are abolished.

Four Specific Complaints

While he noted that it was not the purpose of his bulletin "to set forth an itemized bill of particulars in support of any general charge," he did list "in broad outline" the nature of the complaints. He added that they are too serious and widespread for adjustment "in a case-by-case procedure."

First on his list was his charge that the film companies went back on their word to adjust certain contract prices as was promised at the time of signing those contracts. While objecting to the so-called "look" practice, Myers noted that if contracts were signed with that agreement, the film companies should have fulfilled them.

He charged additionally that the film companies have refused to raise their rental terms ceilings so as to allow for increased grosses resulting from tax revision. With the Federal tax cut, a picture automatically goes into a higher gross bracket without any attendance increase, he explained. If this merely means a higher rental, then distribution gets all the tax benefits, he stated.

Another charge is that minimum percentage terms, "already too high for most exhibitors, have been further increased." Myers stated that "exhibitors are being crushed between raised floors and lowered ceilings and their tax benefits are being confiscated by the film companies."

His last complaint is that distributors are including in the top allocations pictures which formerly would have been placed in the lower brackets. This is being done to avoid increasing the prices of flat rental pictures, but it achieves the same result, Myers declared.

"Unless all the rules of fair dealing and sound economics have changed," the "extraordinary policies and conduct of the film companies can lead only to disaster," the Allied official stated. He noted that "this frank discussion must not be interpreted as harboring a threat, because none is intended."

Should government regulation come about, it would most likely result from the government's own decision rather than from a request from any industry members, he explained. He warned, however, that "no one can predict what the reaction of the Congress will be" if the case is presented to the House Ways and Means Committee and the Senate Finance Committee.

Myers warned that "responsible heads of the film companies can make no more serious mistake than to ridicule or ignore the complaints now being voiced by exhibitors in all parts of the country." He noted that "voices are being raised in protest against the exacting policies of the film companies that never were heard before."

"The temper of the exhibitors is unmistakable," the general counsel asserted. He hit out against the "opportunist philosophy" of the film companies that spreads a spirit of "let us eat and drink; for tomorrow we shall die." Enduring success cannot be "built upon

(*Continued on page* 20)

Percentage "Floor" Urged For Small Theatres

INDIANAPOLIS.—A percentage "floor" on special releases in small theatres has been asked by "Theatre Facts," bulletin of the Allied Theatre Owners of Indiana, so that smaller houses would not have to pay exceptionally high percentage terms unless they made a profit on the film. Paper advocates negotiating a separate "floor" with each account with the estimated range from 15 to 30 percent.

"Let the profits come from those theatres that made a profit on the picture, and not from those situations that did not happen to make money on the engagement," the paper argued. It assures the producer that he would at least be certain of his production cost with this method, and could make his profit in the larger houses.

Gotham Exhibs Await Tax Injuction Ruling; Bird Report Upcoming

New York City exhibitors, engaged in a struggle to bring repeal of the city's five percent admission tax, are eagerly awaiting a ruling in the injunction suit proceeding before New York Supreme Court Justice Nicholas M. Pette and the final report of the Temporary Commission of the Fiscal Affairs of the State, which has been investigating the tax.

Judge Pette reserved decision, pending trial, of the action brought by five Queens County theatres seeking a temporary injunction to halt further tax collection. Attorneys for the RKO Flushing, Loew's Willard, Century's Queens and Community and Brandt's Strand theatres claim the tax violates the city's licensing law and in some cases calls for a levy of more than five percent, which is the city's tax limit.

Laws In Conflict

Edward C. Raftery, speaking for the theatres, told the court that the present tax and licensing law can not be reconciled, and that either one or the other should have been changed at the time of the tax enactment.

The city's so-called bracket system of tax collecting forces some theatres to pay as much as 6⅔ percent tax, the theatres claim. It was reported by city officials that to get by this, the city might use a token or stamp system, to take care of the law's present major fraction ruling. Theatres object to the token system because it would mean additional bookkeeping.

The city's assistant corporation counsel Stanley Bucksbaum noted that the city has the power to make use of a token system. He added that the city comptroller would first have to review the matter and explained that the method of collection is discussed in a separate section of the law and could be changed easily. Experts think the change unlikely.

Arguing against the validity of the entire proceeding, the counsel for the city declared that points of the theatres' case involving legislation should be argued before legislative branches of the government.

Exhib In Private War

Meanwhile, in a sidelight to the case, an attempt at a bit of showmanship by Brooklyn exhibitor Albert Greene, owner of the Avenue U Theatre, in combatting the law was frustrated when the Federal government stepped in. Greene was prohibited from distributing specially chrome-plated pennies to remind his patrons of the tax.

Greene was exchanging the painted pennies for regular ones, which his patrons were dropping into a bottle to present to Mayor Wagner when it comes time to make the quarterly tax payment. Since the government ruling that the painted pennies are a violation of the law, Greene has been requesting that his patrons return them.

A giant bottle had been placed next to the box office in which the pennies were being collected. A 40 by 60 sign next to the bottle read "Take the cotton out of your ears, Bob, and hear this protest from Ave. U theatre patrons who are burdened with your obnoxious tax." Sign asked for pennies in the Wagner Tax Bottle to "help pay the salaries for these juicy patronage plums."

MILLIONS WILL SOON BE HEADING TO



JAMES STEWART

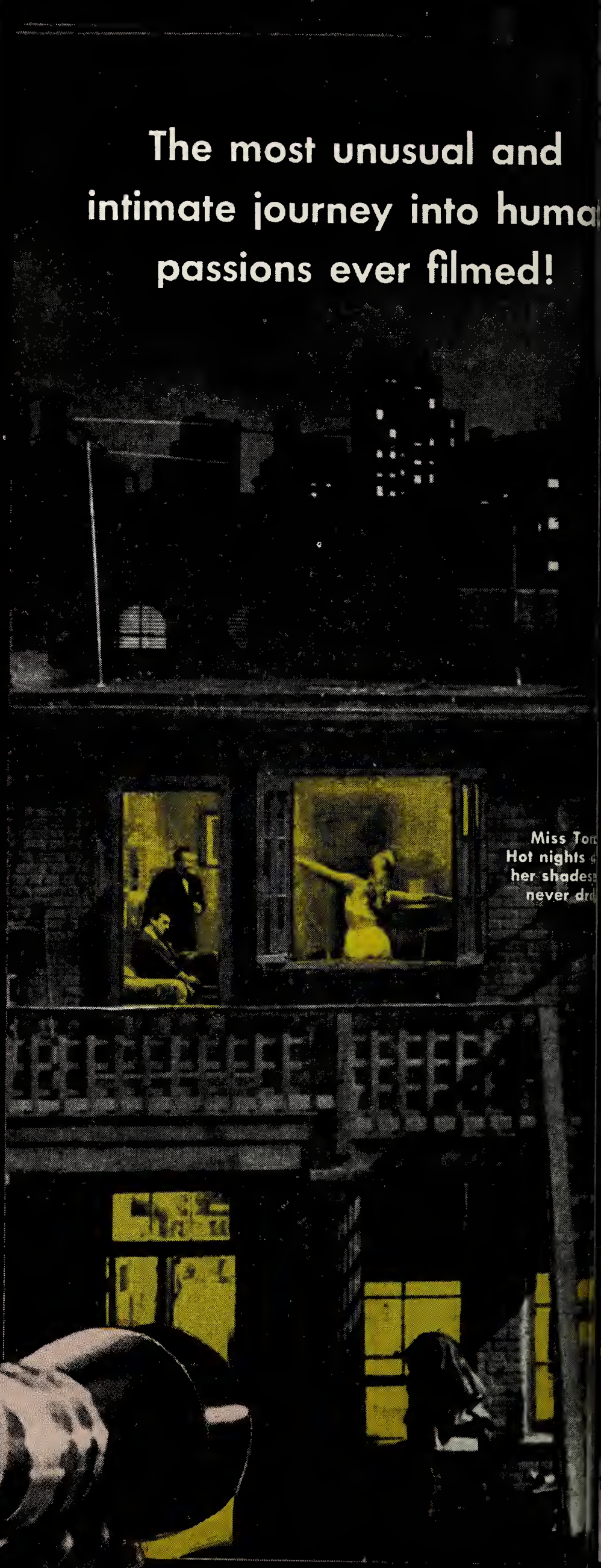
in

Alfred Hitchcock's

REAR WINDOW

COLOR BY TECHNICOLOR

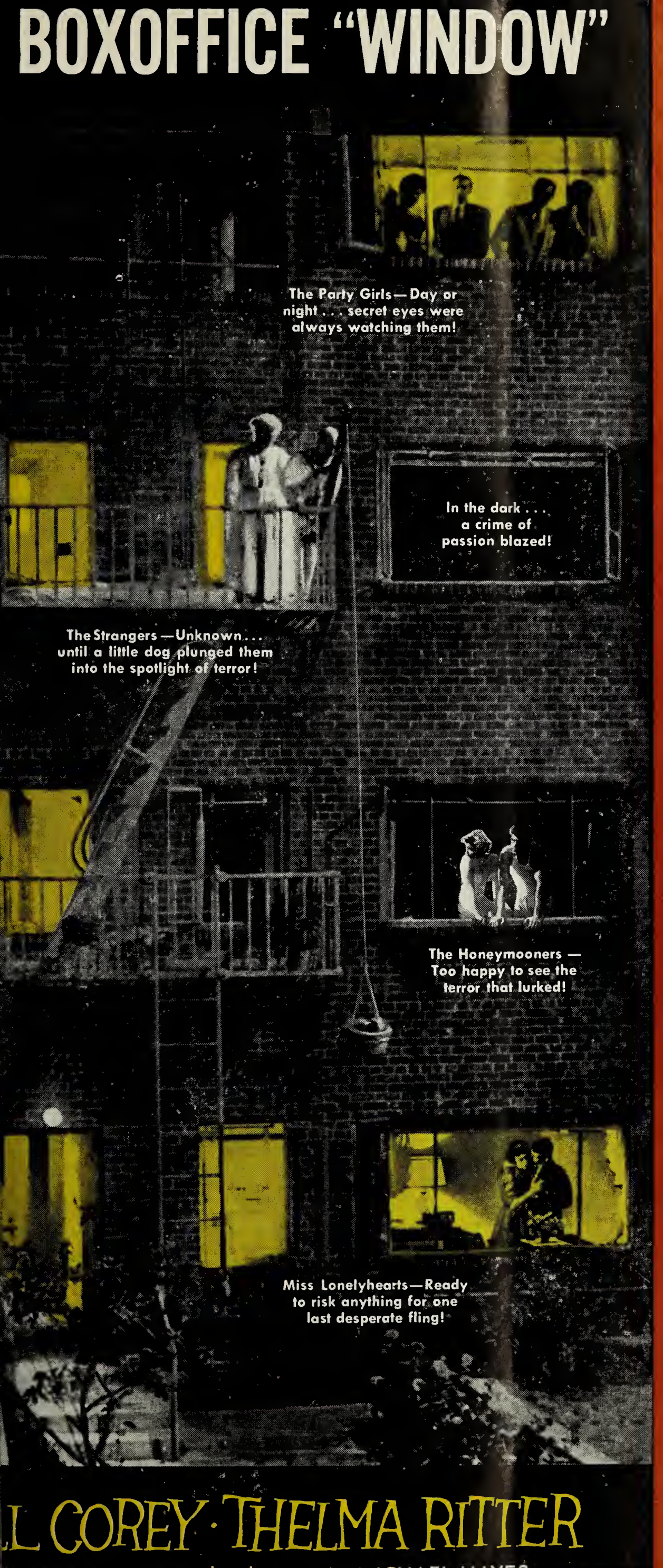
The most unusual and intimate journey into huma passions ever filmed!



GRACE KELLY · W

with RAYMOND BURR · Directe

BOXOFFICE "WINDOW"



L COREY · THELMA RITTER

ICHCOCK · Screenplay by JOHN MICHAEL HAYES

"HITCHCOCK'S BEST..."

—M. P. Daily

"Hitchcock's biggest boxoffice success. A knock-out. Recommended on all counts without qualification."

—M. P. Herald

"Sensationally good. Top line entertainment. Hitchcock at his best."

—Film Daily

"Sturdy grossing in keys and elsewhere. Very earthy quality to relationship between Stewart and Miss Kelly. Both do fine job."—*Variety*

"It's easy to review this for exhibitors. They should book it and play it. They will make money with it."

—Hollywood Reporter

"Bright boxoffice outlook. Tight suspense show." *—Daily Variety*

WORLD PREMIERE

New York

RIVOLI

WEDNESDAY, AUGUST 4th

Paramount Pictures

Anti-Trust Suits Continue Unabated; Seek $7,000,000 In Treble Damages

Associated Prudential Theatres, Inc. has filed an anti-trust suit seeking treble damages of $2,664,000 against the eight majors, Loew's and three of its subsidiaries: the Firm Amusement Corp., operator of Broadway's Loew's State Theatre, Moredall Realty Corp., operator of the Capitol Theatre, and the Marcus Loew Booking agency.

Suit charges the defendants with violating a 1945 agreement to serve product to the Bayshore, Regent, Babylon, Lindenhurst and Amityville Theatres, all in Long Island, 14 days after Broadway showings. Action seeks an injunction giving the theatres product seven days after Broadway runs.

PHILADELPHIA.—A triple damage anti-suit has been filed by Herbert J. Elliott, owner of the Fern Rock Theatre here, against RKO Radio, Columbia, Universal, United Artists, Loew's and Paramount. Elliott claims the defendants are discriminating in favor of the Esquire and Bromley Theatres. He asks for an unspecified amount for damages and also injunctive relief.

MIAMI.—The Claughton Circuit, which operates 14 theatres in Florida, has brought a $4,000,000 anti-trust suit against Paramount, Warners, 20th-Fox, Loew's, Universal, Columbia and Wometco Theatres. Defendants are charged with a conspiracy to restrain trade in the distribution and exhibition of films by discriminating against independent theatres. Claughton claims it can not get enough first run films.

OKLAHOMA CITY.—A $75,000 damage suit has been filed in Federal District Court here by Joe Turner, manager of a theatre in Lawton, Okla., against 20th Century-Fox, charging that the film company denied the house the right to exhibit CinemaScope pictures. Turner claims that the distribution company gave exclusive rights to CinemaScope films to a rival theatre. Representatives of the film company denied the charge.

RKO, Warner Bros., Universal, 20th Century-Fox and J. J. Theatres, Inc., operator of the Kent Theatre, the Bronx, were named defendants in a $450,000 anti-trust action filed by the IDA Amusement Co., operator of the Fleetwood Theatre, also in the Bronx. The plaintiff charges that the clearance given to the RKO split and the Kent is illegal, claiming that the Kent never got clearance over the Fleetwood before.

Cite Movie-Reader Tie In E & P Ad Series

A discussion of the type of people who attend motion pictures and a reprint of an "Editor and Publisher" editorial questioning why newspapers give free space to television listings and charge premium rates for theatre advertising comprise the subject matter of the two most recent ads published in the "Editor" series inserted by COMPO.

The 20th ad, published July 10, advises that movies are made for the people who read newspapers. The editors are told that the people who support the theatres are "the people to whom you appeal for circulation." For this reason, film material is newsworthy, the ad claims. It notes that about 75 percent of the papers' readers go to the movies more often than do the newspaper people themselves.

The 21st of the series is headed "Thanks, E&P . . . we couldn't have said it better ourselves." The reprinted editorial asks "why give free space to a competitor while applying a penalty rate to a non-competitor?" In place of the usual "Questions anyone?" the ad ends with "Answers anyone?"

Makelim Plan Praised As Product Shortage Aid

With an estimated 1,700 contracts signed to date, Hal R. Makelim is continuing in his cross country tour to meet and explain his production-distribution plan to exhibitors. Makelim has revealed that he owns or has options on 15 story properties, all of which fall in the action category. He plans to start on the first about Sept. 15.

Latest statement of support for the Makelim Plan has come from Harry C. Arthur, Jr. board chairman of Southern California Theatre Owners Association. Arthur called the set-up "the only concrete solution thus far to alleviate the great shortage of product." Makelim has been addressing exhibitors in Los Angeles, Charlotte and Milwaukee. Monarch Films will release Makelim product in the United Kingdom.

Licensing, Censorship Face Ozoners After "Line" Run

CHICAGO.—Sheriff John E. Babb of Cook County has announced that he is recommending to the county board that it establish a censorship board for drive-in theatres of the unincorporated parts of the county. Decision followed a controversy caused by the showing last week of RKO's "French Line" in two local ozoners. Babb would also have a law passed requiring all ozoners to be licensed.

The film was withdrawn after two days of a scheduled nine-day engagement at the Starlight Outdoor Theatre when newspaper and radio-television advertising opportunities were denied the engagement. At the same time Sheriff Babb had guards placed at the theatre refusing admittance to teenagers.

Sherriff Babb stated that although he lacked censorship rights, he did have the power to keep teenagers out. The film is banned in Chicago, but it has opened at other county ozoners where it is meeting similar problems.

The refusal by Chicago's four dailies and stations WMAQ and WNBQ, local NBC and Mutual outlets, to accept advertising for the film was applauded in a front page column by the "New World," official Catholic paper. The column noted that the papers and stations deserve a specific mention "for their donation to the cause of a finer, cleaner, morally better Chicagoland."

DISTRI-BITS

70 Shorts For RKO

SAN FRANCISCO.—RKO will release 44 one-reel and 26 two-reel short subjects during 1954-55, it was announced by Charles Boasberg, general sales manager, at the opening session of the company's two-day western sales meeting at the St. Francis Hotel here. List includes 18 Technicolor Walt Disney one-reelers, Boasberg added.

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Anti-Trust Suits Continue Unabated; Seek $7,000,000 In Treble Damages

Associated Prudential Theatres, Inc. has filed an anti-trust suit seeking treble damages of $2,664,000 against the eight majors, Loew's and three of its subsidiaries: the Firm Amusement Corp., operator of Broadway's Loew's State Theatre, Moredall Realty Corp., operator of the Capitol Theatre, and the Marcus Loew Booking agency.

Suit charges the defendants with violating a 1945 agreement to serve product to the Bayshore, Regent, Babylon, Lindenhurst and Amityville Theatres, all in Long Island, 14 days after Broadway showings. Action seeks an injunction giving the theatres product seven days after Broadway runs.

PHILADELPHIA.—A triple damage anti-suit has been filed by Herbert J. Elliott, owner of the Fern Rock Theatre here, against RKO Radio, Columbia, Universal, United Artists, Loew's and Paramount. Elliott claims the defendants are discriminating in favor of the Esquire and Bromley Theatres. He asks for an unspecified amount for damages and also injunctive relief.

MIAMI.—The Claughton Circuit, which operates 14 theatres in Florida, has brought a $4,000,000 anti-trust suit against Paramount, Warners, 20th-Fox, Loew's, Universal, Columbia and Wometco Theatres. Defendants are charged with a conspiracy to restrain trade in the distribution and exhibition of films by discriminating against independent theatres. Claughton claims it can not get enough first run films.

OKLAHOMA CITY.—A $75,000 damage suit has been filed in Federal District Court here by Joe Turner, manager of a theatre in Lawton, Okla., against 20th Century-Fox, charging that the film company denied the house the right to exhibit CinemaScope pictures. Turner claims that the distribution company gave exclusive rights to CinemaScope films to a rival theatre. Representatives of the film company denied the charge.

RKO, Warner Bros., Universal, 20th Century-Fox and J. J. Theatres, Inc., operator of the Kent Theatre, the Bronx, were named defendants in a $450,000 anti-trust action filed by the IDA Amusement Co., operator of the Fleetwood Theatre, also in the Bronx. The plaintiff charges that the clearance given to the RKO split and the Kent is illegal, claiming that the Kent never got clearance over the Fleetwood before.

Cite Movie-Reader Tie In E & P Ad Series

A discussion of the type of people who attend motion pictures and a reprint of an "Editor and Publisher" editorial questioning why newspapers give free space to television listings and charge premium rates for theatre advertising comprise the subject matter of the two most recent ads published in the "Editor" series inserted by COMPO.

The 20th ad, published July 10, advises that movies are made for the people who read newspapers. The editors are told that the people who support the theatres are "the people to whom you appeal for circulation." For this reason, film material is newsworthy, the ad claims. It notes that about 75 percent of the papers' readers go to the movies more often than do the newspaper people themselves.

The 21st of the series is headed "Thanks, E&P . . . we couldn't have said it better ourselves." The reprinted editorial asks "why give free space to a competitor while applying a penalty rate to a non-competitor?" In place of the usual "Questions anyone?" the ad ends with "Answers anyone?"

Makelim Plan Praised As Product Shortage Aid

With an estimated 1,700 contracts signed to date, Hal R. Makelim is continuing in his cross country tour to meet and explain his production-distribution plan to exhibitors. Makelim has revealed that he owns or has options on 15 story properties, all of which fall in the action category. He plans to start on the first about Sept. 15.

Latest statement of support for the Makelim Plan has come from Harry C. Arthur, Jr. board chairman of Southern California Theatre Owners Association. Arthur called the set-up "the only concrete solution thus far to alleviate the great shortage of product." Makelim has been addressing exhibitors in Los Angeles, Charlotte and Milwaukee. Monarch Films will release Makelim product in the United Kingdom.

Licensing, Censorship Face Ozoners After "Line" Run

CHICAGO.—Sheriff John E. Babb of Cook County has announced that he is recommending to the county board that it establish a censorship board for drive-in theatres of the unincorporated parts of the county. Decision followed a controversy caused by the showing last week of RKO's "French Line" in two local ozoners. Babb would also have a law passed requiring all ozoners to be licensed.

The film was withdrawn after two days of a scheduled nine-day engagement at the Starlight Outdoor Theatre when newspaper and radio-television advertising opportunities were denied the engagement. At the same time Sheriff Babb had guards placed at the theatre refusing admittance to teenagers.

Sherriff Babb stated that although he lacked censorship rights, he did have the power to keep teenagers out. The film is banned in Chicago, but it has opened at other county ozoners where it is meeting similar problems.

The refusal by Chicago's four dailies and stations WMAQ and WNBQ, local NBC and Mutual outlets, to accept advertising for the film was applauded in a front page column by the "New World," official Catholic paper. The column noted that the papers and stations deserve a specific mention "for their donation to the cause of a finer, cleaner, morally better Chicagoland."

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Get Set For Your

20th CENTURY-FOX presents in CINE

SPENCER TRACY
ROBERT WAGNER
JEAN PETERS
RICHARD WIDMARK



Brok

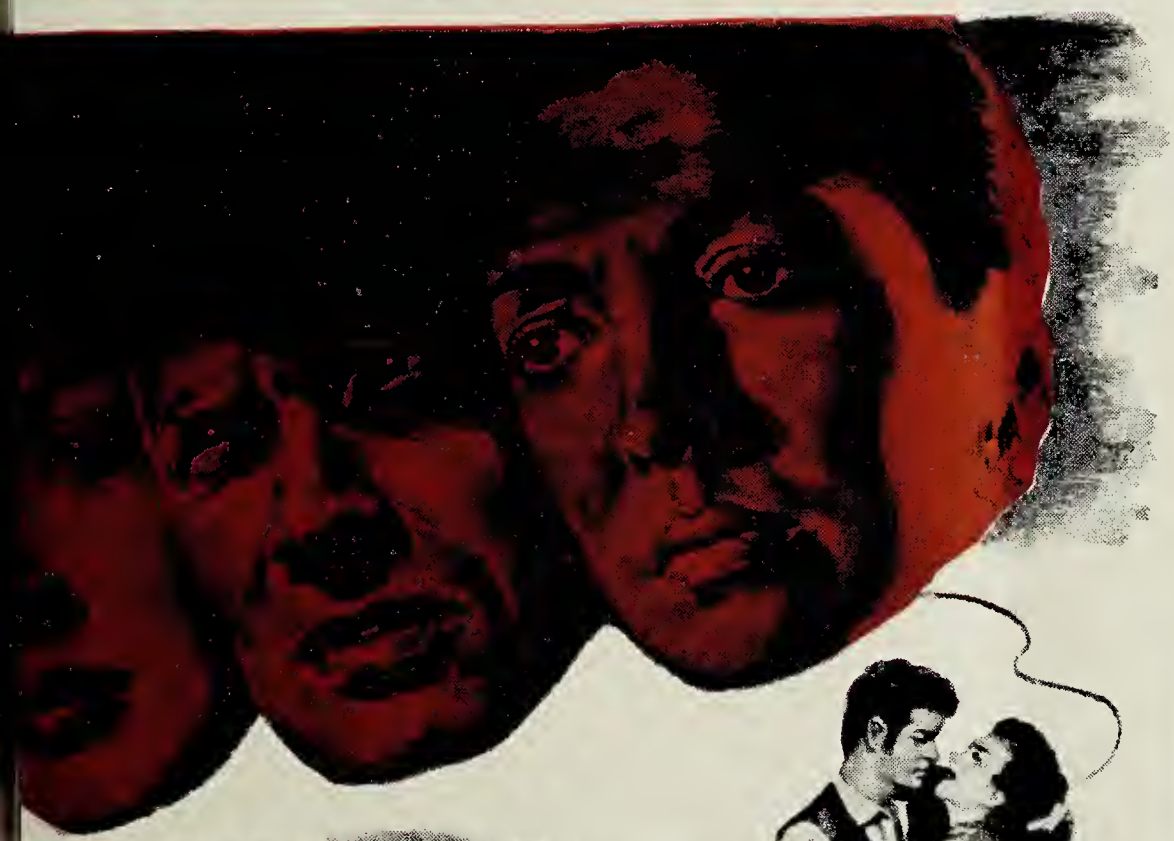
WITH KATY JURADO

HUGH O'BRIAN · EDUARD FRANZ
EARL HOLLIMAN · W. G. MARSHALL
CARL BENTON REID · PHILIP ORLI · ROBERT BURTO

Play it in your choice of CINEMASCOPE equipment! 4-TRACK HIGH-FIDELITY MAG

OTTEST August!

SCOPE



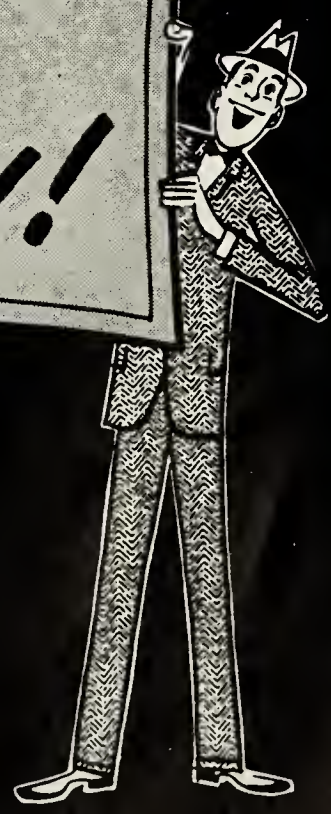


n Lance

r DE LUXE

PRODUCED BY SOL C. SIEGEL · DIRECTED BY EDWARD DMYTRYK · SCREEN PLAY BY RICHARD MURPHY · BASED ON A STORY BY PHILIP YORDAN

DATE IT NOW!



ADPHONIC SOUND • 1-TRACK HIGH-FIDELITY MAGNETIC SOUND • 1-TRACK OPTICAL SOUND

Independent Trade Reviews

"On The Waterfront"

(Columbia) 108 Min.

Cast: Marlon Brando, Karl Malden, Lee J. Cobb, Eva Marie Saint, Rod Steiger, Pat Henning, Leif Erickson, James Westerfield, Tony Galento, Tami Mauriello, John Hamilton, John Heldabrand, Rudy Bond, Don Blackman, Arthur Keegan, Abe Simon.

Credits: A Horizon Picture; An Elia Kazan Production; Produced by Sam Spiegel; Directed by Kazan; Screen play by Budd Schulberg; Based upon and original story by Schulberg; Suggested by Pulitzer Prize-winning articles by Malcolm Johnson; Music by Leonard Bernstein.

An extremely topical and highly provocative melodrama, ultra-realistically set against the murky docks of Hoboken, N.J., literally springs from the newspaper headlines in this independent Sam Spiegel production. Timely and exploitable theme about gangsterism in the longshoremen's union, plus the casting of Marlon Brando in the top role, should help spell solid box office. The makers of the film have pulled no punches in dramatizing the more sordid aspects of waterfront warfare. Three murders and at least one savage beating take place in a story that is supposedly based on actual happenings. Certainly the manner in which an aggressive parish priest, deploring violence, brings about a waterfront showdown will create strong word-of-mouth for this film; so will the powerful acting and inimitable delivery of some harsh and vulgar dialogue by Brando.

The talent-charged trio of Elia Kazan, director; Budd Schulberg, author, and Brando have imbued "On The Waterfront" with intriguing cinematic values to make the dramatic aspects of the picture as compelling as possible. Performances are vigorous. Brando plays an ex-fighter and flunkey for the gangsters while Karl Malden turns in an especially fine stint as the priest. A newcomer named Eva Marie Saint, a very photogenic blonde, contributes to the romantic portions of the story.



Marlon Brando, Karl Malden and Eva Marie Saint in "On the Waterfront"

Photographed almost entirely along the streets, on the roofs and in the bars of the New Jersey dock area, "On The Waterfront" capitalizes on its atmosphere for an astounding degree of melodramatic punch. Brando, witnessing the vicious murder of a fellow longshoreman who bucked the gangster-ridden union, is sought after by his honest neighbors to make a clean breast of what he knows to the crime commission investigating waterfront illegalities. Brando is reluctant to talk, but when the corrupt union commits additional murders and kills his brother, he submits to Malden's insistence that he cleanse his conscience. As a result of Brando's appearance before the commission, Lee J. Cobb, head of the union, faces a murder indictment. Cobb consequently has Brando thrashed in front of the other members to maintain gang control of the union. Brando, despite his beating, summons up enough physical effort to stage a final act of defiance against Cobb and cleanse the union.

"Rear Window"

(Paramount) Technicolor 112 Min.

Cast: James Stewart, Grace Kelly, Wendell Corey, Thelma Ritter, Raymond Burr, Judith Evelyn, Ross Bagdasarian, Georgine Darcy, Sara Berner, Frank Gady, Jesslyn Fax, Rand Harper, Irene Winston, Havis Davenport.

Credits: Produced and directed by Alfred Hitchcock; Screen play by John Michael Hayes; Based on the short story by Cornell Woolrich.

Top drawer diversion is afforded in abundance during the course of this latest Alfred Hitchcock suspense enterprise, with word-of-mouth and the presence of excellent star names almost certain to catapult "Rear Window" into a heavy money category. James Stewart and Grace Kelly are the romantic stars, playing an engaged couple who accidentally discover that a hacksaw murder has been committed right in their own backyard. Their attempts to convince detective Wendell Corey on the basis of rather filmsy evidence that the crime was perpetrated, and their subsequent encounters with the culprit provide plenty of thrill situations. Hitchcock carries these off in a manner guaranteed to keep the patron on the edge of his seat for many a long moment.



Grace Kelly and James Stewart in Alfred Hitchcock's "Rear Window"

Photographed in Technicolor and ultilizing only one set, a Greenwich Village backyard surrounded by rear window tenement apartments, story receives an atmospheric charge of crammed tension right from the start. Clever delivery of humorous lines by Thelma Ritter helps to counterpoint the tension while some sultry romantic moments between Stewart and Miss Kelly provide another form of change-of-pace. Villainy is supplied by Raymond Burr and a number of other capable character actors, taking effective direction by Hitchcock, round out the cast with pantomine performances as neighbors going through the motions of daily living.

Events take on weight when Stewart, a news photographer confined to a stifling apartment due to a broken leg, spots an occupant of an apartment across the court yard in a series of acts which smacks suspiciously of murder. His theories are shared by Miss Kelly but scoffed at by Corey, his detective friend. Subsequent events almost spell curtains for Miss Kelly at the hands of the culprit and a near strangulation for Stewart during an exciting climax. The disabled Stewart's attempts at slowing down the killer's approach via exploding of blinding flashbulbs in his face is superby calculated to quicken the pulse beat.

"Betrayed"

(M-G-M) Eastman Color 108 Min.

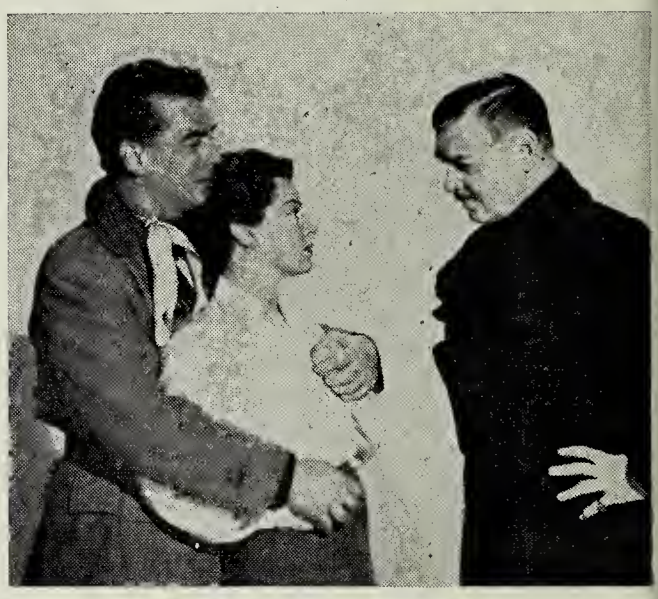
Cast: Clark Gable, Lana Turner, Victor Mature, Louis Calhern, O. E. Hasse, Wilfrid Hyde White, Ian Carmichael, Niall MacGinnis, Nora Swinburne, Roland Culver.

Credits: Directed by Gottfried Reinhardt; Screen play by Ronald Millar and George Froeschel.

A healthy box office, due to smart top-casting, should greet this adventure romance of the Dutch underground during World War II. Photographed in tasteful hues of Eastman Color, and utilizing locations in Holland wherever possible, "Betrayed" tells a story of espionage activities against the Nazi occupiers of the Netherlands in a manner that is at times both haunting and suspenseful. Full utilization of the valuable Clark Gable, Lana Turner and Victor Mature names rate top playing time in any situation for this film. Extra lures are to be found in the fact that Miss Turner is a brunette in "Betrayed," and also sings a song, a sultry downbeat number. Suspense is generated by intriguing play on a situation wherein an underground guerrilla leader is suspected of working for the enemy. Audiences will be guessing during the latter portions of the film as to the guilt or innocence of this personality, whom Mature portrays in flamboyant style.

In the course of the story, sufficient action is intermingled with a load of romance to properly show off the principals for adequate Gable-Turner fan gratification. Mood shots successfully capture the quaint flavor of the Dutch countryside and also help immeasurably to offset the routine maneuvers.

Cast as a Free Dutch intelligence officer, Gable is rescued from Nazi captors by underground guerrilla leader Mature. Returned to England,



Victor Mature, Lana Turner, Clark Gable in "Betrayed," in Eastman Color

Gable enlists Miss Turner, widow of a murdered Dutch millionaire, in an involved plan aimed at co-ordinating Mature's activities with the British. Since she takes the job reluctantly, suspicion falls her way when Mature's men are betrayed in dozens to the Nazis. Confronted by Gable, Miss Turner brands Mature as the traitor. Latter's guilt is established and he is killed by Gable who then clinches with Miss Turner as Holland is liberated.

"Susan Slept Here"

(RKO) Technicolor 98 Min.

Cast: Dick Powell, Debbie Reynolds, Anne Francis, Glenda Farrell, Alvy Moore, Horace McMahon, Herb Vigran, Les Tremayne, Mara Lane, Rita Johnson, Maidie Norman.

Credits: Produced by Harriet Parsons; Directed by Frank Tashlin; Screen play by Alex Gottlieb; Based on a play by Gottlieb and Steve Fisher; Songs by Jack Lawrence and R. Myers.

A solid Technicolor comedy that hits on all cylinders, "Susan Slept Here" contains both the charm and the hilarity to get off to a top start in the moneymaking derby. A merry romp about the battle of the sexes, the film stars Dick Powell and Debbie Reynolds as a duo who go through a marriage of "expediency," only to discover by the final clinch that they



Dick Powell, Anne Francis, Glenda Farrell in "Susan Slept Here," Technicolor

really love each other. This basic situation has been placed in a Hollywood setting and fitted out with all sorts of exploitable gimmicks via a production that is equal to the high level of the script. This includes the use of an "Oscar" to narrate the story and the effective introduction of the voice of Louella Parsons, mother of producer Harriet Parsons, into the proceedings. When wedded to a screen play that sparkles with bright dialogue and amusing incident, it should make for an unbeatable box office combination.

Plot casts Powell as a 35-year-old Hollywood writer who takes in the 17-year-old Miss Reynolds to save her from being sent to an institution for homeless under age women. When he learns that there is no other way to save her, he marries her, thus bringing on the wrath of Anne Francis, Powell's society fiancee. From there on out it's a matter of the two girls fighting for Powell's love, while Glenda Farrell and Alvy Moore stand on the side lines spouting wry jokes. The all-important pace is almost never allowed to lag so that the fun never breaks down.

Performances are top-notch throughout, with Miss Reynolds scoring as an expert comedienne in a role that really permits her to show her talents. The Powell charm still works as he tries to resist the advances of his leading lady because he thinks she is too young for him. Sex rears its sophisticated head fairly frequently, but the picture does not exceed the bounds of good taste. Incidental music used in the film, such as a catchy title song and a tie-up with a Don Cornell record of "Hold My Hand" provide several added exploitation possibilities, as does the provocative title.

"Dawn At Socorro"

(Univ.-Int'l.) Technicolor 80½ Min.

Cast: Rory Calhoun, Piper Laurie, David Brian, Kathleen Hughes, Alex Nicol, Edgar Buchanan, Mara Corday, Skip Homeier, Roy Roberts, Lee Van Cleef, Richard Garland, Stanley Anderews, James Millican, Scott Lee.

Credits: Produced by William Alland; Directed by George Sherman; Written by George Zuckerman.

A briskly fashioned Technicolor western, loaded with action and suspenseful situations, is unreeled in "Dawn At Socorro" to maximum effect. Returns in the oater market should be more than adequate, with the names of Rory Calhoun, Piper Laure and David Brian serving to boost grosses. Calhoun, playing a gambler with a bad lung, gets mixed up in a feud between two families in New Mexico after the Civil War. His efforts to extricate himself in one piece, plus reform a wayward young thing from a saloon girl's way of life, constitute the bulk of the melodrama. Gunfights, poker games and some fisticuffs keep things going at a steady pace throughout. A particularly effective climax starts out as a tense card game and concludes in a shooting match between two expert marksmen.

When Calhoun leaves Lordsburg via stagecoach for Colorado Springs to repair his health, he runs into trouble with henchmen of a gang boss he helped defeat. Straight shooting accounts for one of the desperadoes but Alex Nicol, the other, bides his time until the stage reaches Socorro. There Miss Laurie, also on the stage, takes a job at David Brian's saloon. Calhoun stays on to persuade her to quit for a better life. When Miss Laurie shuns Calhoun's advice, he gambles with Brian for the saloon and her contract, but loses. On his way out of town, Calhoun is accosted in a gunfight by Nicol, under hire to Brian. Calhoun kills Nicol, then Brian, and goes off to Colorado Springs with Miss Laurie.

"Broken Lance"

(20th-Fox) CinemaScope-De Luxe 96 Min.

Cast: Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark, Katy Jurado, Hugh O'Brian, Edward Franz, Earl Holliman, E. G. Marsnall, Carl Benton Reid, Philip Ober, Robert Burton.

Credits: Produced by Sol C. Siegel; Directed by Edward Dmytryk; Screen play by Richard Murphy; Based on a story by Philip Yordan.

A highly effective drama about an aging cattle rancher's conflict with a changing era and his sons is presented in strongly compelling visual terms during the course of this CinemaScope super western. Rendered in De Luxe color and amplified via stereophonic sound, it meets all the requirements of the action market and scores as a qualified entry for general audience acceptance as well. Spencer Tracy spearheads an adult set of characterizations in "Broken Lance" by his sympathetic portrayal of a post Civil War rancher who could not come to grips with a land in which court law was replacing rule by the iron-handed individual. His dilemma is touchingly dramatized in a court room scene which stands out as a classic example of humorous Americana.

Co-starring with Tracy are Robert Wagner, as the favorite son, a half-breed, who goes to jail rather than see his father ruined; Jean Peters, whose marriage to Wagner is frustrated by prejudice against those of mixed blood; Richard Widmark, the eldest son whose villainy causes Tracy's death, and Katy Jurado, who lends sympathy to the role of Tracy's Indian wife. Wagner's knock-down-drag-out battle with Widmark concludes the picture on a note of breathless violence.

When Wagner leaves jail, Widmark vainly tries to buy him off from his full share of the late Tracy's ranch lands. Via flashbacks, Wagner recalls how Tracy, when alive, angrily destroyed a copper mine that was polluting the waters of his ranch, thus killing his cattle. Tracy faced legal ruin when the governor refused to intercede for him. The governor's reason was based on prejudice since Wagner, a half-breed, was keeping company with his daughter, Miss Peters. Wagner, learning of his father's plight, assumed his guilt and went to jail. Widmark, the eldest son, then clashed with Tracy, who succumbed from a stroke. Back in the present, Widmark attacks Wagner but is killed. Wagner and Miss Peters clinch.



Spencer Tracy, Robert Wagner, Richard Widmark in "Broken Lance," CinemaScope-Technicolor

"Pushover"

(Columbia) 88 Min.

Cast: Fred MacMurray, Kim Novak, Phil Carey, Dorothy Malone, E. G. Marshall, Allen Nourse, Phil Chambers, Alan Dexter, Robert Forrest, Don Harvey, Paul Richards, Ann Morriss.

Credits: Produced by Jules Schermer; Directed by Richard Quine; Screen play by Roy Huggins; Based upon stories by Thomas Walsh and William S. Ballinger.

Columbia has taken stories of two suspense novelists, Thomas Walsh and William S. Ballinger, and woven them together into a first class melodrama to lift "Pushover" way above the average top-billing picture of its type. It should do good business in general situations. Fred MacMurray comes the closest to his outstanding "Double Indemnity" role in this film than he has in any picture in quite a few years. This story of a cop who can't stand the temptation of money also introduces Kim Novak, who is on the Marilyn Monroe-ish pattern. Most outstanding thing about the picture is the magnificent night photography, which adds a great deal of realism and mood to the picture. Film's title is exploitable and Miss Novak should provide some additional exploitation material.

Fred MacMurray, plain-clothesman, picks up Kim Novak, whom the police believe is the girl friend of Paul Richards, who has taken part in a $200,000 bank robbery and the killing of a guard. Later, he is assigned to a stakeout with Phil Carey to watch Kim and see if Richards shows up for her. Carey becomes attracted to Dorothy Malone, who lives in the apartment next to Kim, while MacMurray falls for Kim, and meets her despite orders to the contrary. Together, they hatch a plot to lure Richards to her, get the money and take care of Richards. Their plan works with one exception: Allen Nourse, a fellow policeman, who has been a drinker and who is off his beat while on duty, suspects MacMurray. MacMurray fakes his suicide and kills Nourse. Lt. E. G. Marshall investigates. MacMurray panics and kidnaps Dorothy Malone, who has seen him in Kim's apartment. MacMurray decides to get the money which he hid after killing Richards, and take Kim with him. He is shot and killed in the attempt and Kim realizes that she and MacMurray could have been happy without the money after all.

"The Diamond Wizard"

(United Artists) 83 Min.

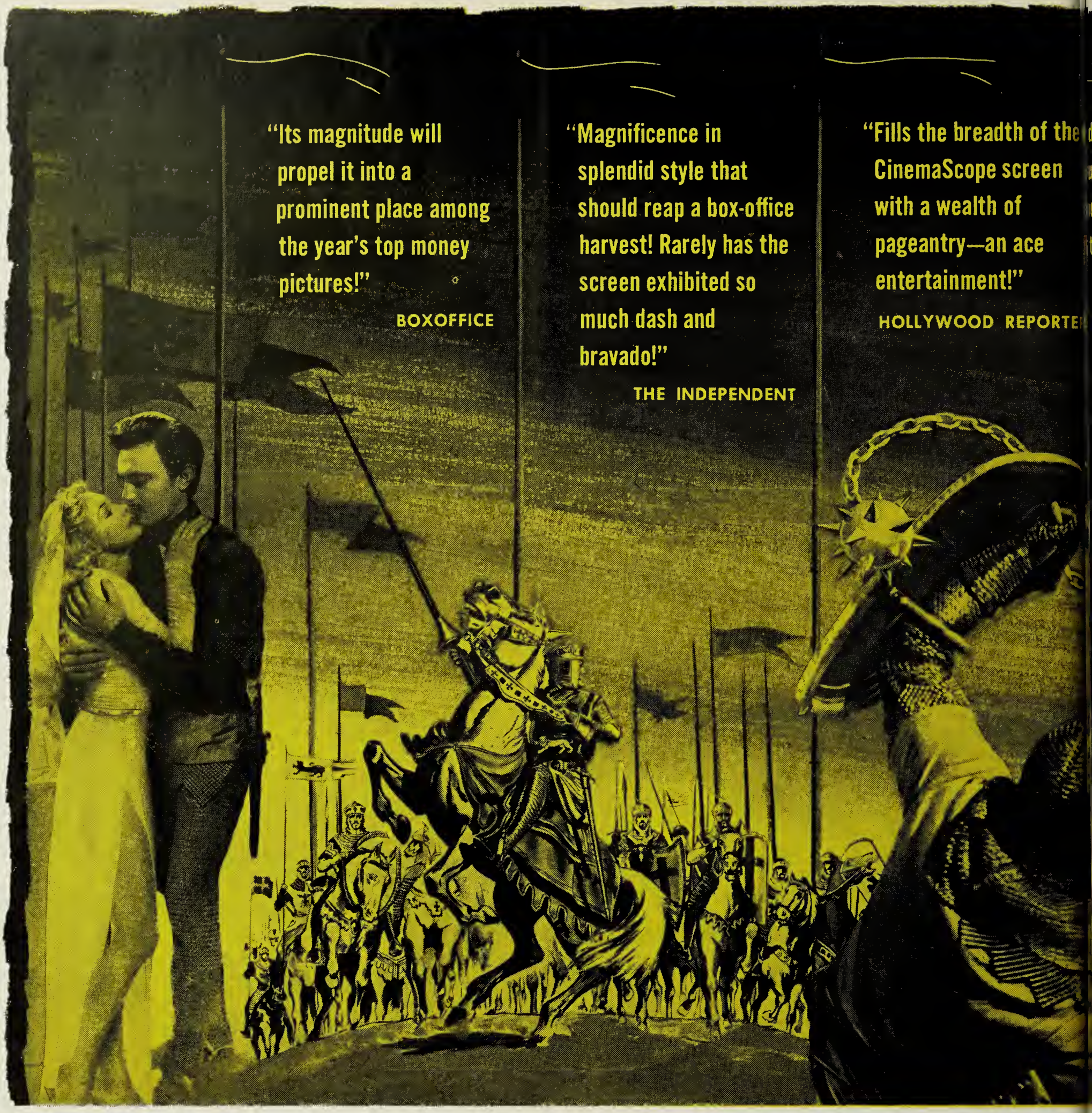
Cast: Dennis O'Keefe, Margaret Sheridan, Philip Friend, Alan Wheatley, Francis De Wolff, Eric Berry.

Credits: A Gibraltar Films Ltd. Presentation; Produced by Steven Pallos; Directed by Dennis O'Keefe; Screen play by John C. Higgins.

An exploitable programmer has been fashioned out of this yarn of government agents and an atomic scientist who can produce man-made diamonds, and the feature should supply needed product in its market. Chief exploitable factors are some science-fiction type shots of intricate machinery set up for the manufacturing of the diamonds and a climactic sequence of the blowing up of an old castle with the chief villains still in it. Produced in England with many British players, the film stars Dennis O'Keefe, who also handled the direction. He has kept things going at a speedy pace so that the action never lags.

O'Keefe is cast as a U.S. government agent who comes to England to check on a gang of thieves who have stolen government money to be used to purchase the imitation gems. He gets a lead when the scientist turns out to be the missing father of his fiancee. Plot complications are finally solved when the thieves are apprehended and it is learned that the scientist has been working as a prisoner of the gang. A last minute rescue sets things aright. The filming of the picture on the streets of London and Kent has given it an air of authenticity. Script is smoothly performed by an able cast.

(*Continued on page* 18)



WARNER BROS. FOLLOW THE BOX-OFFICE

KING RICHARD

Out of the Adventure Pages of the Ages! From S

CINEMASCOPE

WARNERCOLOR
STEREOPHONIC SOUND

STARRING REX V

HARRISON · M

l audiences
nd by its
ealing drama
action!"
SHOWMEN'S

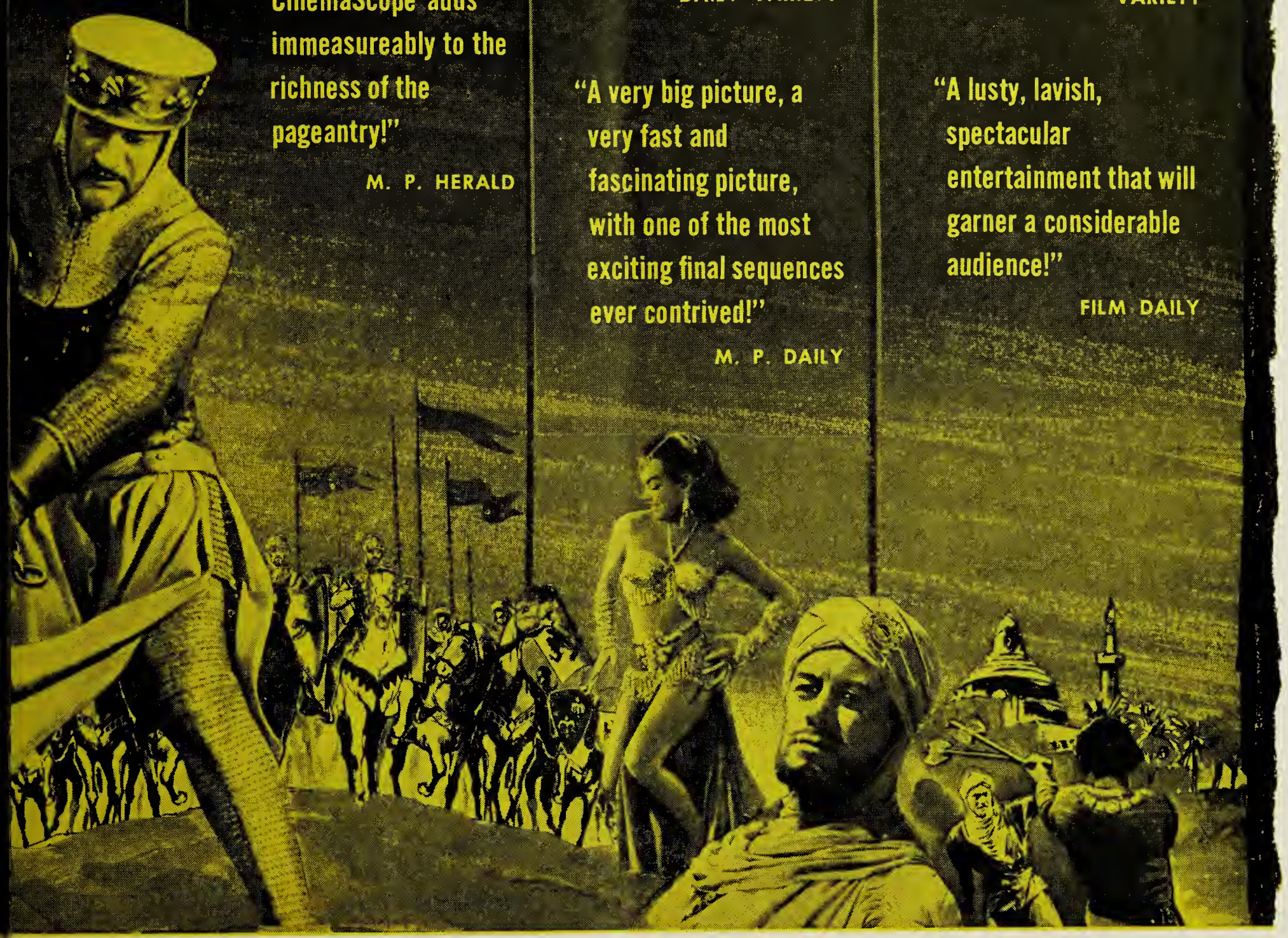
"A box-office picture! Sweeping action, deadly struggles, suspense and breathtaking scenes! CinemaScope adds immeasureably to the richness of the pageantry!"
M. P. HERALD

"Gets the full CinemaScope spectacle treatment and the grossing prospects are excellent!"
DAILY VARIETY

"A very big picture, a very fast and fascinating picture, with one of the most exciting final sequences ever contrived!"
M. P. DAILY

"Sweeping action in the full CinemaScope spectacular treatment —a box-office entry from Warner Bros.!"
VARIETY

"A lusty, lavish, spectacular entertainment that will garner a considerable audience!"
FILM DAILY



T OF 'THE HIGH AND THE MIGHTY' WITH

ND HE CRUSADERS

R SCOTT'S 'The Talisman,' tumultuous epic of the Quest for the Holy Sepulchre!

WITH
ROBERT DOUGLAS

A
O · SANDERS · HARVEY

GEORGE
LAURENCE

SCREEN PLAY BY JOHN TWIST
MUSIC BY MAX STEINER
PRODUCED BY
HENRY BLANKE
DIRECTED BY DAVID BUTLER

Foreignotes

Eady Fund Disputed

LONDON.—Officials from Britain's four motion picture trade associations have been meeting this week with Board of Trade executives to discuss differences of opinion concerning the Eady fund. Discontent stems from the decision of the CEA to make voluntary collections at a reduced rate. It is reported that the J. Arthur Rank Organization, with 550 theatres, has resigned from the CEA over the dispute.

Sir Morris Dean, alternate for Peter Thorneycroft, Board of Trade president, warned that if the industry can not decide on a voluntary payment system by itself the government would have to intervene. The matter was set to come up before the House of Commons so that the Board of Trade released no official word until then.

Seek Turkish Co-Production

ISTANBUL.—Turkish government and business executives, eager to form a new film company both in Turkey and in Greece with a view to working with Americans on a co-production basis, have reported that they are seeking American producers and distributors to work in collaboration with them. Under the leadership of D. A. Tsykala, president of the Ticaret ve Sanayi Organization, the Turkish group reports that its bankers are ready to finance the Turkish or Greek side of the co-production up to several millions of Turkish liras.

Eliminate Guatemalan Tax

GUATEMALA.—This country's interim governing body, the Junta, has eliminated the 20 percent tax on the earnings of the American film companies, according to latest report. The 20 percent levy was in addition to a previously legislated 15 percent entertainment tax. Now that peace has returned to the country, MPEA member companies have resumed shipments of films here, it was learned. Tax was eliminated on the claim that it reduced instead of increased government income.

Brazil Print Ruling

RIO DE JANEIRO.—The Brazilian government has cancelled the order that beginning Aug. 20 the Americans must adhere to the ruling made as part of compensation deals that 50 percent of all black and white films shipped for showing in Brazil be printed here. The law has been on the books but unenforced because of a lack of raw stock and facilities here, and with the correction of these points still unsettled the law will not have to be adhered to. A similar law applies to color films, but there are no local facilities for making color prints.

Discuss Argentina Funds

BUENOS AIRES. — Robert W. Corkery, MPEA assistant vice-president, has arrived here this week to attempt to free more of the blocked earnings of American film companies and to settle the expiration date of the Johnston-Cereijo pact.

American film companies have succeeded in freeing a little more than $1,000,000 from Argentina during the past five years, but the agreement calls for remittances up to $1,100,000 per year. The difficulty with the pact date stems from the fact that it was not put into effect until one year following signing.

French Pact Causes Wide Rift; Under State Dept., FTC Study

HOLLYWOOD. — Ellis Arnall, newly re-elected president of the Society of Independent Motion Picture Producers, declared to members of that organization at its annual meeting that he plans to continue with a request for a complete investigation of foreign film pacts by government officials. Arnall has been protesting the French pact signed by the MPEA.

Arnall made a full report of SIMPP activities during the past year to the group. In addition to re-electing him, the members passed a resolution thanking him for his services. They also endorsed the project for establishing an industry museum by the Motion Picture Relief Fund and re-elected all other officers and members of the group's executive committee.

Earlier, State Department and Federal Trade Commission officials reported that Arnall's complaint was being studied by appropriate people. The FTC executives noted that they had been engaged in a study of the question even before the request from Arnall had been received.

MPEA Group In Capital

Meanwhile MPEA officials have been meeting with FTC executives in Washington to discuss the charge that the Association has been violating the Export Trade Act, as claimed by Arnall. Sidney Schreiber, MPEA general counsel; G. Griffith Johnson, vice-president, and Theodore Hope. special counsel, have been conferring with Bernard B. Smyth, chief of the FTC's Export Trade Division.

Smyth reported that the FTC has not yet reached any decision on the matter. He added that there would be future meetings with both MPEA and SIMPP representatives. First task of the FTC is to clarify the issues, he explained.

One reaction allegedly emanating from the MPEA that the Association would no longer work with American independents in making agreements with foreign countries was denied this week. At a board meeting last week, the foreign managers of the MPEA companies declared that the Arnall complaints to the FTC and State Department are incorrect.

The managers particularly pointed out for attack the Arnall statement that the French pact had been made with the French film industry "by and through the government of France." The Association insists that the pact was made strictly between the MPEA and the French government, and that Eric Johnston did not deal with any members of the French industry.

They also objected to Arnall's charge that the Association had agreed to the establishment of a French subsidy to be used for motion picture purposes. The MPEA agreed to pay the money to the French government, which could use it as it saw fit, the managers noted.

Even if the French government were to relegate the money to help the French film industry, it was pointed out that the total amount to be paid is $350,000 over a two-year period, which could not seriously jeopardize the position of the American industry.

The SIMPP charges received the support this week of the Hollywood AFL Film Council, which unanimously voted a resolution affirming its position, which was sent to Secretary of State John Foster Dulles and the FTC. It was learned at press time that the State Department had sent a letter to SIMPP, but its contents were not divulged.

Theatres Break Down Oklahoma Segregation

OKLAHOMA CITY.—The segregation tradition in Oklahoma has been successfully broken by Cooper Foundation theatres during the past two weeks, with no complaints from any patrons, according to Eddie Thorne, Cooper city manager. The Criterion, Harbor, Tower and Plaza theatres are not advertising the new ruling, but they will not refuse a ticket to anyone because of color, Thorne stated. Only protests were from people not in the theatres, he revealed.

NEWS BRIEFS

Rumor Odlum RKO Purchase

HOLLYWOOD.—Rumors continued this week to surround the series of negotiations between Howard Hughes and the visiting Floyd B. Oblum which are expected in trade circles to lead to eventual purchase of Hughes' controlling RKO Radio stock by the head of the Atlas Corp.

Odlum arrived here last weekend and is bent, according to trade reports, on concluding a deal. He and Hughes are conducting "behind locked doors" talks which are expected to stretch over a prolonged period.

Bachelors Plug "Brides"

As part of M-G-M's promotional drive for "Seven Brides for Seven Brothers, a group of seven bachelors have been brought in from London, Ontario, Canada for three days of New York sight-seeing and interviews. They were guests of Russell Downing, managing director of the Radio City Music Hall, for the picture's opening this week.

The bachelors were interviewed by the "World Telegram & Sun," United Press, Toronto "Star" and WPIX. They guested on Steve Allen's NBC show and the Barry Gray radio show. Other appearances were on the George Skinner CBS show and the Jerry Lester TV show.

Columnist Boosts Industry

The motion picture industry and the entertainment value it offers was made the subject of the July 13 column of Sylvia F. Porter, whose column appears in the New York "Post" and 74 U.S. newspapers with a total readership reported more than 12,000. Miss Porter's story resulted from an interview with Arthur B. Krim, United Artists president, which was reported on in the column.

Discussing the stimulus to make better, more attractive pictures as a result of competition form television, Miss Porter noted that the consumer is always the "real winner." She quotes Krim on the "mass output of quality shows and agrees with him that her family goes to the theatre whenever a top movie is being shown in the neighborhood.

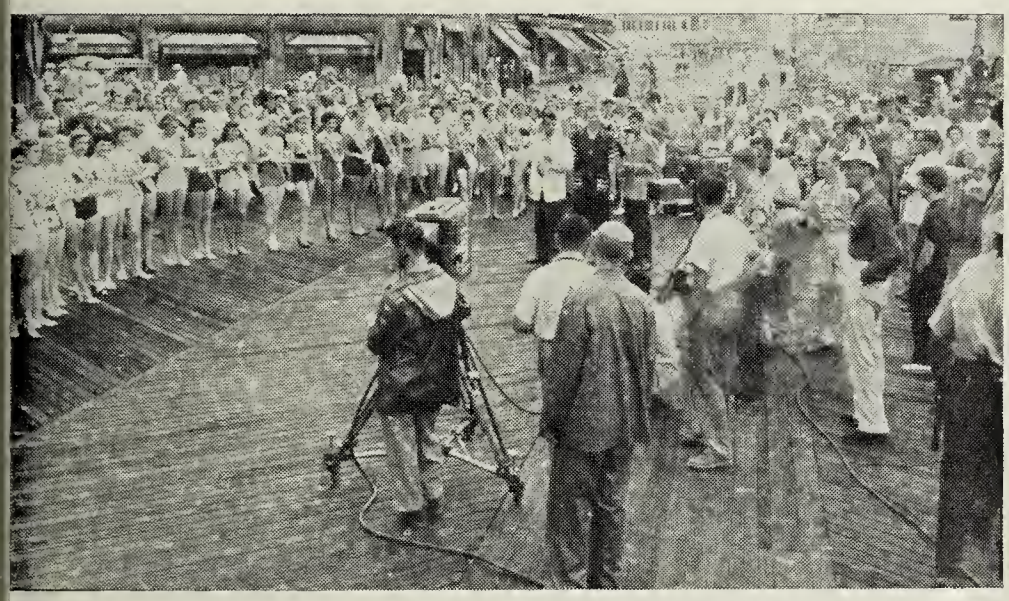
Martin & Lewis World Premiere On The Boardwalk At Atlantic City



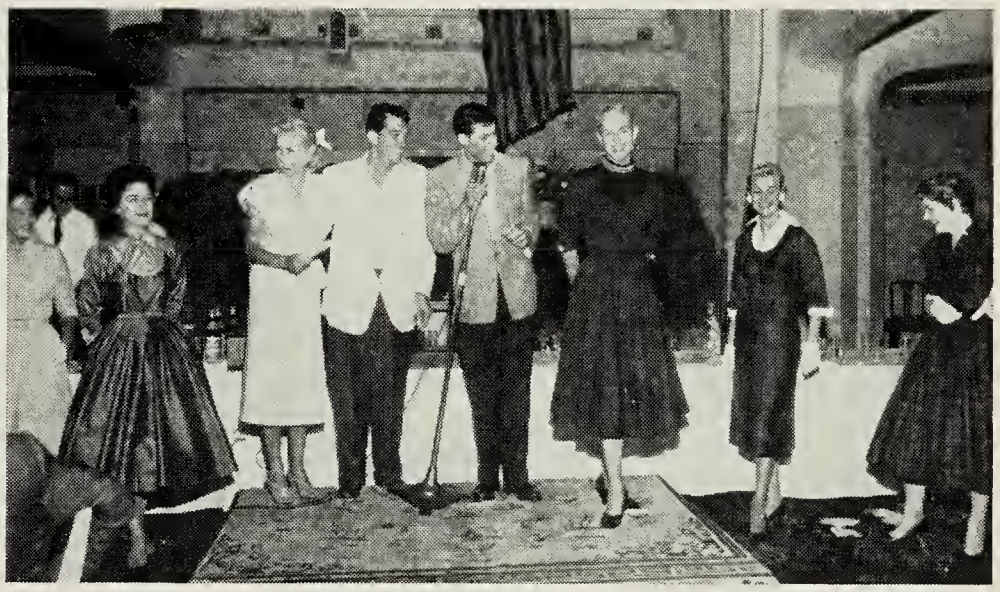
Back in 1946, Martin and Lewis met on a park bench in Atlantic City. Last week, they returned to celebrate their eighth anniversary as a team with a world premiere of Paramount's "Living It Up" at the Warner Theatre on the boardwalk. Planes like the one above flying over resort crowds welcomed them with trailing banners.



The comedians met a newspaper contingent of 100 columnists, newspaper, magazine, radio and TV writers and rode through town right up on the crowded boardwalk in a police-escorted motorcade of 50 flashy convertibles. Guest press representatives "lived it up" in high style at the resort and film captured maximum coverage.



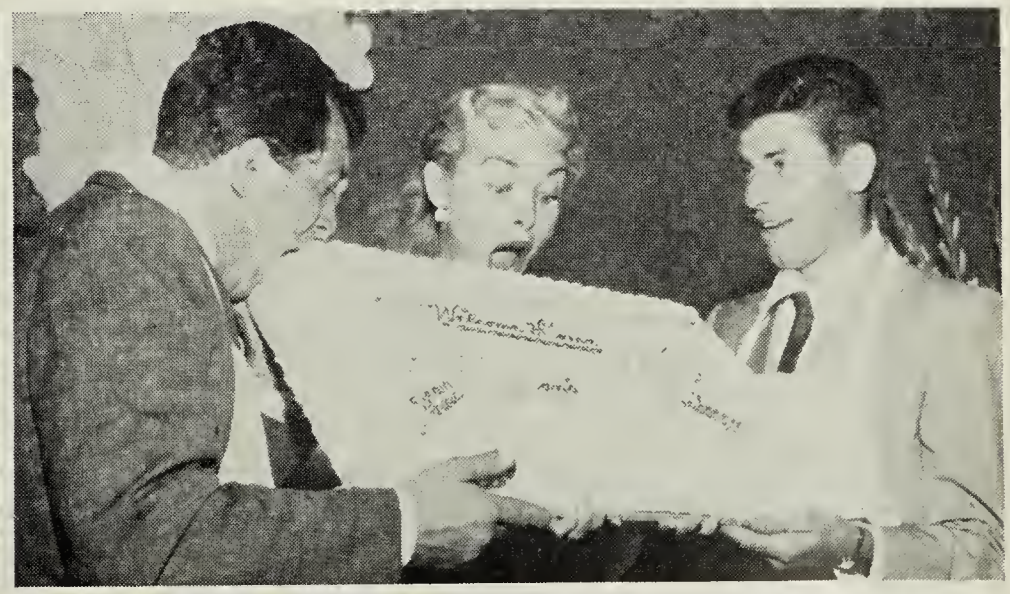
Important television and newspaper breaks were obtained by Paramount's capable exploiteers. Martin and Lewis (above) appeared with Jack Lescoule on the Dave Garroway's NBC-TV network program "Today," with beauty contest winners on the boardwalk.



A "Living It Up" fashion show inspired by the clothes worn by Janet Leigh was narrated by the actress at the Traymore Hotel with the two zanies cutting capers for the guests. Press reps later participated in roller chair parade to premiere following dinner at the hotel.



Before tremendous crowds and in an atmosphere of considerable excitement, special ceremonies were held in front of the Warner house. Anniversary cake was cut with a policeman's club by Jerry Lewis. Team continued antics inside packed theatre. Jerry Pickman, ad-pub. veepee, was in charge of the celebration for Para.



Following premiere, anniversary party was held at Nick D'Amato's 500 Club, where team is doing personal appearances. Janet Leigh (center) flanked by Martin and Lewis, is shown at the club party. Two-day premiere ended with "hangover" breakfast, swimming activities, golf-driving contest and press interviews.

Independent Trade Reviews

(*Continued from page 13*)

"Mr. Hulot's Holiday"

(G-B-D Int'l.) FRENCH 85 Min.

Cast: Jacques Tati, Nathalie Pascaud, Michelle Rolla, Valentine Camax.

Credits: A Fred Orain production; Produced and directed by Jacques Tati; Screen play by Tati and Henri Marquet.

A "howling" success would be the proper description of this French import starring Jacques Tati, for the feature is one of the funniest films produced in years. A large midweek afternoon audience at a N.Y.C. art house howled its way through every minute of the running time, and the nature of the picture is such that it might do well in the general market. Employing practically no dialogue, and plotless, the film shows the mishaps occurring to the six-foot lumbering comedian during a vacation at a seaside resort. Some of the soundtrack has been dubbed into English, but this is relatively unimportant because words play almost no part in the comedy, which is completely visual. As such, the picture is strongly reminiscent of the best of the old silent comedies, and its appeal is as universal as the older films.

In quadruple-threat manner, Tati stars, coauthored, directed and helped in the production of the film. He is every inch a comedian, and audiences laugh when he does no more than walk across a room. On the tennis courts, out on a boat or when trying to mount a horse, he is hysterically funny. The picture takes him from the day he arrives at the resort until the end of the holiday. He engages in all the activities of the average vacationer, but each situation sets off another hilarious sequence. Although the camera is seldom off the star, the resort is peopled with a handpicked collection of fellow vacationers, and they provide scores of laughs also. The film arrived carrying the grand prize of the Cannes Festival, and it stands to pick up many more bouquets here.

"The Earrings Of Madame De . . ."

(Arlan Pictures) FRENCH 105 Min.

Cast: Danielle Darrieux, Charles Boyer, Vittorio De Sica.

Credits: Produced and directed by Max Ophuls.

A strange combination of social satire and stark tragedy, "The Earrings of Madame De . . ." is a French-language import which figures to be headed for major art house bookings. Three solid star names, Danielle Darrieux, Charles Boyer and Vittorio De Sica, plus direction by Max Ophuls, who scored here with "La Ronde" and "Le Plaisir," provide box office strength. An elaborately produced turn-of-the-century drama, the film may prove a bit difficult to follow because of its sudden change in mood. Class patrons familiar with Ophuls' previous work are going to be especially surprised by the tragic ending tacked on to this one. "Earrings" starts out in the comic mood, presenting a sharp satire on the manners and morals of the French upper class. The infidelities of Miss Darrieux and Boyer, a married aristocratic couple, are first presented as mere frivolities.

Audiences are, therefore, prepared to treat the flirtation of Miss Darrieux with De Sica, an Italian ambassador, with similar unconcern. Boyer, the jealous husband, also seems amused by the situation. It comes as a big shock when the film all at once takes a turn into tragedy. Boyer challenges and kills De Sica in a duel, and Miss Darrieux dies of a heart ailment at exactly the same moment. The lighthearted waltz flavor of the first part of the film is curiously replaced by religious symbols and dark tragedy. Performances are excellent, and the many small touches for which Ophuls is famous are to be found here. English titles are good.

"Malta Story"

(United Artists) 98 Min.

Cast: Alec Guinness, Jack Hawkins, Anthony Steel, Muriel Pavlow, Renee Asherson, Flora Robson, Ralph Truman.

Credits: A J. Arthur Rank Organization presentation; Produced by Peter De Sarigny; Directed by Brian Desmond Hurst; Screen play by William Fairchild and Nigel Balchin.

Fair general audience response and average art house trade should greet this Alec Guinness starrer about the World War II defense of the island of Malta in the Mediterranean by the RAF. Although the battle aspects of this tale are by this late date familiar, and the action footage culled from newsreel and documentary scenes shown numerous times before, the Guinness name should serve as successful ticket bait for early engagements. Star is seen here in a serious role, a rare occurrence for this notable comic. He acquits himself well, receiving capable support from Flora Robson and Jack Hawkins in character roles. In the romantic department, Guinness plays opposite Mriel Pavlow, an able newcomer. Plot of "Malta Story" is far from unique but relates with some punch how an RAF officer gives his life in the battle to prevent Malta from falling into Nazi hands.

Guinness, a reconnaissance pilot, discovers that Nazi gliders are being taken to Sicily for subsequent Nazi invasion of nearby Malta, on which he is based. The British commander instructs pilots to frustrate the invasion. Meanwhile, Guinness falls in love with Miss Pavlow, a Maltese girl, but postpones marriage on request of Miss Robson, her mother, to wait for peace. Although the anti-invasion drive becomes successful, Guinness is killed during an heroic action.

"River Beat"

(Lippert) 73 Min.

Cast: Phyllis Kirk, John Bentley, Robert Ayres, Leonard White, Ewan Roberts.

Credits: An Abtcon Picture; Executive Producer, Herman Cohen; Produced by Victor Hanbury; Directed by Guy Green; Screen play by Rex Rienits.

"River Beat" is a well-made melodrama which should do okay on the general market. The only American in the cast is Phyllis Kirk, who does a top notch thesping job in the film which deals with the river patrol in England. The English members of the cast all turn in uniformly good performances. What is outstanding about the film, and should help its business in the U.S. is that all the performers speak in understandable English. The picture has plenty of action and suspense and its story line is interesting and not as entangled as many films of this type.

Customs officials hold Phyllis Kirk, radio operator on a U.S. freighter, after finding diamonds in cigarette packs she has been taking out. When a steward on the ship is murdered, Phyllis co-operates with John Bentley of the river beat. Phyllis tells Bentley about the man to whom she delivered the contraband and the hunt for the man, Glyn Houston, leads over land and sea. When Houston flees to the ship, Phyllis overhears the captain, Robert Ayres, admit that he is the boss of the smugglers and also the murderer. When Phyllis tries to call for help, Ayres captures her and forces her into a river boat. A chase lead by Bentley and the river patrol ends up with Ayres captured and Phyllis in Bentley's arms.

"Paris Incident"

(Arthur Davis) FRENCH 80 Min.

Cast: Gerard Gervais, Pierrette Simonet, Christian Fourcade, Olivier Hussenot, and the people and children of the Rue Mouffetard.

Credits: Produced by Madame Goulian; Directed by Henri Decoin; Screen play by Alex Joffe.

The real and imagined problems of children are brought to life in this charming French import realistically filmed on the streets of Paris. In addition to several professional actors, the film has been cast with a group of children from one of the city's streets, and the unusual appeal of these tots should stimulate excellent word of mouth, thus helping art house runs. "Paris Incident" concerns the attempts of a telegraph boy to retrieve three telegrams he has lost in the excitement following a minor traffic accident. He is befriended by a nine-year-old girl, and the two of them set out to enlist the aid of grownups in the search.

Director Henri Decoin used non-professionals in several of the adult roles, and he has captured the flavor of the Parisian people's reaction to the little boy's problem. The adults try to help, and in so doing often prove themselves more foolish than their children. The boys of the street have found the telegrams and used them for paper airplanes. At first they taunt the telegraph boy but finally agree to help him in his search. The telegrams are eventually found and delivered, with a bit of French irony thrown in at the end. But despite the fine script and direction, it is the children who will garner all the attention. The little telegraph boy and the nine-year-old girl are outstanding.

"The Weak And The Wicked"

(Allied Artists) 71½ Min.

Cast: Glynis Johns, John Gregson, Diana Dors, Jane Hylton, Simone Silva, Olive Sloan.

Credits: A Marble Arch Production; Produced by Victor Skutezky; Directed by J. Lee-Thompson; Screen play by Lee-Thompson and Anne Burnaby.

"The Weak and the Wicked" is a strong programmer which will bloster any bill. An English film dealing with a woman's experiences in prison, it boasts fast moving direction plus a good script to hold audience interest throughout. Film has been edited down from its original running time and the tightening has had good effect on the film. Simone Silva, the young actress who received so much publicity through her appearance at the Cannes Film Festival, has a part in the film and does a good job with it. Her appearance in the film is a good exploitation tag.

Glynis Johns is framed in an insurance fraud when she can't pay a gambling debt and is sent to prison. Her fiance, Dr. Gregson promises to wait for her. Glynis is thrown in with a variety of women, some weak, some wicked. She is a model prisoner and is transferred to the honor farm. Here, Gregson tells her that he won't be waiting for her when she comes out, that he is going to Rhodesia. She has become close friends with Diana Dors, who has been imprisoned for theft committed with her boy friend. Glynis and Diana are permitted to go into town to acclimate themselves to the outside world. Diana runs away and Glynis is blamed for her escape. However, Diana shows up and the incident is forgotten. When Glynis is freed, she is surprised to find Gregson waiting for her.

IFE Slates First National Convention For August 6

I.F.E. Releasing Corp, will hold its first national sales convention from Aug. 6 through Aug. 10, according to Bernard Jacon, vice-president in charge of sales. The convention has been scheduled "because circumstances have never been so favorable for I.F.E. at any time during its 20 months of operation," the executive explained.

All division managers, district managers and salesmen will meet with the New York executives at the I.F.E. studio. A discussion of the "vast changes that have occurred throughout the nation distribution-wise" plus sessions on product have been slated. "We hope to demonstrate that I.F.E. can play an important role in alleviating the product shortage," Jacon noted.

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BOB ODONNELL

Columbia's $

THE CAINE MUTINY

WE SALUTE

The MEMPHIS "PRESS-SCIMITAR" for devoting a lead editorial one day last week to urging its readers to attend one of the downtown theatres. The paper declared that "all five Memphis' downtown, first-run theatres are featuring first-rate films." It noted that the city had been responding to these films so well that all five were being held over. The editorial then asked, "have you been to the movies lately? This is a good time to go." Features involved were "Gone With The Wind," "Garden of Evil," "Three Coins in the Fountain," "Knock on Wood" and "The High and the Mighty."

IATSE LOCAL 273 of New Haven, which has set up an advertising campaign urging people to attend theatres employing union help. The advertisements, placed on 24-sheet billboards, list all the theatres in the area that are union-operated. Campaign is sponsored by Projectionists Local 273's advertising committee to help business at theatres that have contracts with IATSE locals.

JAMES N. JOVAN, operator of the Monroe Theatre, Chicago, for taking the initiative in writing to Chicago's film critics about unfair treatment of films. Jovan told them that when his theatre plays poor films "the critics make our lives quite miserable, but regardless of the number of good fares that I show, they are incredibly silent in their praise." The letter received front page treatment by "The New World," official Catholic paper, which urged its readers to patronize accredited pictures. The Catholic paper ran an editorial headed "Decent Film Fare Up To You!" in which it explained that the only way to stimulate the production of more decent films is to support those that are being produced now.

California Exhibitors Re-Elect Hamm Prexy

SAN FRANCISCO.—L. S. Hamm has been re-elected president of the Northern California Theatre Association. Hamm stated that the group will concentrate on the TOA resolution concerning formulation of a plan for production of top grade films in order to relieve the product shortage.

Other officers elected include Homer Tegtmeier and Abe Blumenfeld, vice-presidents; Lee Dibble, secretary-treasurer; Charles M. Thall, executive secretary, and Hule McGinn, public relations chief. Directors include Mark Alling, Robert Broadbent, Roy Cooper, Gerald Hardy, Lloyd Lamb, Ben Levin, Irving Levin, Earl Long, Henry Nasser, August Panero, John J. Parsons, Boyd Sparrow, C. V. Taylor and Harry Weaverling.

Theatres Ask For Shorts

Because of the limited supply of short subjects available for art house bookings, the Walter Reade circuit has been inserting advertisements asking for a suitable short to run with one of its art films at the Baronet Theatre, N.Y.C. A spokesman for the chain reported that the nation's art theatres are constantly on the lookout for short subjects and that the ad was a "shot in the dark."

Allied Rent Beefs Due For Hearings

(*Continued from page 5*)

the bleaching bones of the customers," Myers warned.

The bulletin granted that "as of the present time no evidence has been gathered which would support a charge that the film companies have formally agreed among themselves" to appropriate "all or an unfair portion of the benefits of the tax bill."

The executive noted that "there is not even complete uniformity among the several companies in the practices employed; nor are the practices employed the same as to all pictures or classes of pictures." Myers explained that the "pattern of conduct" is not in the methods but "in the uniformity of results attained."

Speaking earlier for New Jersey members, Snaper revealed that the unit has appointed a committee to plan a campaign to make more films and prints available for exhibitors. Members of the group include Lee Newbury, Sidney Stern and Irving Dollinger. The New Jersey president disclosed that part of the strategy may include presenting the problem to the public.

Board Meeting Slated

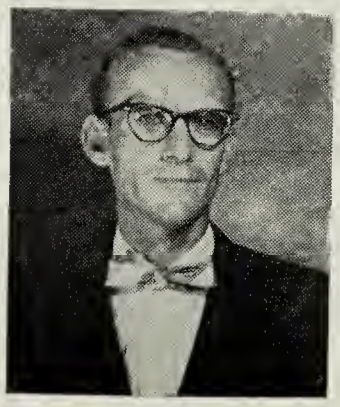
When final plans are completed they will be presented to the National Allied board, which is scheduled to meet at White Sulphur Springs on Aug. 23-24. Whether accepted or not by the national board, the New Jersey unit will take action on its own, according to the exhibitor leader.

It may take legal action similar to the Jackson Park case, Snaper disclosed. The officer noted that his membership is "bitter" because it is losing benefits gained by the new tax law. He explained that expensive advertising campaigns are ruined when the product is held up in first-run Broadway houses and not released to the smaller exhibitors.

In another local area, support for Myers' statement came from Jack Kirsch, president of Illinois Allied, who stated similar beliefs at a directors' meeting of that organization. Kirsch scored the distributors for demanding such unconscionable terms for their product which, he declared, "is threatening the existence of exhibition and is depriving the exhibitor of his rightful share" of the tax saving.

McClanahan KATO Head; Tax Easing Possibility

LOUISVILLE, KY.—Ralph E. McClanahan has been elected president of the Kentucky Association of Theatre Owners at a meeting in this city. The new head predicted that if the State Legislature reduces the 10 percent admission tax, as is hoped for, many closed theatres may re-open. Other officers include Charles R. Mitchell, John Keck, W. E. Horsefield and Tom Hill, vice-presidents; C. R. Buechel, treasurer; Nell Borden, secretary, and Henry J. Stites, counsel.



R. E. McCLANAHAN

NEW POSTS

RAY KLUNE, veteran motion picture executive, signed a long-term contract to become general production manager of the Hecht-Lancaster Organization. Formerly executive production manager of 20th Century-Fox, a post he held for 11 years, Klune will personally produce a number of films in his new assignment.

SID ROGELL was named executive productioo manager at 20th Century-Fox, succeeding Klune. Rogell joined the film company in 1952 after 15 years as a top executive at RKO.

BURT HIRSHFELD joined the publicity staff of IFE, where he succeeds Johanna Grant, resigned. Hirshfeld was formerly a feature writer for Universal-International.

GIL GOLDEN, advertising manager of Warner Bros. Pictures, was named chairman of the MPAA's advertising and publicity directors committee, succeeding Steve Edwards, Republic director of advertising and publicity. The post is filled for a six month term on a company rotation basis.

DR. CHARLES F. MCKHANN, board chairman of the Playtex Park Research Institute, was elected a director of Stanley Warner Corp. The institute is a public service foundation sponsored by International Latex Corp., a wholly-owned S-W subsidiary. Dr. McKhann is professor of pediatrics at the Jefferson Medical College. Lester Crown has resigned as a S-W director.

Americo Aboaf Sees '54 As Another Record Year

The belief that 1954 will prove to be another record-breaking year for Universal in Europe as well as in other foreign markets was expressed by Americo Aboaf, the company's foreign sales chief, at a press conference following his two-month European tour. Aboaf brought back with him a completely optimistic picture of conditions abroad.

He noted that after speaking with many foreign exhibitors, he is convinced that the future will be bright, especially if American aid to these foreign countries is continued. Foreign exhibitors feel a part of the international motion picture industry, he explained.

European theatre owners are not worried by the approach of television, the executive explained, because they feel that superior product will beep audiences in the theatres. There is special confidence in the continuing quality of American product, he revealed. Marked out for exceptional progress was Germany, which is in the midst of a theatre boom.

Ask Censor Law Study

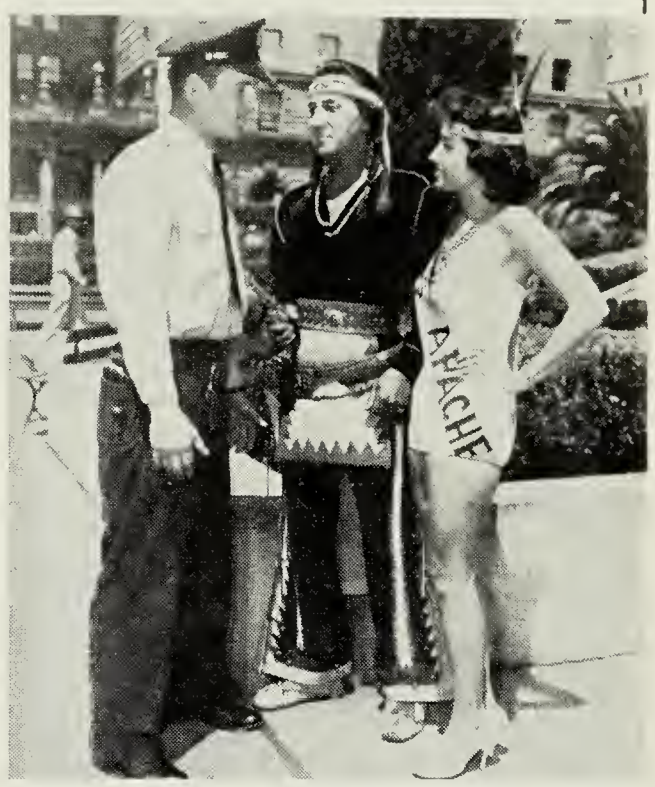
ALBANY.—New York's 31-year-old censorship law needs re-studying, according to Dr. Hugh M. Flick, director of the motion picture division of the State Education Division, who spoke at a Rotary Club luncheon. Dr. Flick declared that the film industry has a good system of self-censorship and that the most troublesome films are those not governed by the production code.

Tom-Toms Beat For 'Apache' Runs

Wigwam in Lobby Indians on Parade Key Bally Stunts



Fitting a headband imprinted with picture title on this youngster is a full-blodded Apache at the Mayfair Theatre, N.Y.C.



The Indian draws a gun on the policeman as the model looks on in a stunt for the film's run at the United Artists Theatre, San Francisco.

Big parades, full-blooded Indians and hefty TV promotion are keying the king-sized promotions drumbeating United Artists' "Apache" in regional premiere engagements throughout the country.

The Indian-style promotions pioneered in Chicago and New York will form the basic pattern for big-scale "Apache" campaigns in every exchange area. The budget backing this wide-ranging ballyhoo program ranks with the largest support ever given a major United Artists release, according to the company.

The Chicago world premiere at the Roosevelt Theatre set the pace for subsequent area openings with a comprehensive campaign that treated the Windy City to a giant helping of the sights and sounds of the Old West.

A barrage of air breaks booming the Burt Lancaster Technicolor epic kicked off the promotion with a schedule of 30 video and radio breaks featuring full-blooded descendants of the famed Indian tribe. Important support was provided by a series of TV and radio spot announcements that saturated the Chicago area with detailed news.

Opening-day activities centered on a colorful cavalcade of Indians who padded through the Loop district to whoop up the news about the engagement. More than a 100 braves and squaws, decked out in their finest tribal finery, headed the parade of buckboards, covered wagons and cowpokes that stalled traffic and lined up crowds along the march.

An estimated 1,000 youngsters, dressed in Indian costumes, joined the "Apache" march and advanced to the theatre to compete in a contest awarding prizes and passes to the owners of the most colorful costumes.

Additional children were brought into the Chicago campaign with 35,000 "Apache" headdress giveaways and a similar number of heralds distributed at neighborhood theatres, boys clubs and day camps.

A strong promotion of "Broncho Apache," the best-seller on which the UA release is based, featured combined displays of the book, playdate posters and scene stills at hundreds of book stores, drug stores, newsstands and department stores.

A city-wide campaign, capped by an opening-day parade through the Times Square district, was put into effect to publicize the Gotham premiere of the feature at the Mayfair Theatre. Drive combined street bally, giveaways, TV promotion, a letter-writing contest and big-space ad insertions of "Apache" displays employing a drawing of star Burt Lancaster in his Indian role.

The sights and sounds of the Old West invaded midtown Manhattan for the parade of covered wagons, buckboards, stage coaches and Western ponies, which rolled through the Times Square area to the theatre. All horses and wagons were manned by full-blooded Indian youngsters.

Theatre-front activities were whooped up by a band of authentic Apaches performing the tribal dances. A wigwam was erected in the lobby as the setting for a demonstration of Indian arts and crafts, while youngsters on hand for the occasion received feathered headbands and autographs of the ballyhoo braves.

A barrage of TV plugs spotted a trio of the full-blooded Apaches on 13 video shows including the Dave Garroway Show, Herb Sheldon Show, Strike It Rich, Steve Allen Show, Merry Mailman, and others.

The Adler shoe stores throughout the metropolitan area came aboard the "Apache" bandwagon by sponsoring a letter-writing contest that will continue until the end of the film's run at the theatre. The competition is part of a national co-operative campaign backed by the Plymouth Shoe Co. on behalf of their Apache moccasins.

Contestants are required to write 25 words or less telling why they would like to own a pair of "Apache-Mocs." Writers of the best 50 entries will each be awarded a free pair of the Indian-styled shoes.

The "Apache" campaign drew additional support via heavy displays of the Pocket Book edition of "Broncho Apache." The book promotions combine scene stills and cards carrying playdate announcements.



Gotham's premiere of United Artists' "Apache" netted additional publicity when the television cameras of WNBT, local NBC station, focussed their attention on this Indian carriage, giving playdate credit.



For run at the Loew's Penn, Pittsburgh, "Apache" Indians joined in the city's celebration of Golden Triangle Day by parading through the streets with playdate credits prominently displayed.



Leslie Caron and the Roland Petit Ballet de Paris rehearsing for "The Glass Slipper, in color



Vic Damone in "Athena," Technicolor, also starring Jane Powell and Debbie Reynolds



Fred and Gene Kelly in a scene from "Deep In My Heart," all-star color production



Ann Blyth, Edmund Purdom in the CinemaScope-Ansco Color "The Student Prince"

Metro's Musicals

A total of nine musicals will be released by M-G-M during the ensuing months of the current year. All of the pictures will be in color, some will be in regular and others in wide screen, some in CinemaScope, a number with Perspecta and still others with stereophonic sound.

Currently making the rounds is "The Student Prince," starring Edmund Purdom and the voice of Mario Lanza. Purdom recently finished a starring role in the company's forthcoming musical, "Athena," which is tentatively scheduled for November release, and co-stars Jane Powell, Debbie Reynolds, Vic Damone, Louis Calhern and Linda Christian.

The August Metro musical will be "Seven Brides for Seven Brothers." Howard Keel and Jane Powell co-star. For September, the company has scheduled "Brigadoon," based on the successful Broadway show of the same name. Starring in this film are Van Johnson, Gene Kelly, Cyd Charisse, Elaine Stewart, Barry Jones and Hugh Laing. Arthur Freed produced and Vincente Minnelli directed.

Tentatively scheduled for release in December is "Deep in My Heart." This is an all-star picture, based on the life of Sigmund Romberg. Billed are Jose Ferrer, Ava Gardner, Helen Traubel, Merle Oberon, Paul Henreid, Tamara Toumanova, Esther Williams, George Murphy, Tony Martin, Gene and Fred Kelly, Jane Powell, Vic Damone, Ann Miller, Cyd Charisse, Howard Keel and Rosemary Clooney.

Finishing up the current calender year will be the release of "The Glass Slipper." This musical stars Leslie Caron, Taina Elg, Estelle Winwood, Michael Wilding, Keenan Wynn, Amanda Blake and Roland Petit, ballet dancer, together with his famous Ballet de Paris troupe.

The new year will begin with release of "Jupiter's Darling," co-starring Esther Williams and Howard Keel. Featured in this film are George Sanders, William Demarest and Marge and Gower Champion. Following "Jupiter's Darling" will be "Hit the Deck." Here Vera Ellen, Jane Powell, Vic Damone, Tony Martin, Ann Miller, Debbie Reynolds and Russ Tamblyn are the leading players.

Also on the agenda for release after the turn of the year are such pictures as "Invitation to the Dance" and "Love Me or Leave Me." "Invitation" stars Gene Kelly, who also directed, plus Igor Youskevitch, Nora Kaye, Belita, Claire Sombert, Ted Heath and his orchestra, the Liazeeds, Tommy Rall, Alan Carter and Kenny Baker.



Gene Kelly, Claire Sombert in "Invitation to the Dance," Technicolor



Esther Williams and Howard Keel in "Jupiter's Darling," being filmed in color



Jane Powell, Howard Keel in the CinemaScope-Ansco Color "Seven Brides for Seven Brothers"



Van Johnson, Cyd Charisse, Gene Kelly in "Brigadoon," CinemaScope-Ansco Color

REGIONEWS

ALBANY

"French Line" enjoyed a profitable engagement at the Fabian Grand despite opposition from Catholic Church sources and some newspaper advertising difficulty. Schenectady date was also reported successful. . . . Burt Topal succeeded Mike Simon as Albany salesman for United Artists. . . . H. Simon Ullman, son of Fabian div. mgr. Saul Ullman, joined Tri-State Automatic Candy Corp. for the summer as asst. to branch mgr. George Schenck. . . . Jules Perlmutter, second outdoor operator to install CinemaScope, now has it in his Fort George Drive-In, Lake George. His Lake Theatre there is also so equipped.

Installations, with single track optical systems, are reported for the Stanley Warner and Ritz, Albany; George Thornton's Orpheum, Saugerties, and Orpheum Tannersville; Alex Papayanakos' Ideal Drive-In and Don Gilson's Sunset, Canton; Phil Baroudi's North Creek and Indian Lake theatres; Dave Myers' Woodstock, Woodstock; John Gardner's Turnpike, Westmere; Kallet theatres in Oneida and Rome; Benton's Strand, Plattsburg; Schine's Ritz, Granville. . . . Albany Theatre Supply installed a Raytone seamless screen and equipment at Anthony Retaino's New Paltz in New Paltz.

ATLANTA

Sam and Morris Gaspin opened their Negro-patronage ozoner at Savannah, Ga. for 500 cars. It features a large playground and ranch-style snackbar. . . . Martin Carstein, mgr. of the 40th St. Drive-In, Tampa, Fla., faces charges of showing a feature classified as "obscene." The film, "We Want A Baby," which was advertised for adults only, won a Venice Film Festival award. . . . Mars Theatre, Falkville, Ala., ceebrated its fourth anniversary with special admission of $1 for an entire family. . . . Enlargement of the screen at the Marshall Drive-In, Guntersville, Ala., from 51 to 90 feet, will be completed around Aug. 1.

Pat Elsey, mgr. of the Pat Drive-In at Vidalia, Ga., was charged with operating a lottery though there was no admission charge and only a parking fee of $1. State police contend it is still a lottery since winner must be present and answer three jackpot questions. . . . Mitter Adams opened his Jim and Tim Drive-In at Florala, Ala. for 200 cars. . . . Al Rook's office is now booking and buying for Thomas Parker's Starlite Drive-In, Macon, Ga. . . . Martin Theatre, Cordele, Ga., closed. . . . D. W. Fuquary was made mgr. of the Lake Theatre, Lake Worth, Fla. . . . James Howell opened his new 238-car ozoner at Brundidge, Ala.

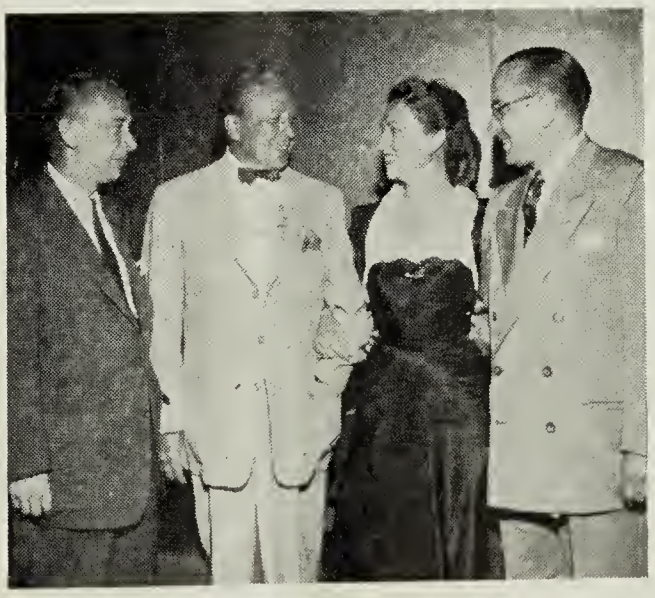
In a tie-in with the Knoxville News-Sentinel, Tennessee Theatre let its young patrons pick the ten pictures they would most like to see during their vacation and gave away some prizes. . . . A gunman who tied up city mgr. Tommy Hyde got away with $400 from the safe of the Florida Theatre, Tallahassee, Fla. . . . Julia Tamney started work on her Colonial Plaza Drive-In on Hyway 50 in Orlando, Fla. . . . Mgr. Kenny Sears transferred from the Lake Theatre, Tavares, Fla. to the Movie Garden Drive-In, Eustis, Fla. Joseph Gibson replaces him at the Lake. . . . Col. T. E. Orr, Amusement Ents., gave the Atlanta film bookers a fishing trip at his camp near Albertville, Ala. . . . "Pinocchio" returned to the Rialto Theatre, Atlanta, with business better than when originally shown.

N. B. Fair reopened his Fair Theatre at Somerville, Tenn., which was destroyed by fire about a year ago. The new 500-seat house cost around $75,000. . . . Bill Brower, U-I sales representative, and his wife Norma, formerly with U-I, welcomed a new baby girl. . . . Screen of the Hatfield Drive-In, Athens, Ala., destroyed by fire, will be rebuilt at once. . . . C. H. Watkins, who reopened his Skyway Drive-In, Anniston, Ala., will build a playground there. . . . $232 was missing from safe of the Crichton Theatre, Mobile, Ala., which was carted away by burglars and later found in a creek.

20th-Fox booker Bill Murray transferred from Memphis, Tenn. to the Atlanta office. . . . Waters circuit closed the Pratt at Pratt City and the Miles at Birmingham, Ala. . . . Mrs. W. T. Murray closed her Hilan Theatre, Atlanta, for extensive decorating. . . . S. A. Newton acquired the Florida Theatre, St. Augustine, from Anna Romos. . . . Wm. M. Richardson, Capitol Releasing Corp., has been awarded the franchise for distribution of "Duel in the Sun" in this area.

BOSTON

The newest drive-in of the E. M. Loew chain opened on July 15 in Burlington, Mass. Called the Route 128 Drive-In, it accommodates 1,000 cars and is managed by John Ugolini. . . . Management of the Boston Theatre, where "This Is Cinerama" is in its 30th week, tied in with the New Haven R.R. for a special excursion train on Route 128 stations to Boston, whereby theatre tickets could be purchased directly at the R.R. stations. . . . Abraham Mogul, 48, real estate and insurance man who also owned and operated the Capitol Theatre, Malden, passed away.



Agnes Moorehead, featured in Universal-International's "Magnificent Obsession," during visit to Boston for advance promotion in connection with opening of the film at the RKO Keith Memorial Theatre, meets Joe Gins, Universal dist. mgr.; E. Myer Feltman, local branch mgr., and Ben Domingo, mgr. of the theatre.

The Rex Theatre, Cambridge, purchased four months ago by Louis Winer is to be torn down to make room for a gas station for the Lincoln Oil Co. . . . Maine and New Hampshire Theas. installing CinemaScope equipment in 12 of its theatres, using the single optical sound track. Capitol Theatre Supply is doing the job. . . . Jim Sayer, New Hampshire drive-in operator, installed CinemaScope in the Starway Drive-In, Somersworth. . . . . E. Myer Feltman, Universal branch mgr., was named distributor chairman for the 1955 Red Feather Campaign while Frank C. Lydon, exec. secy. of Allied of New Eng. heads the theatre group.

Theodore Fleisher, gen. chairman of the 1954 Jimmy Fund drive, is holding regional meetings to spearhead local campaigns. At a luncheon in Maine, plans were made to procure a 100% theatre collections from the State. . . . In its first week at the Astor, "Caine Mutiny" took in a reported $36,000 at $1.25 top for this 1,300-seat house.

BUFFALO

The wide screen version of "Gone With the Wind" is setting new records at Shea's Buffalo. Bert Lapatina is readying his Teck Theatre on Main St. for a subsequent run of the film with installation of new screen and sound equipment. . . . Free movies are being shown on Sundays until Labor Day at the Buffalo Museum of Science. . . . Trinity Methodist Church, which is building a new edifice on Niagara Falls Blvd., is holding services in the Niagara Skyway Drive-In nearby until Sept. . . . The Century in downtown Buffalo and the Aero Drive-In, Cheektowaga, managed by Ronald J. Hoelcle, rated front page headlines when they were victims of robberies for a second and third time in July. The Cinema Theatre was also recently robbed of $250.

CHARLOTTE

Max Wilson has completely remodeled his Del Mar Drive-In, Lenoir City, N.C., and installed wide screen and sound. . . . F. B. Griggs is installing CinemaScope in his Diane 29 and Sunset drive-ins, Gastonia, N.C. . . . New owner of the Rainbow Drive-In, Bennettsville, S.C., is W. B. Patterson. . . . High winds caused considerable damage to the North 29 Drive-In, Charlotte, ripping off portions of the screen, snapping supporting wires and tearing down the aluminum fence. . . . Allen Theatre, No. Wilkesboro, N.C., installed new booth equipment. . . . Corbin Smith replaces Jack Wadsworth as mgr. of the Pineville Drive-In, Pineville.

W. B. Patterson, who acquired the Rainbow Drive-In, Bennettsville, S.C., has converted it to Negro patronage. . . . James Howell opened his new 238-car drive-in at Brundidge. . . . The new Blue Ridge Drive-In at Greenville, S.C. opened with CinemaScope.

CHARLOTTE (cont'd.)

A. C. Chasteen is mgr. . . . Jerry Helms, Paramount booker, and Eltanor Kessler, secy. tied the knot. . . . Janie Crooke, Allied Artists, was married to Frank Conder. . . . Jay Schrader, Charlotte Poster Co., is recuperating at home after hospitalization. . . . Mrs. Ben Nation, owner of the Friendly Drive-In, Lincolnton, N.C., is taking treatment at Mayo Clinic.

CHICAGO

Circuit Court Judge Bartley, Joliet, granted distributors inspection of the records for past six years in percentage fraud case against Codo Theatre and denied Codo's request to stay proceedings until Codo Theatre anti-trust suit filed in federal courts is determined. . . . Surf Theatre building, housing H&E Balaban's Surf Theatre and offices, sold to Beulah Skinner thru Arthur Rubloff, relators. . . . Cinerama, at Eitel's Palace Theatre, ends first year on July 29 with attendance expected to reach one million. Plans are underway for anniversary celebration. . . . Francis David will close his State Theatre, Hamilton, Ill. at end of month.

Diana Theatre, Noblesville, and Tipton at Tipton, Ind. installing CinemaScope and stereophonic sound equipment. . . . Marshall Bottom sold his interest in the Oakland City, Ind. drive-in to Siegel Thurman and Ida B. Clifford. . . . Frisina Circuit closed the Elks Theatre, Olney; State Lawrenceville; Kincaid, Kincaid, for the summer and installed wide screen and other improvements in the Arcadia, Olney, managed by French Gallagher. . . . Ray Bell, operator of the Pix in Blue Mounds, reopened the Roxy in Stonington, Ill. . . . B&K's United Artist Theatre in the loop plan longer runs for important films with opening of "Magnificent Obsession" instead of two-week policy with twin bills.

Apollo Theatre management opened the Alexander Park Outdoor Theatre near Princeton, Ill. . . . Clifford Orr opened an ozoner south of Gibson City, Ill., where he also owns the Edna Theatre. . . . Capital Theatre, McLeansboro, under Dickinson management, installed an RCA Dynalite wide screen and will show CinemaScope films. . . . M. Traynor took over the Eureka and Minonk, Ill. thatres from Bailey Circuit and will equip both houses for CinemaScope. . . . Sid Kraus named mgr. of Schoenstadt's Shakespeare Theatre. . . . Merchants Theatre, Kansas, Ill., managed by James Cook, has been closed for the summer.

Family Drive-In, Urbana, installed CinemaScope equipment under direction of mgr. Marshall Pinckard. . . . New World Weekly, official organ of the Catholic diocese of Chicago and Joliet, urges the public to attend films that are approved by the League of Decency. . . . Zion Theatre, Zion, managed by Ronald Bridges was closed for repairs when a wind storm tore off the roof of the 1,000-seat house. . .. Ted Tokarz reopened the Lake Theatre, Round Lake, after quick repairs from severe wind damages.

June amusement tax collections amounted to $103,520 as against $85,921 for same period last year. First six months this year totaled $573,520 as against $518,857 last year. . . . Roger Singer named asst. mgr. B&K's Riviera Theatre. . . Jack Cooney reopened the Holly Theatre on Fullerton Ave. . . . Chicago American advanced amusement ad line rates. . . . B&K's Roosevelt Theatre is receiving a single track CinemaScope installation.

CINCINNATI

Frank Yassenoff added to his chain of ozoners the Mo-Tour-In at Milford, O., which he acquired from Milford Amuse. Co., headed by Vern H. Williams. . . . Moe Potasky reports good results with a mixer used in the showing of "The Robe" at his Troy Dixie Drive-In, Troy, O. . . . F. W. Huss, Jr. of Associated Theas. installed a wide screen in his Park Theatre in addition to a paint job, new curtain and improvements in the concession stand. . . . Highway Drive-In at Mt. Sterling, Ky. and the Reda Drive-In, Richmond, Ky., were forced to close for repairs when screen towers were blown down in a recent heavy windstorm.

National Theatre Supply is furnishing complete equipment for the ozoner being built in Victor, W. Va. by Lee Massey, who expects to have it ready for opening around Sept. 1. . . . A new drive-in is being constructed at Irvine, Ky. by Russell McClanahan, who operates a conventional theatre there. . . . Mid-West Theatre Supply reports CinemaScope installations in the Grand, Ronceverte, W. Va., owned by James Shanklin; Gauley at Gauley Bridge, W. Va.; Bell at Pineville, Ky.; Cruise In Drive-In, Lancaster, O., owned by Carlos Crum; and new ozoner at Henderson, Ky. . . . John Hewitt installed CinemaScope in his Midway Theatre, Bethel, O. . . . Eli Kalisch, Ky. salesman for M-G-M, has been transferred to the company's home office in N.Y. . . . Warner branch mgr. James S. Abrose announced the engagement of his daughter, Joan Sheila, to James R. Kerr. . . . Clara Wright, M-G-M inspectress, has retired after 24 years with the company.



While in Washington on tour for "Hell Below Zero," A. H. "Cubby" Broccoli, co-producer of Columbia's Warwick releases, met with the Stanley-Warner circuit group. L. to R.: Harry Lohmeyer, Broccoli, Louis Ribnitzki, Frank LaFalce, George Crouch and Charles Grimes.

Watch These Dates!

Aug. 9-14: Cincinnati — I.A.T.S.E. 42nd Convention—Music Hall.

Aug. 23-24: White Sulphur Springs, W. Va. —Allied Board Meet—Grenbrier Hotel.

Aug. 24-25: White Sulphur Springs—West Virginia Allied annual convention — Greenbrier Hotel.

Sept. 21-23: Kiamesha Lake, N. Y.—Allied Theatre Owners of N. J. convention—Concord Hotel.

Oct. 10-11: Milwaukee—Allied States Assn. fall board meeting—Schroeder Hotel.

Oct. 12-14: Milwaukee—Allied States Assn. annual convention — Municipal Auditorium.

Oct. 30-Nov. 4: Chicago — Theatre Owners of America convention—Hilton Hotel.

Oct. 31-Nov. 4: Chicago — TESMA Trade Show—Conrad Hilton Hotel.

Nov. 7-8: St. Louis-Missouri-Illinois Theatre Owners convention—Chase Hotel.

Nov. 14-16: Charlotte—Theatre Owners of N. and S. Carolina—Hotel Charlotte.

Nov. 16-17: Indianapolis — Allied Theatre Owners of Indiana fall convention—Marott Hotel.

Nov. 21-23: Jacksonville—Motion Picture Exhibitors of Florida convention—Roosevelt Hotel.

Dec. 5-7: Oklahoma City—Theatre Owners of Oklahoma convention.

DALLAS

Sterling Sales & Service, Inc. of Dallas has been appointed to handle products of Lorraine Carbons, Inc. of Boonton, N.J. in this area. . . . Two New York drama figures are reported interested in converting the Uptown or the Kirby Theatre, Houston, for a 40-week season of legit shows. . . . Fire swept the Astor Pictures Co. premises in Dallas and caused an estimaed $6,650 damage.

DENVER

Westland Theas. will build a 600-car ozoner at the eastern city limits of Colorado Springs, to include CinemaScope and to open next spring. . . . In appreciation of his efforts in behalf of the industry, theatre and film men in 17 states gave Pat McGee, Cooper Foundation Theas. gen. mgr., a new automobile. . . Harold Wirthwein, Allied Artists western div. mgr., was in while Jack Felix, former branch mgr. at Portland, Ore., took over as branch mgr. Felix succeeds the late C. J. Duer. . . . The 550-car Evans Drive-In, being built in southwest Denver, plans to open about Aug 1. . . . Authorities at Basin,

DENVER (cont'd.)

Wyo. have closed the Wigwam, operated by Paul Cory, because of a polio epidemic.

Salesman Al Brandon has taken over several of the film franchises held by Robert Patrick and opened a Brandon Pictures exchange at 2081 Broadway, with Roy Bozarth as booker. . . . Frank Monaco was promoted from asst. to head booker at Universal, succeeding Les Laramie, who is now salesman for the company. . . . Jack Fleming, Fox-Intermountain city mgr. at Walsenburg, Colo., resigned and returned to Denver for the summer, where he will act as relief mgr. for the company. Seby Martinez was moved from Trinidad, Colo. to cover the Walsenburg job temporarily. . . .Ed Doty, F-I city mgr. at Las Vegas, N.M., is recovering from an operation. . . . Births reported: Wm. Flores, Kiva, Las Vegas, N.M., girl; Jim Ricketts, Paramount branch mgr., girl; Mike Stewart, RKO salesman, son; Frank Monaco, Universal booker, daughter.

DES MOINES

Mgr. Pat Bruning announced that the Legion Theatre in Glidden will be closed until Sept. 1 for remodeling. . . . A new screen was installed at the Lakeland Drive-In, Spirit Lake. . . . July 30 was opening night for the new Central States drive-in west of Boone on Hyway 30, with S. N. Fangman as mgr. . . . R. H. "Bob" Spencer, Columbia, Mo. city mgr. for Consolidated Theas., transferred to Marshalltown, where he replaces city mgr. Neal Houtz, who resigned. . . . Bob Nicholson was named acting mgr. of the Grand Theatre in Estherville, succeeding Don Loftus who resigned for a post in the adv. dept. of the Daily News.

Bob Thomas, mgr. of the Orpheum in Strawberry Point, inaugurated a "Take a Chance Night" on Wednesdays. The picture is not announced and is a complete surprise to the patrons. . . . The Carson Business Club has decided to reopen the theatre in that town and show movies Wed. and Sat nights. They have leased the building and equipment from Howard Brookings, former operator, and renamed it "Dreamland." . . . Burg Theatre in Williamsburg raised admissions as follows: Students from 26¢ to 30¢; pre-school children from 10¢ to 15¢; adult admissions of 45¢ remain the same. . . . Jack Compston, Sleepy Eye, Minn., has purchased the Forest Theatre from Central States and Franklin Brown. Compston formerly operated a theatre at Sleepy Eye for 12 years.

Bob Fridley and Bev Mahon, who recently purchased the Varsity Theatre in Des Moines, have been running a program of foreign and "arty" pictures and a special Saturday afternoon program of carefully selected films for children, for which the charge is 25¢. . . . Variety Club's charity fund will be about $1,500 in the hole as a result of its "money making" project, the "Hole-In-One" contest. With odds against a hole-in-one about 8,750 to 1, there were three winners this year — Dr. A. J. Gillotti, Charles Amodeo, and Rudy Faulds, a partner in Des Moines Theatre Supply and Iowa United Theatre Circuit.

DETROIT

David Korman has registered title to the Gold Coast Theatre. . . . Harold Brown, pres. of United Detroit Theas., was named a member of the "Detroit Tomorrow" committee, representing downtown merchants, by Mayor



Steve Broidy, president of Allied Artists, was host to Kiarti Srifuengfung, managing director of the Cathay Theatre Co., Ltd., Bangkok, Thailand, during the latter's visit in Hollywood. Shown with the film executives are Mrs. Albert Quon and her daughter, of Los Angeles.

Albert E. Cobo. . . . Fred Pennell, owner of the Cozy at Decatur, has taken on another enterprise as mgr. of a new lithographing plant which he persuaded to settle in the town. . . . Pat MacInnis, public relations chief for the Cinema Theatre, took a leave of absence to spend several months in Florida. . . . Community's Bel-Air Drive-In was host to the combined congregation of three Lutheran churches for a special Sunday service. . . . Phil Schare, projectionist for the Film Exchange Studio for several years, passed away.

Jack Wagner, former mgr. of the Ford-Wyoming Drive-In, Dearborn, is now running the 250-seat Roseland Theatre in Rose City, in addition to the Cheboygan Drive-In at Cheboygan. . . .Mgr. Norman Wheaton is starting a daily three-hour radio program from his theatre with disk jockey Eddie Chase handling the interviews over CKLW. . . . Fox Theatre started a policy of the "all day preview," opening the new feature a day early and double billing it with the preceding week's attraction. . . . Albert Dezel has concluded a distribution contract with Seymour Poe to handle "Sunderin" in the Mich. territory. This picture is booked second run in the Studio Theatre, Detroit.

Local filmites are planning the Aug. 9 golf outing of the Film Bowling League. . . . Mrs. David M. Idzal, wife of the Fox Theatre mgr., was seriously ill in Grace Hospital. . . . Jerry Ringes, new asst. mgr. at the West Side Drive-In, operated by Philip Smith circuit, is studying for the priesthood at Sacred Heart Seminary. . . . Bernard Samuels, supervisor of Associated Theas., is in Deaconess Hospital.

KANSAS CITY

Bob Herrell, United Film Exchange, has been awarded the franchise for distribution of "Duel in the Sun" in this territory. . . . M. B. Presley offered Savannah, Mo. residents a free show to celebrate his 24th anniversary as owner of the Globe Theatre. . . . Walter Baldwin, new mgr. of the reopened Waverly at Waverly, Mo., will have support of the town's merchants' club for the first three months of operation. . . . Elmer Bills is redecorating the El-John Theatre at Brunswick and widening the stage. . . . L. D. Shutt bought the Oxford at Oxford, Kans. from W. F. Hearne. . . . New mgr. at the Electric, Glasgow, Mo. is Bernie Billetea.

Bob Fellers is mgr. of Midcentral's new 550-car ozoner at Manhattan, Kans., which is euipped for CinemaScope. . . . C. R. and Joe Gregg plan to rebuild the Gregg at Caney, Kans. after recent fire damage, and to install CinemaScope. . . . Poor business closed the Joe at St. Joseph, Mo. for Dickinson Ents., which also operates the King and Rialto there. . . . McCutheon Theatre in Charleston, Mo., managed by Mrs. Dick Logan, is being redecorated, carpeted and equipped for CinemaScope. . . . "Gone With the Wind" exceeded previous records of 1941 and 1947 at Loew's Midland.

Ralph Gregory is mgr. of the Glen, where he recently bought an interest. . . . At Commonwealth's Ashland, Ralph Rodes is mgr. . . . Celebrating its fifth anniversary, Fort Drive-In, at Leavenworth, Kans. offered special programs each night for a week. . . . Midcentral has made Francis Edwards mgr. of its theatres and ozoner in Paola and Osawatomie, Kans. . . . The Uptown at Carrolton, Mo. is managed by James Pierson.

Dickinson's Kaw at Marion, Kans. and Ritz at Stafford have new all-purpose screens. . . . W. D. Fulton's Lake Park ozoner has StereoScope. . . . Durwood's Roxy in K.C. has a new screen. . . . Judge Harry G. Miller of the Wyandotte County District Court ruled that the Kans. film morality laws are constitutional, as result of a suit filed against the Kans. Board of Review in protest of banning of "The Moon Is Blue." . . . Harry R. Barker, UA salesman until retirement four years ago, died at 76.

LOS ANGELES

After celebrating his 25th anniversary at the M-G-M exchange, Wm. A. Calihan, Sr., asst. resident mgr., submitted his resignation and is planning a vacation in N.Y.C. . . . The Paramount Exchange, under leadership of branch mgr. Al Taylor, won coveted first place in the Adolph Zukor Jubilee Sales Drive. . . . Aero Theatre, Santa Monica, operated by Jack Goldman, is one of the most recent to become CinemaScope equipped. . . . Harvey Levinson, Cozy Theatre, was on the Row in introduce his new son, Bryant, to his friends.

With the resignation of "Chuck" Newman from Paramount's sales dept., Gale Parker was upped from booker to salesman, with Jim Merry taking over Parker's duties. Ken Derby was appointed office mgr. . . . Recipients of engraved desk sets for services rendered the Film Row Club were Frank Prince, Fox West Coast; Iris Ross, M-G-M; Bill Wasserman, UA; I. Berman, Berman Theatre; and Milton Frankel, Warner Bros. . . . Ralph Moyer was named mgr. of the Picfair Theatre, which is owned by Al Levoy, who also operates the Crown, Pasadena. . . . Milt Lefton, who pilots the Campus and Oriental theatres, is nursing a severe arm infection.

After being shuttered following a fire, the Canoga Theatre, Canoga Park, was reopened by Tom Muchmore. . . . New owner of the Savoy Theatre, San Diego, is Grace Heckt. . . . Baceline Drive-In, Highland, has been taken over by the Cal Pac Corp. . . . Coronado Theatre, Coronado, is being dis-

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LOS ANGELES (cont'd.)

mantled. . . . Arnold Shaak installed the latest CinemaScope equipment in his Ramona Theatre. . . . Madison Schwer, for the past eight years comptroller for Lippert, opened his own production accounting service at 145 N. Robertson Blvd., Beverly Hills. . . . The 800-car Skyway Drive-In, which recently opened in Las Vegas, Nev., will shortly get a wide screen and stereophonic sound. . . . Arthur Stern is the new mgr. of S-W's Downtown Theatre in L.A.

MIAMI

Mrs. Edward Claughton has "Knock On Wood" set for six weeks at the Royal and Variety. . . . Tommy Knowles, relief mgr. for the Claughtons, now mgr. of the Embassy. . . . "Pinocchio" returned to the Florida, Sheridan and Coral. . . . Y.M.C.A. is going all out to give the youth of Miami a break by running theatre parties at the Royal and Variety Theatres The councilors are admitted free and the first group of 300 were given one-third off the regular admission. . . . Burton Clark of Wometco is running special classes for managers of the circuit on "what to do until the repair man arrives."

MILWAUKEE

The theatre collection drive of Variety Tent #14 will take place during the last week of July. Its goal is $50,000 for their Marquette Heart Clinic. Variety also made plans for its annual outing and golf tournament to be held Sept. 13 at the Brynwood Country Club, with John Mednikow as chairman. . . . WTNJ-TV will be presenting 26 feature length movies especially for TV, which will eventually be released to theatres. Two have already been shown over the local Radio City Cinema program at 10:30 p.m. . . . Recently married was Tony Kolinski, booker at Warner's. . . . L. F. Gran, pres. of Gran Ents., was married to his secretary, Ann Claire Stolga. . . . Ervin Morris, Moscoda Theatre, Muscoda, named his new son Larry Roy. . . . Eugene Anacker, 60, former projectionist at the Fox-Uptown, passed away.

MINNEAPOLIS

Work is progressing on Alex King's new drive-in at Belle Fourche, S. D. . . . Charles Jackson, Warner salesman, entertained the office staff at his summer home at Balsam Lake, Wis. It's an annual affair. . . . D. A. Olson has opened his new 400-car Green Lake Drive-In at Spicer, Minn. . . . Frosch Theatre Supply installed a new wide screen in the Hollywood, Mpls., and the Heights in suburban Columbia Heights, along with anamorphic lenses, also a wide screen, high intensity lamps and power source in the Dale, St. Paul.

Howard Goldman, operator of the White Bear at White Bear Lake, Minn., is recovering this theatre's seats and installing a wide screen. . . . Minn. Amuse. Co. is considering the installation of CinemaScope equipment in the Lyric so that pictures can be moved over from the 4,000-seat Radio City. . . . "Gone With the Wind" broke all house records at the loop Gopher. . . . "The Living Desert" was held over for a seventh week at the World.



The Rogers family—lovely Cheryl, Dale and Roy —and their little guest from Scotland, Marilyn Fleming, arrive at Hollywood's Egyptian Theatre for the world premiere of Warner's CinemaScope and WarnerColor production "King Richard and the Crusaders."

NEW HAVEN

Groton area residents who filed an appeal to prevent building of an open air theatre there lost out when Judge Wm. J. Shea of Superior Court upheld State Police Commissioner John C. Kelly's action in granting permission for the ozoner. . . . Jack Simons, a former mgr. of Loew's Poli, Hartford, and more recently in theatre operations in Pittsburgh, joined Stanley-Warner as mgr. of the first-run Palace, South Norwalk. . . . Harry Corlew, relief mgr. during illness of R. W. Barrett, Capitol, Willimantic, moved to Strand, Hartford, as asst. mgr.

Nutmeg Theatres, Inc., 1 Lincoln St., New Haven, filed certificate of incorporation listing as officers Norman Bialek, Leonard Sampson and Robert C. Spodick, who operate the Crown and Lincoln, New Haven; Art Cinema, Bridgeport; Fine Arts, Westport; and Norwalk and Empress, Norwalk. . . Hugh J. Campbell, mgr. of the Central Theatre, W. Hartford, is marking his 35th year in the industry. . . . Ernie Grecula resigned from Hartford Theatre Circuit to become office mgr. of the Symphony Society of Greater Hartford. Grecula had been serving as adpub mgr. and also mgr. of the Colonial Theatre. . . . Backers of the -East Hartford Drive-In, South Windsor, had to push back opening from July 15 to early August because of last-minute construction changes.

The Dreamland, New Haven, closed for more than a year, has relighted. The DeLucia interests leased the suburban house to Vincent Terrazzano and Larry Cerrito. . . Conn. show business honoring retiring 20th-Fox branch mgr. Ben A. Simon with a testimonial dinner on July 20 at Waverly Inn, Cheshire. . . . Harry F. Shaw, div. mgr. of Loew's Poli-New Eng. Theas., is serving as entertainment chairman for a benefit revue at the Yale Bowl on Aug. 3, with proceeds to go to the family of police officer Ralph Palma. . . . Return of "Duel in the Sun" has been set for New England Theas'. Paramount, New Haven, and Allyn, Hartford.

NEW ORLEANS

Floyd Murphy, who has been operating the Strand, Vicksburg, Miss., under lease from Paramount Gulf, effected a cancellation and returned the house to its former owners. . . . The Albany, Miss. drive-in on Hyway 78 was opened with Bill Bryant as mgr. . . . Harold Cohen, Lippert Pictures of La., has been awarded the franchise for distribution of "Duel in the Sun" in this territory.

NEW YORK

World premiere of Columbia's "On the Waterfront," made by Elia Kazan, will be held at the Astor Theatre on July 28. . . . Alfred Hitchcock's "Rear Window" will launch reopening of the Rivoli Theatre on Aug. 4 with a world premiere to benefit the American-Korean Foundation. . . . Fred J. Schwartz, president of Century Circuit, moved his New York office to 1560 Broadway.

Plans are under way to add 12 feet more depth to the screen at the Roxy Theatre as an experiment in connection with the improved CinemaScope lens, hoping thereby to give the viewer a greater sense of participation. . . . The home office and managerial staff of Walter Reade Theatres will honor their president, Walter Reade, Jr., with a five week "President's Month Drive" from Aug. 5 through Sept. 8. . . . U-I's Technicolor "Magnificent Obsession" will have its N.Y. premiere on Aug. 4 at Loew's State Theatre. . . . Mrs. Irene Savini, wife of Robert Savini, pres. of Astor Pictures, passed away last week.

PHILADELPHIA

Nate Milgram is now operating his own Deluxe Theatres Booking & Buying Service at 237 N. 13th St., and is presently servicing the Taft, Olyphant; Favini, Scranton, Liberty, Exeter, Pa., and the Blackwood in Blackwood, N. J. . . . Branch mgr. Charles Beilan is being honored by the local Warner exchange by having Aug. 22-28 dedicated to him as "Charles Beilan Week." . . . Blue Bird Theatre, which is now playing Spanish films, has gone on a week-end policy for the rest of the summer. . . . Jack Engel, Screen Guild, attended a meeting of Lippert franchise holders in N. Y. . . . John Kenneth Kreamer, mgr. of Savar's Rio Theatre in Camden for the past four years, died at the age of 54.

Shep Bloom was upped from salesman to sales mgr. at 20th-Fox following promotion of Herman Hirschhorn to branch mgr. of the New Haven office. Hi Bettinger replaces Bloom as salesman here. . . . Ray Schwartz reopened the Walton Theatre after renovating it completely. . . . Atty. Harry Norman is asking the Supreme Court to review the



During a break at RKO's two-day regional sales meeting at the Warwick Hotel, N.Y., are (l. to r.): Barney Pitkin, New Haven; Nat Levy, eastern-southern div. sales mgr.; and Dave Silverman, Pittsburgh.

PHILADELPHIA (cont'd.)

Fannie E. Harrison case against the majors. Harrison had claimed that the majors discriminated against the Bryn Mawr Theatre by not giving it correct clearance. . . . Bill Whyte leased Jack Greenberg's Star Theatre in Camden, N. J. and resigned as supervisor of Neil Hellman's drive-in.

A. M. Ellis Theatres is operating the Olden in Trenton, N. J. for Olden Theatre, Inc. Edward Culliton, former asst. is now managing the house while Brock Whitlock resigned to go into another business. . . . Ray Meyers is back as mgr. of William Goldman's Randolph Theatre. . . . Booker Anthony Lomonaco was one of 17 Paramount distribution employees to be inducted into the firm's "100 Per Cent Club." . . Work has started on redectoration of Variety Club's new showrooms. . . . Meyer Adleman has placed new trucks in his fleet at New Jersey Messenger Service. . . . Allied Motion Picture Service is now servicing the Rialto and Embassy in Lewistown, Pa.

Bernard Lynch has gone from managing the Ritz in York to the Capitol, while John Toomey mover over from asst. mgr. of the Capitol to the same post at the Strand following promotion of Richard W. Crist to mgr. of the Ritz. . . . Ed Lachman, pres. of Lorraine Carbons, Inc. of Boonton, N. J., announced the appointment of Superior Theatre Equipment Co. of Philadelphia to handle its products in this territory. . . . The new Towne Theatre in Levittown and the Studio Theatre recently had fire scares when smoke caused by short circuits was detected. Respective managers Mrs. Mary Hawkins and Bill Kanefsky efficiently handled the situations and kept their audiences calm.

PITTSBURGH

John Novoney has succeeded the late Leo Wayne as head booker at the Paramount exchange. . . . The Charlie Comars—he's personnel director for S-W Theas., celebrated their 22nd wedding anniversary. . . . "Three Coins in the Fountain" doing magnificent business in the unair-conditioned Fulton Theatre—there seven weeks at this writing. . . . Edith Herskovitz, M-G-M booker, married to Martin Girson, is honeymooning in N. Y.

PORTLAND-SEATTLE

Art Adamson, head of Favorite Theatres, has the first outdoor CinemaScope installation in the Pacific Northwest in his Canyon Drive-In, Portland. . . . Mrs. G. I. Ritter ordered modern equipment for her Florence Theatre and Drive-In at Florence, Ore. . . . A seamless screen and new projection lenses were installed in the Blue Mouse Theatre, managed by Paul Forsythe. . . . White's Drive-In at Salem, Ore. suffered its second robbery within two months with the loss of $3,500. Previous loss was $1,500. . . . A. W. Baron, Warner salesman in San Francisco for many years, has joined the Portland sales staff where he replaces Carl Miller, transferred to San Francisco in sales capacity.

Al Oxtoby, Warner branch mgr., anounces an "Al Oxtoby Week" Aug. 8-14, for intensive sales efforts. . . . Ed Metzger, operator of the Auto Drive-In near Moscow, Idaho, has under construction a 544-seat indoor theatre at the site of the ozoner, to be used during the winter and in bad weather. The new unit is expected to be ready about mid-October. . . . Harry H. Schmidt, asst. mgr. of the Paramount, Seattle, has been named mgr. of the State in Spokane, to succeed James M. Leslie, who resigned after 16 years with Evergreen. Robert Cooley succeeded James Keefe at the Orpheum; Dale Munkers named asst. mgr. at the State, succeeding Donald Rogers, now asst. mgr. at the Fox.

Dick Carlson has been upped from booker to mgr. of the of the Allied Artists exchange, Portland, replacing Jack Felix, transferred to Denver, Colo. as exchange mgr. there. . . . Mrs. Mildred Wall, Lewiston-Clarkston, Idaho, theatre owner and pioneer in the industry, passed away at 53. . . . Installation of equipment at the new drive-in recently opened at Libby, Mont. was made by R. E. McKinstry and Jack Barbar of Seattle.



Showmen arrive for the 20th-Fox regional screenings emphasizing the improved CinemaScope and product lineup. L. to R.: In Pittsburgh (top), T. O. McCleaster, central div. mgr.; Morris Finkel, Finkel Circuit and board member of National Allied; Saul Bragin, Stanley-Warner; Al Levy, branch mgr.; John McGreevey, Harris Amuse. Co.; Bill Zeilor, mgr. of J. P. Harris Theatre. In Louisville (bottom), Herman Hallberg, Fox salesman in Indianapolis; Roger Daly and Charles Krebs, Fourth Ave. Amuse. Co., Louisville; Lou Arru, Twilight Drive-In, Louisville; Bill Studebaker, Logansport, Ind.

PROVIDENCE

Rhode Island's Hill-Top Drive-In, located on Route 1, just south of East Greenwich, recently opened. The 500-car open-airer is owned by Peter, George and Harry Erinakes, owners and operators of The Kent, and Greenwich theatres, conventional-type houses. Harry Erinakes will manage. Utilizing a screen, 45 feet x 100, the Hill-Top's booth is completely R.C.A. equipped. The ozoner boasts the largest snack bar in the state, a playground with a self-propelled merry-go-round, swings, dandles, and other juvenile rides. . . . Dave Levin, RKO Albee manager, Providence, sparked an intensive exploitation campaign for "Johnny Dark." . . . Al Siner, Strand manager, received a potent publicity break for opening of "The Caine Mutiny" as The Providence Sunday Journal devoted the entire first page of the amusement section to the film. . . . The Route 44 Drive-In is now featuring free pony rides.

ST. LOUIS

Ronnie's Drive-In at Paris, Ill., jointly owned by Leon Jarodsky and E. L. Staup, had its grand opening recently. . . . C. B. Simmons, owner of the Fairview Drive-In at Oblong, Ill., purchased the 420-seat Star in Newton from Frank Rodgers. . . . The Capitol at Murray, Ky., a unit of Columbia Amuse. Co., unveiled its new Simplex stereophonic sound system, Walker seamless screen and super Panatar anamorphic lenses. . . Donald R. Toliver purchased some new equipment from National Theatre Supply for his 460 Drive-In east of Carmi, Ill. . . . Wm. Collins plans early installation of CinemaScope equipment in his Collins Theatre, DeSoto, Mo.

Shortage of new product was given as reason for summer closings of Turner-Farrar's Orpheum at Harrisburg, Strand at Cami and Grand at Eldorado, Ill. . . . The 626-seat Lincoln at Charleston, Ill., a Frisina affiliate, closed for the summer. Frisina cancelled plans for summer closing of the 380-seater at Kincaid, Ill. After closing the State at Lawrenceville for the summer, the circuit set a new price schedule at the Avalon at 50¢ for adults and 20¢ for children except Tues. nights, when admission is 10¢ for everyone. . . . Proceeds from the benefit excursion on the Mississippi River steamer "Admiral" on July 30, will go to the Amusement Employees Welfare Fund.

Alamo Theatre at Stewardson, Ill. reopened for part week operation under management of theatre building owner H. Gruntman. It was formerly under lease to Harold Davis of Windsor, Ill. . . . The Uptown at Fairfield, Ill. was closed for extensive remodeling and installation of wide screen by Barnes and Pitner interests. It will be reopened in the early fall. . . . At Pinckneyville, Ill., the Capitol, operated by Tony Beninati, will be dark Tues. and Wed. nights for balance of the summer. . . . John Kirby is selling his interest in the K-B Drive-In at Casey, Ill. to his business associate, Leroy Gaston.

Midway Drive-In at Dexter, Mo. has a new 80x40 screen and stereophonic sound. . . . Wide screen was installed at the Palace, Johnston City, Ill., operated by Stewart Cluster. . . . Closed for the summer: State at Morrisonville, Ill.; Grant at Centralia, Ill.; Plaza at Mt. Vernon, Ill. . . . Massag Theatre at Metropolis, Ill., headed by Eddie Clark, presented its RCA stereophonic sound system with showing of "The Robe."

SALT LAKE CITY

Clark Distributing Co. on Film Row has been sold to Mountain Film Service, managed by M. W. Young. . . . The Capitol Theatre is reopening with a new marquee, CinemaScope, Perspecta Sound and other improvements. First film will be "Gone With the Wind." Marvin George is mgr. of this Intermountain house. . . . The Woodland Brothers are continuing an extended run of "Karamoa" and "Halfway to Hell" at their Woodland drive-in here. This is the program that required police assistance to handle the crowds when it first opened and heavy exploitation has paid off well.

A return engagement of "Little Caesar" and "Public Enemy," tried out at the Utah Theatre, for many years a first run house, proved only fairly satisfactory, according to mgr. Lou Sorenson. . . . Ralph Roe, former mgr. of the Majestic at Nampa, Idaho, was transferred by Fox Intermountain to manage the chief and Orpheum in Pocatello, whose asst. mgr. Bob Vanderpool was transferred to manage the Majestic at Nampa. . . . Utah Drive-In Corp.'s Airport, Hyland and Autorium drive-ins and the downtown Gem inaugurated "Summer Bargain Days," with evening adult prices reduced from 85¢ to 50¢, according to mgr. George Zschank. . . . Andy Murdock, who owned and operated the Ideal Theatre since 1925, passed away.

Mgr. Phillip A. Speckart of the Tower Theatre has become nationally known for his instigation of "The Golden Rule Club," which specifically applies to courtesy in driving. For the first time on record, Utah boasts of being the only state in the Union to have no accidents over the 4th holiday. . . . Irving Gillman, operator of the Gillman Chain of theatres, has taken on a business to supply drive-ins with a special coffee. . . . Dale Haslam has succeeded Gene Bowles as office mgr. at Universal. . . . United Artists brought Clair Boulet from Butler, Mont. to serve as booker and Earl Peterson was upped from office mgr. to salesman. Robert Braby is new office mgr.

SAN FRANCISCO

Nathan Blumenthal reports installation of 100-ft. CinemaScope screens in their five N. Calif. drive-ins with continued use and success of Movie Bank night. . . . Harry King, mgr. of the San Rafael Theatre for 20 years, left to open a hardware store in Los Gatos. . . . Lease on Mary's Drive-In at Mendota reverted back to Tony Bou, original owner. . . . Two new student bookers, Mel Wasserman and Hans Cermak, have been appointed at Universal. . . . National Theatres has invested a million dollars in the A. O. Todd process. . . . Release of "The Egyptian" Labor Day weekend will be preceded by the biggest national ad campaign ever undertaken by 20th-Fox.

"Barefoot Battalion," produced by Peter Bourdoures, restaurateur and leader of the Greek colony here, will be premiered at the Vogue Theatre. Double features are being offered as a change of pace for summer viewers at this same spot. . . . The controversial "Salt of the Earth," is doubled with "Beat the Devil" at the Balboa Theatre, with no repercussions to date. . . . According to Bob Hazard, the N. Calif. Variety Club picnic is scheduled for Aug. 28 at Skipper's Picnic Grounds near Woodland. . . . Calif Theatres Assn.'s Hulda McGinn was reappointed West Coast liaison for motion pictures of the Gen. Fed. of Women's Clubs. . . . Rebille Kniffin appointed asst. to Herman Wobber, replacing Bryan Stoner, who left to become central div. sales mgr. in Paramount's Chicago office.

Management changes in Market St. first-runs include the appointment of Paul McAllister, formerly with General Theatrical, to asst. at the St. Francis, replacing Lynn Von Goltz; promotion of Joseph Pitruzzello from usher to asst. at Loew's Warfield, taking over duties of Don Young, transferred to a Loew house in New Haven, Conn. . . . Changes along the row include Wm. MacDonald, upped from contract clerk to booker at Paramount: "Mel" Melgren, former UA booker, is now booking for RKO and was replaced at UA by Tom Smith.

Ray Richman, salesman for National Screen, transferred from the Sacramento Valley to the San Joaquin Valley territory, with Harry Weaverling taking over Sacramento Valley. . . . Lippert Pictures of No. Calif. moves to 276 Golden Gate Ave. on July 31. . . . Charles Moorehead has assumed full management of Blumenfeld theatres in Pittsburg. . . . Joseph Myers, former owner of the Port Chicago theatre, will take over the Sunset at Riverdale on Aug. 8. . . . Otto V. Smith will book and buy for Orland Theatre at Orland. . . . Bill Peters closed the Rio at Ripon and the Del Mar at Solidad. . . . KBID-TV, Fresno, has suspended operations until further notice.



Somewhere in Canada: Igor Gouzenko (wearing hood) meets the producer, director and cast of United Artists' "Operation Manhunt," a film about his life in hiding since he walked out of the Russian Embassy nine years ago with documents that helped smash an international spy ring. Gouzenko himself appears in an epilogue to the feature length film. With him (l. to r.) are actors Will Kuluva, Jacques Aubuchon and Harry Townes, director Jack Alexander and producer Fred Feldkamp. Film rights to Gouzenko's book, "The Fall Of A Titan," were recently purchased by Matthew Fox, who will personally produce the film in Technicolor.

Reade's Money Prizes Boost Summer Receipts In Circuit Competition

The staff of Walter Reade Theatres will honor their president, Walter Reade, Jr., with a five week "President's Month Drive" from August 5th through September 8th.

Designed to increase grosses and nets during the Summer, the drive will carry a minimum of $2,500 in weekly and series prizes for the managers of the nearly 40 competing drive-in and conventional theatres in the independent circuit.

Drive leaders and judges will be Edwin Gage, vice-president; Jack P. Harris, film buyer; Albert Floersheimer, advertising and publicity director; Nick Schermerhorn, general manager; and Paul Petersen, assistant general manager.

$2,500 Award Kitty

Circuit officials said that prizes from film companies and suppliers are expected to considerably swell the $2,500 award kitty. Minimum prizes of $100 and $50 will be given each week to the two managers who achieve the greatest percentage increases in grosses. Minimum prizes of $500, $300, and $200 will be given to the managers showing the greatest improvements in net over the five week period.

Each of the 40 theatres has been assigned a "Drive Quota" based on the difference between average grosses and average expenses. A separate "quota" has been established for gross concession business. The drive will be conducted on a point basis, with each theatre earning 100 points weekly for achieving its drive quota; 25 points for achieving its concession quota; 15 points for proficiency in promotion, advertising and exploitation, and 10 points for efficiency in theatre management. Additional points over this 150 point "normal" will be awarded each week.

FILMS TELEVISED JULY 10 to JULY 23

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original release date
Black Magic	Orson Welles	UA 8-22-49
Diamond Row Murder	Edmund Lowe	
Emergency	Dorothy Patrick	
Fence Riders	Whip Wilson	Monogram 1-29-50
The Five-Pound Man	Judy Gunn	
Gunsight Law	Johnny Mack Brown	
Land of the Lawless	Johnny Mack Brown	Monogram 5-9-47
Paris 1900	Narrated by Monty Woolley	
Range Law	Whip Wilson	Monogram 12-25-49
Return of the Stranger	Griffith Jones	
Riding The California Trail	Gilbert Roland	Monogram 1-11-47
Robin Hood of Monterey	Gilbert Roland	Monogram 9-3-47
Strange Voyage	Eddie Albert	Monogram 12-20-45
Whispering Smith of Scotland Yard	Greta Gynt	RKO 3-21-52

The ANSWERS ARE ALL *Yes!*

with Tushinsky Bros.' Variable Anamorphic

SUPERSCOPE* LENS!

Q. Can I install *SuperScope* without shifting my projection machines?

A. *Yes!* *SuperScope may be adjusted to right or left without moving projector.*

Q. Can I change my screen ratio easily?

A. *Yes!* *With a "Twist of the Dial."*

Q. Can I change from anamorphic to standard on a double bill, and back again, without removing my *SuperScope* lens?

A. *Yes!* *Absolutely, with a "Twist of the Dial!"*

Q. Can I install *SuperScope* without having to drill, tap or use special mounts?

A. *Yes!* *The SuperScope lens mounts on the present lens barrel and is tightened by one screw.*

Q. Will I get a wide even picture without a falloff of light at the edges and corners of the screen?

A. *Yes!* *SuperScope projects a wide even picture up to 3 to 1 ratio.*

*Trade Mark Reg. and Patents Pending

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NATIONAL SCREEN SERVICE

At Your Local Exchange



Bell & Howell Heightens Sales Drive On Anamorphic Lenses

CHICAGO.—Following through on a sales campaign launched in late spring, the Bell & Howell Co. is continuing in its offer of a set of two 35mm. CinemaScope lenses at a list price of $1,165. For the past two months the company has been engaging in an "all-out" CinemaScope promotion, according to A. H. Bolt, director of professional sales.

The Bell & Howell anamorphic lenses have six elements, which the company claims provides extreme picture sharpness and definition to the edge of the screen. Twelve glass surfaces, accurately matched to master test plates, are said to give high resolving power.

A hard coating of magnesium fluoride on all six "air to glass" surfaces allegedly provides for the transmission of brilliant light to the screen. Color "banding and fringing" are eliminated by the lens, which is color corrected so that it produces each color in the spectrum faithfully, according to company claims.

The lenses are available in mount sizes to fit all existing projection equipment. Bell & Howell manufactures two types: one to be used with projection lenses from 4¾ to seven inches focal length with f/1.8 or f/1.9 apertures in standard four inch barrel mounts; the other to be used with three inch to 4¾ inch focal lengths in standard 2.781 inch barrel mounts.

The lens was developed by Bell & Howell with the assistance of 20th Century-Fox engineers and is based on the original anamorphic principle developed by Professor Henri Chretien, creator of CinemaScope. Development of the lens marked B&H's entry into the theatre supply field, although it has been manufacturing studio equipment for 46 years.

The company first received its license from 20th-Fox to enter CinemaScope lens production because of the belief by Spyros P. Skouras, film company president, that "competition between several leading optical manufacturers will stimulate the sale of lenses and more rapidly equip theatres to show CinemaScope productions."

The decision to launch a vigorous sales campaign on behalf of the B&H Cinemascope lenses was stimulated by the belief that "increased orders for standard cylindrical type CinemaScope lenses indicate renewed enthusiasm on the part of theatre owners to install CinemaScope immediately," according to Bolt.

In addition to the 35mm. CinemaScope lenses for use in regular theatres, the company has developed a 16mm. CinemaScope-type system that it has named FilmoRama. The new wide screen system for 16 mm. films has been created for amateur, industrial and educational films, the company stated.

Patterned after 20th-Fox's 35mm. CinemaScope, the new technique uses a single anamorphic lens attachment for both shooting and projecting the films. The company has suggested that FilmoRama could be used in foreign movie houses, espeeially those which show 16mm. theatrical films only. The FilmoRama lens attachment retails for $596.

New Low Priced Altec Speaker Systems Replace Former Model

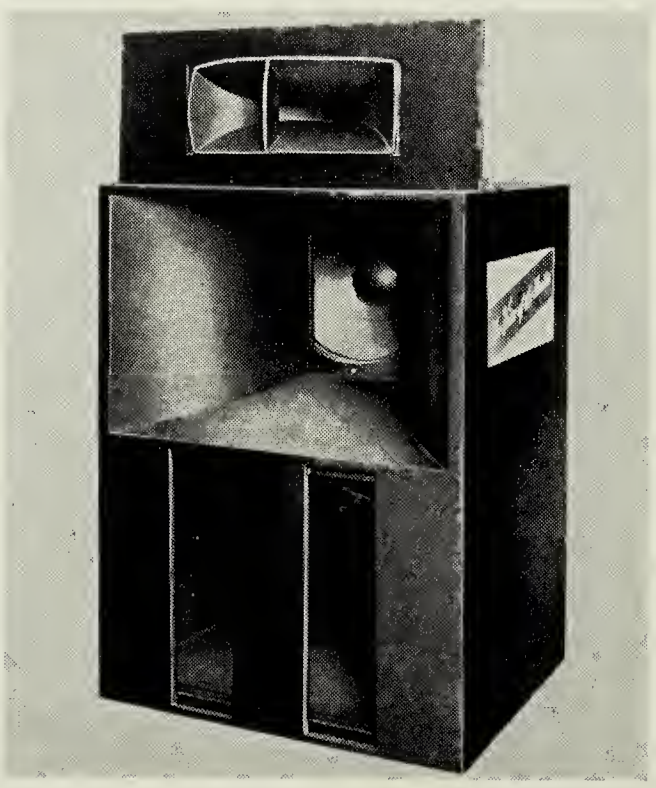
Altee Lansing Corp. is now offering two newly designed low-priced models of their "Voice of the Theatre" loudspeaker systems, espeeially recommended for theatres with up to 1,000 seats, the company reports. The new loudspeaker systems, coded A-6 and A-7, are priced at $425 and $260, respectively.

The units replace the Model 800 that was previously made for small theatres and brings to nine the total number of systems offered by Altec. The two-fold reason for the development of these new systems ineludes the higher quality requirements of stereophonie sound and the increased need for lower priced sound systems in small theatres, according to Altec engineers.

Available Immediately

The new design provides not only extended bass and high frequency reproduction, but a smoother overall frequeney response, the company elaims. It adds that the lower prices can save exhibitors hundreds of dollars. Both new speaker systems are immediately available through regular "Voice of the Theatre" dealers.

The A-7 speaker is the smallest of its type manufactured bv Altec. It consists of one low frequency speaker in a carefully engineered enclosure and a high frequency driver unit with a newly designed horn. The A-6 contains two low frequency speakers and a single high frequency horn.



New model A-7 "Voice of the Theatre" speaker system manufactured by Altec Lansing Corp. is the smallest of its kind produced by the company. Priced at $260, the unit has been expressly designed for theatres with 1,000 seats or less. It consists of one low-frequency speaker and a high-frequency driver unit with a newly designed horn. The system replaces discontinued Model 800.

New Warner Invention Enlarges CS Height

BURBANK, CALIF.—CinemaScope pictures may now be projected to the maximum height as well as maximum width of the theatre stage through the installation of a new aperture device perfected by Warner Bros., according to Jack L. Warner, company's production chief.

The device is adaptable to any size theatre and any size screen and allows the exhibitor to obtain the largest image possible," Warner declared. He added that "with this device the screen will have no more unused space. Every foot will be utilized."

Developed in the film company's research department, the attachment was first used for the world premiere showing of "King Richard and the Crusaders" at the Egyptian Theatre, Hollywood. The screen image was increased in height from 16 to 19 feet, while the full 42-foot width was retained.

The resulting aspect ratio was 2.2:1, Warner stated. The apertures are inexpensive to install, he declared.

Versatility, Low Cost Claimed For SuperScope Units

The claim that "the exhibitor equipped with SuperScope is a man prepared for the future" is the one made by the manufacturers of SuperScope, Inc. Since the Gotham trade demonstration of the variable anamorphic lens system at the RKO 86th St. Theatre in March, both exhibitors and the major studios have aecepted the invention, company officials declare.

Advantages claimed for this lens, which sells at a list price of $700 a pair, is its versatility and the fact that it is the cheapest of all anamorphic lenses. Company executives insist that no matter whether standardization does or does not take place in the coming months, the exhibitor is prepared for anything with this system.

SuperScope is said to be easily installed, adapting without drilling, tapping or special mounts to present lens barrells. The only adjustment necessary is the tightening of one screw, according to the report. There is never any need to shift the position of the projection machine because the lens is adjustable.

The lens can project a picture from any anamorphic print up to a 3:1 ratio, the company claims. Exhibitors using SuperScope can change from anamorphic to standard film on a double bill with only a twist of the dial, provided that the anamorphic and standard prints are being fed to the machine.

The lenses, invented by Joseph and Irving Tushinsky, are of the double prism type, with four glass surfaces. It mounts direetly on the projeetion lens with a clamp. The outer prism surface is readily accessible for cleaning and the other surfaces can be cleaned by the removing of several screws.

The company cites the statement by Paramount that the film company's new invention VistaVision could be satisfactorily handeld with the Tushinsky lens. It also claims the support of Trueman Rembusch, quoting him as saying that "conclusions are that the Tushinsky lens is far superior in every way to any of the other lenses tested."

Enjoy full profit from CinemaScope shown in its full appeal! Use only Bausch & Lomb Lenses created specially for CinemaScope

Your screen shows the difference . . . your boxoffice figures the difference in pay-off. Proof? *Over 90% of the theatres showing CinemaScope* use Bausch & Lomb lenses and cylindrical anamorphic attachments. These theatres put their faith in Bausch & Lomb exclusive know-how . . . gained from creating and producing the first practical CinemaScope optical system . . . from Baltar motion picture camera lenses and anamorphic attachments, to the new Super Cinephor *f*/1.8 projection lenses. More proof? Ask your dealer for actual *lens-by-lens comparison* proof that Bausch & Lomb is best by far. Bausch & Lomb Optical Co., 72531 St. Paul Street, Rochester 2, New York.

BAUSCH & LOMB

SINCE B&L 1853

Ampex Develops Single-Track Magnetic System; Cuts Prices

REDWOOD CITY, CALIF.—The development of a single-track magnetic theatre sound system selling for $1,625 and a "drastic" reduction in prices of the regular Ampex Master stereophonic sound systems, effective immediately, have been announced by Jim Mahon, Ampex theatre equipment sales manager.

The single-track system has been designed for exhibitors who wish to change from optical to magnetic sound but don't wish to invest in full stereophonic sound at the present time, the executive explained.

The company announces additionally the development of two new loudspeaker systems especially designed to reproduce the higher quality of magnetic sound tracks. Future Ampex installations in theatres having a seating capacity of 1,000 to 1,500 persons will be equipped with the new model 5050, Mahon stated.

Dimensions Listed

This unit consists of two low-frequency speakers and their baffle, a high-frequency driver and horn and a crossover network. The complete system stands 84 inches high, 72 inches wide and 36 inches deep, he added. Theatres seating between 1,500 and 2,000 will have model 5070 put in.

This system will be installed with Ampex 60 watt stereophonic systems. It contains the two low-frequency speakers in a larger baffle, a high-frequency driver and horn and a crossover network. Its dimensions are 79 inches high, 84 inches wide and 48 inches deep.

Based on the Ampex Master stereophonic system, the new single-track one uses identical components so that a theatre owner can install stereophonic sound at a later date by adding to the simpler system, Mahon reported. The only equipment that would have to be discarded is one power supply, costing $55, he stated.

Uses Present Amplifier

The single-track system makes use of the theatre's present power amplifier and speaker system. Unit consists of two magnetic reproducers, a sound transfer box and extension rod, a pre-amplifier, a power supply and the necessary accessories. Each of the reproducers is mounted on a projector, and adaptor plates are available for the mounting, the report disclosed.

Cables lead from the magnetic heads in the reproducer to the transfer box, used to change sound output from one projector to the other. An extension rod makes it possible to operate the transfer switch from either projector position, it was explained. Additional cables lead from the transfer box to the pre-amplifier enclosure.

The latter enclosure measures 21 inches by 20 inches by 10 inches and may be mounted on the front wall of the booth, the company stated. The on-off switch and the gain control for the magnetic system are included in this part. The pre-amplifier's output is fed into the phonograph input of the house's existing power amplifier, which can be controlled by a selector switch, Mahon stated.

New price scale of the standard stereophonic line is attributed to "economies inherent in efficient, quantity production." Typical of the new prices is a $3,195 tag on a 20-watt three-channel stereo system capable of handling a 1,000-seat house. System is complete, requiring no extras of any kind and providing complete emergency facilities, Mahon stated.

He noted that the company, "realizing that improved techniques, including stereophonic sound, are necessary for a theatre to attract today's discriminating patron," has been working on a method to cut prices for sometime. Acceptance of Ampex equipment by exhibitors has made that possible, he declared.

Mahon revealed that the company's new loudspeaker systems will be manufactured by the Ampex Loudspeaker Corp., a wholly-owned subsidiary. Ampex manufactures all the major components, from magnetic sound heads and amplifiers to loudspeakers, for theatre stereo systems, he explained.

Perspector Integrator Mounted In Vertical Line

A new model of the Fairchild Perspecta Stereophonic Sound Integrator, differing from other models in that it is mounted on a vertical rather than horizontal chassis, has been announced by Sherman M. Fairchild, president of Fairchild Recording Equipment Co. The new unit, designated as Model 315C, is currently being shipped to theatres, it was reported.

Purpose of the new design, according to company spokesmen, is to permit mounting of the integrator unit in theatre installations where horizontal space is at a premium. The unit is designed for normal rack mounting, and all underchassis wiring may be reached by removal of the front panel. Model features easy accessibility to all components for installation as well as service, the company claims.

Combined Trade Show Sets Concession Forum

A combined theatre concession forum is being planned for the 1954 TOA convention and TESMA-TEDA-TOA-IPA trade show, scheduled for Chicago's Conrad Hilton Hotel from Oct. 31 through Nov. 4, according to a TOA announcement. Plans are currently being set by officials of the International Popcorn Association and TOA executives.

The nation's leading theatre concession manufacturers and suppliers along with concessions managers and purchasing agents are slated to participate in the forum. Popcorn executives J. J. Fitzgibbons, Thomas J. Sullivan and Bert Nathan have been conferring with theatreman Nathan Buchman and Herman Levy, Howard L. Bryant and Dick Pitts of TOA.

National Theatre Supply Markets Simplex In-Car Speakers For Drive-Ins

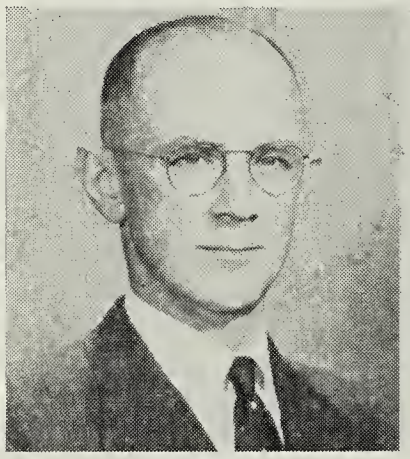
A new speaker for drive-in theatres, called the Simplex In-A-Car speaker, has been announced by National Theatre Supply. The weather-proof unit consists of a four-inch Alnico-V, aluminum voice coil speaker, spring mounted into the two halves of a compact die cast aluminum housing, the company discloses.

This method of mounting assures a floating suspenson which reduces shock, minimizes magnet shifting and simplifies replacement, according to the report. The housing also accommodates a perforated, anodized aluminim speaker screen, a volume control with recessed control knob and an extruded acrylic handle.

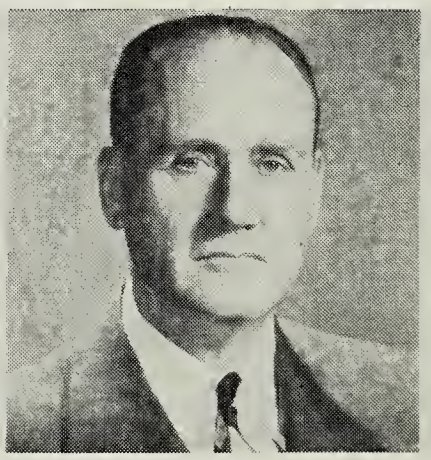
The housing is finished in a silver hammerstone enamel baked on over a zinc chromate base and it has a two step window bracket for positioning in cars. The handle is an oval tube made by Anchor Plastics Co. and it provides space inside for a phosphorescent theatre name or slogan card.

The insulating properties of the plastic material allegedly make the handle always pleasant to touch.

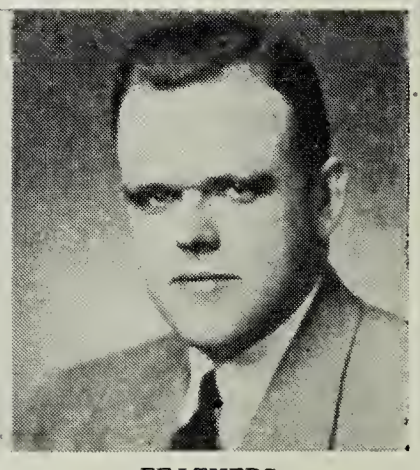
Three New National Carbon Vice-Presidents



STEINER



BRYAN



FEATHERS

Three new vice-presidents have been appointed by the National Carbon Co., a division of Union Carbide and Carbon Corp., according to an announcement by A. S. Johnson, National Carbon head. New officers are Arthur C. Bryan, general manager of consumer products, William H. Feathers, who will manage industrial products, and Walter A. Steiner, head of the development department.

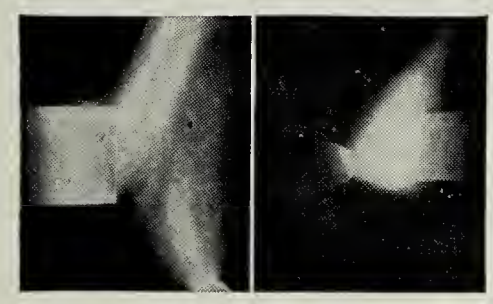
Bryan has been with the company in various sales activities since 1935, at which time he started as an industrial salesman in the Chicago office. Feathers joined the company at Niagara Falls in 1937, where he eventually headed the work plant. Steiner started with the company in 1924 after having received an engineering degree in Germany.



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HOLLYWOOD ...on the wire

RICHARD BERNSTEIN, *Editor*
Hollywood Offices:
4225½ Lockwood Ave.,
Hollywood 29. Tel.:
Normondie 2-6494

Colony's Prestige Up Abroad: Kaye

Just back from a world tour for the United Nations, Danny Kaye said that Hollywood is exerting a greater influence on the world than ever before. Kaye, who was "an ambassador at large," said that the American film industry is regarded abroad as an important means of education and entertainment. He also stressed that there is the utmost respect for Hollywood's dignity and maturity.

Kaye covered over 40,000 miles on his journey to make a color motion picture record of the United Nations International Children's Emergeney Fund, a branch of the United Nations devoted to providing medical and nutritional care for children in the undeveloped areas of the world.

He came baek with 9,000 feet of film. He shot in Johannesburg and surrounding areas, Nairobi, Bombay, New Delhi, Rangoon, Bangkok, Thailand, Hong Kong and Tokyo. The film will be shown in theatres throughont the world to edueate and interest the public in the work being done by the UNICEF. —*R. B.*

Warner Sales Execs Study Pix On Coast

Warner Bros. officials will hold a two-day studio meeting next week at the company's Burbank headquarters, according to Ben Kalmenson, vice-president in charge of distribution. Purpose of the meeting is to give the top sales heads of the company a chance to look at forthcoming product, the distribution chief explained.

Pictures to be viewed include "A Star Is Born," "Dragnet" and "Battle Cry." In addition to completed product, the executives will look at advance footage of productions eurrently shooting, he added. These include "Helen of Troy," "The Silver Chalice," "East of Eden," "Land of the Pharaohs," "Traek of the Cat" and "Drum Beat."

Title Changes

RKO-Radio: **"This Is My Love"** is the final title for "Night Without End." (Stars Linda Darnell, Riek Jason, Dan Duryea; Allan Dowling produced).

Paramount: **"Three Ring Circus"** is the new title for "The Big Top." (Stars Dean Martin and Jerry Lewis; Joseph Pevney directed).

United Artists: **"Battle Taxi"** will be the title of "Operation Air Rescue." (Stars Sterling Hayden; Ivan Tors and Art Arthur producing). **"Down Three Dark Streets"** is the new title for "Case File, F.B.I." (Stars Broderick Crawford and Ruth Roman; Jules Levey, Arthur Gardner and Edward Small producing).

Univ.-Int'l.: **"To Paris, With Love,"** is the final title for "Paris Affair." (Alec Guinness stars; J. Arthur Rank Organization producing).

With the signing by Samuel Goldwyn of a more-than-a-million contract for screen rights to the highly successful Broadway musical comedy, "Guys and Dolls," preliminary steps leading to production of the film were completed. Joseph I. Mankiewicz was contracted to write and direct the picture, beginning on the project in September. Rehearsals are expected to start Oct. 15 and shooting Jan. 15. Frank Loesser, who wrote the score for the musical, will compose additional songs for the picture.

* * *

William F. Broidy will produce four pictures for Allied Artists this year and will have an option to produce an additional four during the next 12 months, according to an agreement he concluded with Walter Mirisch, AA executive producer. First film will be "Dynamite Anchorage," starting July 26; then "Cry Vengeance," Aug. 23; "Rider of the Ruby Hills," Sept. 17, and "Desert of the Damned," Oct. 18.

* * *

Melville Shavelson and Jack Rose filed incorporation papers for Seribe Productions, their own producing company. The pair also announced that Seribe has entered into a partnership with Paramount and Bob Hope Enterprises for "Eddie Foy and the Seven Little Foys," which Rose is producing and Shavelson directing. They also wrote the screen play. Future Seribe features will be "Kitty Hawk," the story of airplane inventors Orville and Wilbur Wright, which Rose and Shavelson will write, produce and direct. Corporation directors are Rose, Shavelson, Jules Goldstone and George Rosenberg.

* * *

Robert Roark was announced for one of the stellar roles in Herman Cohen's Abtcon Production, "Target-Earth" for Allied Artists release. In the other leads are Richard Denning, Virginia Grey and Kathleen Crowley. Sherman A. Rose is directing the feature. . . . Don Siegel was signed to direct "The Annapolis Story" which rolls in Technicolor this week with Walter Mirish producing and John Derek in the star role. Allied Artists will release the film.

* * *

Director Mitchell Leisen left for Paris, where he will meg M-G-M's "Sacred and Profane." Leisen is meeting with Producer Henry Berman to map out plans for the Anne Baxter-Steve Forrest starrer which will be shot entirely in the French capitol. . . . Barbara Hale joined Fred MacMurray, Charlton Heston and Donna Reed in the VistaVision production, "Blue Horizon," which Pine and Thomas will produce for Paramount release. Rudy Mate is directing.

* * *

Leonard Goldstein purchased an original story, "Young Moses," by Herb Meadow. This is the story of Moses the youth, Prince of Egypt, general of the armies, fighter, lover and philosopher. . . . Gregg Tallas has left for Europe where he will meet Linda Darnell in Rome on the first stage of a tour of the continent with a view toward setting up inter-hemisphere production deals.

Mark Stevens has been given full directorship on "Ketchikan," in which he will also star, by Producer Lindsley Parsons. Film rolls July 31. . . . Gene Nelson has started his dance rehearsals for his work in "Oklahoma," which Fred Zinnemann is directing. The Agnes De Mille dance routines are expected to be some of the most elaborate production numbers ever filmed.

* * *

Marge and Gower Champion have been inked to appear in M-G-M's "Hannibal's Woman." . . . "Bombay Boy," an original story by Robert Hardy Andrews, was acquired by U-I and assigned to Stanley Rubin to produce. Robert Presnell has been signed to develop the screen play. . . . Hal Wallis announced that he will bring to the screen the story of the late Gen. H. H. "Hap" Arnold. The film rights to Arnold's autobiography, "Global Mission" were purchased by Wallis from Mrs. Eleanor P. Arnold, the general's widow.

* * *

Robert Pirosh has purchased the book, "The Cliff's Edge," by Marie Hackett, and will write his own screen play for independent production. . . . Arwin Productions, Inc., is the new name of Martin Felcher Productions, it was announced by Warner Brothers Studios. . . . Harold Schuster will direct "Dynamite Anchorage," Dane Clark starrer and the first of four films Producer William F. Broidy will make for Allied Artists this year. Film is scheduled to roll July 26. . . . Next March, Yul Brynner will report to Cecil B. DeMille for his role of Rameses in "The Ten Commandments." He will probably do the film version of "The King and I" after the DeMille assignment.

* * *

Richard Basehart has been signed for a starring role with Gregory Peck in John Huston's "Moby Dick," which is a Moulin Production for Warner Bros. release. . . . Brian Keith, Columbia contractee who recently wound up "The Violent Men," was assigned the male lead in Columbia's forthcoming,



Dore Schary, M-G-M studio head, and producer Pete Smith hold plaque presented by the National Safety Council for Smith's short "Pedestrian Safety."

Ted Richmond Claims

Audience Sensitivity At Peak; Only Good Pictures Can Earn

By Richard Bernstein

"We plan to get the best material and the best material regardless of the cost," Producer Ted Richmond explained in his Copa Productions office at Columbia Studios. Richmond, who is partnered with Tyrone Power in the company, which will release through Columbia, made 20 pictures in five years at Universal-International.

Copa will put its first film, "Lorenzo the Magnificent," before the cameras following Power's completion of his last picture in his 18-year association with 20th Century-Fox, "Untamed," in which he will co-star with Susan Hayward. Oscar Millard is doing the screen play for the feature. Copa has received a great deal of co-operation on the film from the De Medici Society in Rome. Richmond anticipates a spring start for the film.

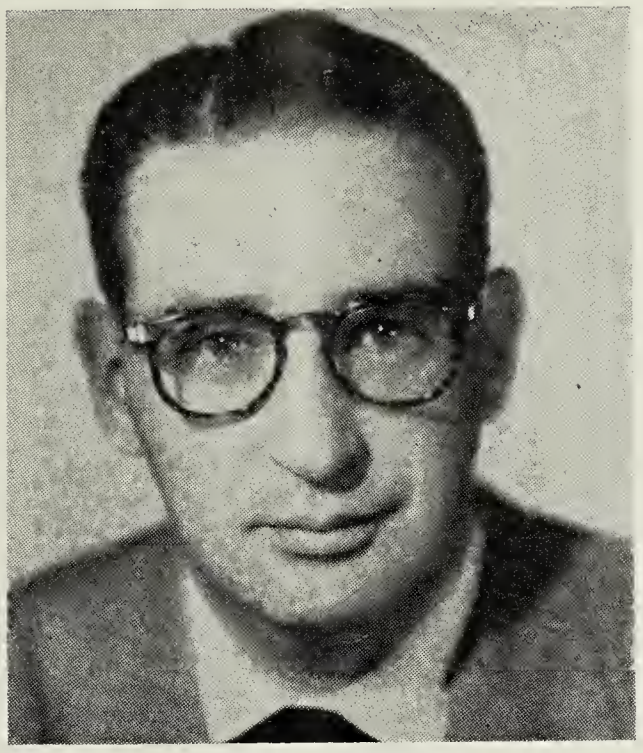
The company also owns "The Stalk," a suspense love story of a young doctor, which it plans to film. "Copa will not only make films that star Power," Producer Richmond explained. "Tyrone will appear in two pictures a year along with co-stars and the company will make two without him with Power functioning as executive producer."

Use Accepted Ratio

Copa plans to use the accepted ratio at the time its productions start. The company's films will be in color. Power and Richmond made an extensive trip recently to talk to exhibitors. Both men are well aware of the part that the exhibitor plays in the motion picture business and were anxious to hear every exhibitor's comments and advice. Richmond reports that as a result of the trip, they discovered that business is better than ever.

Power plans to spend 10 to 15 weeks on the road to meet people. He also plans to exploit his Copa films with personal appearances. He just completed "The Long Gray Line" at Columbia. The film, which was directed by John Ford, co-stars Power and Maureen O'Hara and was produced by Robert Arthur. It was filmed in CinemaScope and Technicolor.

Richmond further explained that Power and himself want to run Copa Productions like "a miniature studio." He pointed out that the company is seeking a variety of stories for Power.



TED RICHMOND

"Tyrone will make some off-beat pictures too," Richmond revealed. Richmond feels that the problem of an independent getting properties is much easier than the studio problem.

In regard to getting the best people possible, the producer said, "I think that there are many constructive and creative artists who would like to work with Power in an independent setup like ours." The Richmond-Power team was responsible for the top-grossing "Mississippi Gambler" at Universal-International.

Richmond stated that some Copa films will have three top stars. He also explained that the company will put top talent in all phases of filmaking under contract. Richmond made it quite clear that this is the period of audience selectivity and that it takes a good picture to make money.

Looking For Scripts

As a result of this, Copa has been carefully looking for scripts that it feels will be making intriguing and different films, that will excite the public. Copa has also been keeping a weather eye out for talented actors and actresses.

Richmond began his theatrical career as a theatre treasurer in New Bedford, Mass., then became the manager of a local stock company. From this, he became a theatre manager, moving eventually to the post of publicity director for 38 theatres in New York State after which he became district manager of RKO's upstate New York theatres.

Richmond then became identified in Hollywood with the formation of Producers Releasing Corporation. He became a producer at Columbia, where he remained seven years; from here he went to U-I. Some of his hit credits are "Kansas Raiders," "Cimarron Kid," "Desert Legion," "You Belong To Me" and "Walkin' My Baby Back Home."



Director Stuart Heisler coaches stars Linda Darnell and Rick Jason for a key scene on the set of "Night Without End," an Allan Dowling production for RKO Radio release.

HOLLYWOOD...

"Dead Pigeon." The Robert Cohn production rolls Aug. 3 from William Bowers' screen play. . . . John Ireland left for London, where he goes into the starring role in "The Outsiders," a melodrama of a circus sideshow, which Anthony Hinds is producing and Montgomery Tully is directing for Exclusive Films and Lippert release. The picture, scripted by Richard Landau is from a novel.

* * *

Republic will roll "Carolina Cannonball," Aug. 9 with Sidney Picker serving as associate producer and Charles Lamont directing. . . . Sam Katzman's "Riot on Pier Six," will roll Aug. 10. . . . Danny Kaye's next at Paramount will be "The Court Jester." Norman Panama and Melvin Frank will direct and produce. The film goes before the cameras Aug. 16. . . . "Cell 2455," based on the best-selling novel, will roll Aug. 23 at Columbia with Wallace MacDonald producing.

* * *

U-I's "To Hell and Back," based on the Audie Murphy novel, has a starting date of July 28. Aaron Rosenberg will produce with Jesse Hibbs directing. . . . Rhonda Fleming planed out to Rome for her starring role in the independent film, "Woman of Babel," which rolls Aug. 5. . . . Vincent Sherman is huddling with Sterling Hayden in regard to Sherman directing Hayden's indie film, "Mad Anthony," based on the exploits of Mad Anthony Wayne.

* * *

Ernest Lehman was signed to a director-writer pact at M-G-M. He reports to the studio after completing the screen play of "The King and I" for 20th-Century-Fox. His short novel, "The Comedian," which appeared in "Cosmopolitan," has been purchased by George Glass for independent production. . . . Fritz Lang will direct "Moonfleet" at M-G-M for Producer John Houseman. At the same studio, it was announced that Roy Rowland will direct "Hit The Deck," which will be produced by Joe Pasternak. Film rolls July 26. . . . Sam Katzman has a Aug. 24 starting date for "Robin Hood, Outlaw" at Columbia.

* * *

Jack L. Warner announced the signing of Ethel Barrymore to join Doris Day and Frank Sinatra in "Young At Heart," in which Gig Young has an important role. Gordon Douglas directs with Henry Blanke producing in CinemaScope and WarnerColor. . . . With three major location sites in Kentucky and one in Indiana finally selected, Hecht-Lancaster's Technicolor adventure drama, "The Gabriel Horn," goes before the cameras Aug. 15. The entire production will be photographed in Kentucky and neighboring Rockport, Indiana. Lancaster will make his debut as a director on the picture as well as play the male lead. Dianne Foster has been announced for the femme lead. Harold Hecht produces.

Washington Film Planned

Feature on the career of Gen. George Washington, tracing developments in his life from the time he assumed command of the Revolutionary armies until his acceptance as first President of the U.S., is planned by producer-director John Sturges.

IN FEBRUARY 1955

COLUMBIA PICTURES

WILL PRESENT

TYRONE POWER · MAUREEN O'HARA

in JOHN FORD'S

THE LONG GRAY LINE

CINEMASCOPE

COLOR BY TECHNICOLOR



THE Independent FILM JOURNAL

DEVOTED *to the* BEST INTERESTS *of the* MOTION PICTURE INDUSTRY

In this issue

EWS

$25,000,000 PLAN TO DE-ICE FROZEN FILM FUNDS ABROAD

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BLOCKBUSTER A MONTH FROM UA – KRIM

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U-I SETS AMBITIOUS PROGRAM

EVIEWS

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THIS MUST STOP!

IN our last issue, we published an editorial, "Clearance By Prints," pointing up the plight of exhibition as a result of the print shortage.

We received a substantial and meaningful response from exhibition praising the INDEPENDENT for emphasizing this major problem to the trade and urging its speedy correction.

But, if anything, the situation has been steadily deteriorating and the effects of the reduction in the number of prints is more acute than ever with incidents of missouts and the like growing by leaps and bounds.

EXHIBITION IS BEING HURT AND HAS THE RIGHT TO KNOW WHAT STEPS ARE BEING TAKEN TO ALLEVIATE THE PRODUCT SHORTAGE AT ONCE . . . AND THEATRE OWNERS ARE

(See Page 3)

NEVER BEFORE IN FILM HISTORY!



The phenomenal grosses of "GONE WITH THE WIND" in its 5th release are a Miracle of All-Time Show Business!

GREATER WITH THE WIDE-SCREEN!

David O. Selznick's Production of Margaret Mitchell's Story of the Old South "GONE WITH THE WIND" in Technicolor • starring Clark Gable • Vivien Leigh Leslie Howard • Olivia de Havilland • A Selznick International Picture • Directed by Victor Fleming • Screen Play by Sidney Howard • Music by Max Steiner.

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GONE WITH THE WIND" in the first 90 engagements of its fifth release tops its second, third, and fourth release and even exceeds the first *(original)* release in the following cities:

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"GWTW" GOLDMINE!

133% of "SHOW BOAT"

178% of "LONG, LONG, TRAILER"

128% of "MOGAMBO"

★

CHOICE OF SOUND: PERSPECTA STEREOPHONIC OR OPTICAL 1-CHANNEL

August 7, 1954
Vol. 34, No. 2

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

ENTITLED TO ANSWERS FREE OF AMBIGUITY AND DOUBLE-TALK. THUS FAR, THEY ARE GETTING SILENT TREATMENT.

Only last week, Ben Marcus, president of National Allied, recognizing the gravity of the situation, charged that "the reduction of prints allocated to film exchanges, as reported by branch managers and bookers . . . will definitely hasten the closing of many subsequent-run and small town theatres."

Describing the dearth of prints as "senseless economy," Marcus warned that this "short-sighted and foolish move" will further tend to destroy all orderly clearance procedures.

The INDEPENDENT has consistently been opposed to litigation as a means of settling industry disputes and as a cure for industry evils. This does not prevent us from recognizing the legal liability to which distribution is recklessly exposing itself.

As we predicted, legal threats are materializing. North Central Allied, charging that the print shortage is "artificial" and designed to establish an illegal system of runs and clearances, has instructed its counsel to study the possibility of forcing the delivery of prints on time to theatre members in accordance with their availabilities.

This whole situation is fraught with dynamite. Even those exhibitors with key runs now being served recognize the inequity caused by the curtailment of prints. Many realize that even though they are presently the beneficiaries of favored treatment, they are likewise in a vulnerable position.

It is entirely within the realm of probability that some determined, perhaps desperate, theatre owner will seek to enjoin a run in a territory in which his theatre, because of a print shortage, is deprived of its availability while other theatres in the same area with the same clearance dates are serviced with prints. You don't have to be a legal eagle to recognize the merits of such a case.

In any event, even if our determined exhibitor is unable to enjoin such a run, he and many other exhibitors similarly situated are being furnished with live ammunition for treble damage suits that will far outweigh any temporary advantage that might accrue to distribution.

An unimpeachable source of unquestioned integrity and reliability has given information to your editor debunking the laboratory log-jam theory and maintaining that the film companies can get more prints without too much difficulty. Film executives have been known to surmount far greater problems with dispatch.

In the meantime, exhibitors who should be out exploiting the product and advertising their forthcoming attractions are spending most of their time at the exchanges begging for prints.

There is a very disquieting element surrounding the print shortage. No distribution head has seen fit to comment on the situation. It cannot be because of lack of interest. Certainly there must be some explanation or, in the alternative, an immediate correction of the situation that now permits clearance and extended protection by the holding back of an adequate number of prints.

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United Artists Releasing 96 Films In Two Years

United Artists plans to release 48 pictures a year for the next two years starting Sept. 1, which date marks a "major turning point in the development" of the company, stated Arthur B. Krim, company president, at a trade press conference in which he gave a progress report. For the next 12 months, Krim promised one "blockbuster" a month, with hopes for two blockbusters a month for the following year.

The executive defined a "blockbuster" as a picture with a minimum grossing potential of $2,000,000 in the U.S. and Canada and a sky-high maximum. The total cost of the 48-picture program was estimated to be at least $40,000,000, with most of the financing taken care of by United Artists.

Krim and Robert Benjamin, board chairman, estimated that about 90 percent of all UA releases are in whole or in part financed by the company. In line with these expenditures, Krim announced that the company's grosses are constantly improving and should reach $40,000,000 this year.

"Bullish" About Industry

To dramatize the strides the company has made in the past three years, Krim contrasted this figure with the $18,000,000 that was grossed during the new management's first year in control. He predicted that the gross would exceed $50,000,000 next year.

The company president asserted the United Artists is "extremely bullish" about the motion picture industry and is ready to back this judgment with costly pictures. He estimated that the next four pictures scheduled to go into production within the next eight weeks for UA release cost $8,000,000, with financing by the releasing company.

To realize more fully the potential of these pictures, the company has inaugurated a new policy of intensified pre-planning and pre-selling in its exploitation and publicity department. This phase of the operation was explained by Max Youngstein, vice-president in charge of advertising, publicity and exploitation, who just returned from a 10-week tour of Europe.

In Good Shape

Youngstein claimed that the company is now "organizationally" in good shape so that it can go full speed ahead on its advertising-publicity plans. The new routine is being broken in with three of the "blockbusters": "Apache," "Vera Cruz" and "The Barefoot Contessa."

The other nine "Blockbusters" that UA will release during the 12-month period include "Purple Plain," "Gentlemen Marry Brunettes" (CinemaScope), "Not As A Stranger," "The Gabriel Horn" (CS), "The Night of the Hunter," "Romeo and Juliette," "Alexander the Great," "Sitting Bull" (CS), "The Way West" and "Summertime."

In addition to these 12 productions, the company plans to release a minimum of 12 second-category features which are expected to gross a minimum of $1,000,000 each in the U.S. and Canada. Krim declared that any one of these features could conceivably wind up in the "blockbuster" class.

Included in this list are "Suddenly," "Kiss Me Deadly," "Stranger on Horseback," "Black Tuesday," "Star of India," "Canyon Crossroads," "Down Three Dark Streets," "Shield for Murder," "Lilacs in the Spring," "Battle Taxi" and "Marty."

The company is already into its 1956 program for which time it has films lined up from Joseph L. Mankiewicz, Robert Rossen, Stanley Kramer, Anatole Litvak, the Jane Russell producing company and the Hecht-Lancaster organization, Krim revealed.

In line with its new promotional policy, the company's publicity department is being called in as soon as a film goes into production, Youngstein revealed. The ground breaking is being done by Leon Roth on the coast and Richard Condon in Europe, he added.

These men meet with the producers as soon as the company decides to take the film. Then scene stills are taken at the time that the scene is being shot. These stills are the opening phase of an all-out publicity campaign that will be accorded each film so that it may reach its grossing potential, the executive declared.

He reported that "Romeo and Juliette," which has been filmed on location in Verona with a cast comprised largely of London's Old Vic company, will get "custom tailored" handling when it is released here. The company has not decided yet whether to road-show the feature or not, but, in any case, it will get special treatment.

Youngstein made the European trip to look at pictures being made and to meet their producers and directors as well as to investigate the new ad-pub-exploitation set-up, he disclosed. He declared that he was happy with what he saw in all departments, with plenty of good product available and the UA staff well manned in all of its European offices.

When queried as to the source of the money the company was using to finance its productions, Krim listed six financial companies that are supplying the money. These include the Bankers Trust, Chemical Bank, Walter Heller & Co. of Chicago, the Bank of America of Hollywood, the Bank of America of London and Lloyds Bank Ltd., London.

$25,000,000 Plan To Eliminate Frozen Film Funds Abroad

HOLLYWOOD.—A reciprocal plan designed to eliminate frozen funds of U.S. producers who distribute pictures abroad and allowing foreign producers to use their own currencies to produce films in this country has been presented to the industry by S. R. Kunkis, N. Y. attorney, who developed the system.

To be called the Kunkis Plan, the system would permit U.S. distributors and producers to be paid in dollars here immediately for their foreign sales, "thus eliminating delays and restrictions now in effect in practically every country in the world," according to the attorney.

A fund of $25,000,000 has been allocated in order to begin operation of the plan at once, he added. To accommodate producers who wish to make use of the system, Gerald Brotman & Co., foreign exchange bankers, has opened an office in Beverly Hills. The plan will be administered by Herman Yaras, former member of the Export Advisory Committee of a Department of Commerce office.

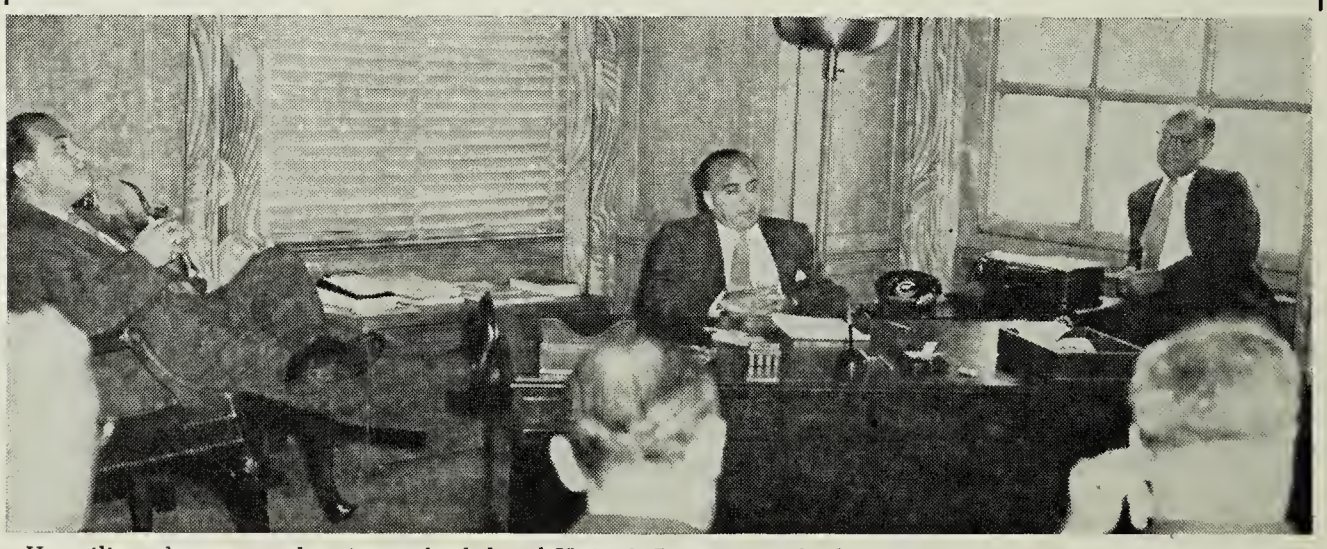
At present, the group does not plan to attempt to release funds currently frozen, but this might be considered at some later time. The group will not undertake either to finance productions outright, it was noted.

Kunkis stated that the plan is especially useful to independent producers, but he added that the major companies could use it also. The lawyer declared that his system will facilitate wider utilization of foreign currencies for Hollywood producers to use abroad.

He stated also that it will provide "liquidity" for additional production in the U.S. and would therefore result in increased Hollywood production. This would be helped further because Hollywood producers would be able to use their foreign earnings for further production here, he added.

Exchange-banking institutions in all of the principal countries of the world, with the exception of Iron Curtain countries, will participate in the handling of the currencies involved, Kunkis stated. He expects as a result a financial freedom to be made available at a "reasonable charge, under flexible terms subject to amounts, conditions and circumstances."

"One Blockbuster A Month From United Artists"



Unveiling the new releasing schedule of United Artists in which the company promises 96 pictures for the next two year are (l. to r.): Robert S. Benjamin, board chairman; Arthur B. Krim, president, and Max E. Youngstein, vice-president. Krim promised that for the 12 months beginning September the company would release one "blockbuster" a month. A "blockbuster" would gross at least $2,000,000 in the U.S. and Canada, Krim explained.

Allied Threatening Government Action If Distribs Talks Fail

A wave of resolutions by local units in support of charges made by Abram F. Myers, National Allied general counsel, against certain practices of the film companies that the exhibitor group finds objectionable has arisen in the industry during the past week. Statements of support have been issued by Allied units in Wisconsin, Western Pennsylvania and the Independent Exhibitors, Inc. of New England.

Most vitriolic statement of all came from Rube Shor, board chairman of West Virginia Allied, in a bulletin from the group. Shor, issuing a resolution supporting Myers, blasted film rental policies of the companies. He stated that "for the most part, the men who set up these exorbitant price policies have not a cent of investment in the industry."

He added that "this lack of investment brings about a lack of moral sensibility and it is plain to see that stealing means nothing to them." The exhibitor leader stated that "they are ruining our business." He called for the filing of "suit upon suit' to find out "how much pressure they can stand."

Calls For Suits

Shor declared that it is time "to join in a united buying combine that will determine the terms we can afford to pay and kep our doors open." He suggested as another possibility the forming of a "national boycott." The exhibitor picked out for special attack the terms asked for "The Caine Mutiny" and "Magnificent Obsession."

Included in the West Virginia resolution is a provision stating that if the upcoming talks between Allied leaders and the company distribution heads should fail, the group wants National Allied to seek government intervention.

Another statement of a possible decision to seek government intervention was inserted in the resolution passed by the New England unit. The board of directors urged that National Allied "take immediate action to seek government intervention as the last resort to guarantee the survival of the small independent theatre."

The New England board issued a declaration signed by Ray Feeley, executive director, asserting that it "endorses the stand and statements" of Myers "regarding the distributors' current film rental policies."

Similar Resolutions

Similarly worded was the statement issued by Harry Hendel, executive secretary of Allied Theatre owners of Western Pennsylvania, on behalf of that group's board. Each of the units directed their representatives to present the request for government intervention at the upcoming board meeting.

Concerning the upcoming meeting between Allied leaders and distribution heads, tentatively scheduled to begin about Aug. 17, the Wisconsin Allied board passed a resolution stating that if the meeting is a failure the group urges "that National Allied take immediate steps to seek government intervention."

The Wisconsin board directed its national director, Sig Goldberg, "to formally present such request for government intervention at the next National Allied board meeting."

TOA Attacks High Film Rentals Listing Specific Complaints

Rockford, Ill. — "All exhibitors should support TOA president Walter Reade, Jr., in his efforts to encourage independent film production and should endorse his criticism of the exorbitant film rentals and the unfair sales methods now being practiced upon theatre owners," declared George Kerasotes of Springfield, Ill., vice president of the United Theatre Owners of Illinois, at a regional meeting of the group held at the Faust Hotel here this week.

In an open forum the theatre owners discussed the many problems confronting exhibition and voiced deep concern for the future if distribution does not try to understand the problems of exhibitors and to assist them.

The theatre men were vociferous in their complaints about the 40 percent and 50 percent rentals and stated that such high rentals are threatening their very existence.

Among the specific complaints registered were:

1. *The shortage of prints:* One theatre owner reported that he had purchased six features for a Sunday playdate, but when attempting to book them, was told in each instance that "no prints are available."
2. *Forced sale of blocks of pictures:* Exhibitors reported that group sales "of an entire group, or none" was being practiced by some distributors.
3. *Forcing of shorts with features:* A number of theatre owners reported a doubling of the cost of shorts and the forced inclusion of them in feature deals.
4. *High terms retard new improvements:* The theatre men concurred that the excessive rentals now being charged for current product deprives theatre owners of the revenue necessary to modernize their theatres for the presentation of motion pictures in the new mediums.

They were unanimous in their support of the development of any practical plan the TOA leadership could promulgate to increase the product supply.

The Illinois association, a TOA affiliate, under Kerasotes, assisted by George Gaughan of Memphis, Tenn., TOA Field Representative, is conducting a series of meetings throughout the state.

The next regional meetings will be held in Champaign, Ill., August 16; Springfield, Ill., September 13; Vernon, Ill., October 4.

Charge Prints Shortage Hurts Theatres

The reduction of prints allocated to the film exchanges "will definitely hasten the closing" of subsequent-run and small town theatres, stated Ben Marcus, National Allied president, in a press release devoted to this problem. He noted that he understood that even M-G-M, "who has always had enough prints for good distribution," has cut the number of prints by as much as 40 percent in some exchanges.

The possibility of taking legal action to force the film companies to deliver prints as agreed upon when setting clearance dates is being considered by North Central Allied. Stanley Kane, executive counsel of NCA, has been instructed to ascertain what legal steps could be taken.

NCA members agreed at a meeting that the print shortage is bringing about a new system of clearances and runs, in violation of the established one. Kane noted that his office has been swamped with calls from irate exhibitors who are not getting their product on schedule because of the print shortage.

Allied representatives have expressed their opinion that the print shortage is being fostered by the film companies to increase competition in the market. The exhibitor group claims that this is a violation of the consent decree.

Marcus called it a "very short-sighted and foolish economy" that will "further tend to destroy all orderly clearance for subsequent runs and will prohibit small towns from showing the much-needed box office pictures within a reasonable time after first-rnn in the cities." He added that effective advertising campaigns would thus be wasted.

The exhibitor leader stated it was "hard to conceive that the heads of the major producing companies would embark on such a senseless economy move." He added the hope that they would "re-examine the print shortage and reduction situation and increase instead of reduce the number of prints to the exchanges."

"It is a fallacy, proven time and again, to think of eliminating the subsequent-run and small town theatre," Marcus declared. These theatres are necessary for the distributors to retain "the profitable position" they "have enjoyed this last year," he asserted.

In other local North Central matters, the group discussed a demand by the projectionists union for extra pay when they show both CinemaScope and conventional films on the same program. Kane was instructed to tell them to abide by the terms of their contract, which expires Nov. 30.

The group announced also its disapproval of the practice of Minnesota Amusement Corp. to run advertised sneak previews at the Radio City in Minneapolis. Kane was told to write to Harry B. French, president of the company, requesting that the practice be discontinued. Kane has announced that he will be a candidate for the Minnesota legislature.

Another Allied unit, Iowa-Nebraska, charging that exhibitors have to do considerable driving to the town in order to pick up prints, has suggested that exhibitors might deduct a mileage allowance from future film rental invoices to compensate them for the cost of the trip. The suggestion was made by the exhibitor group because it claims this practice is increasing in recent months. Deductions for driving expenses, it is hoped, will serve as a deterrent to continuation of this practice.

Mammoth Budget Accorded 20th-Fox Filming Program

A budget of $55,000,000, estimated as one of the largest ever of its kind, has been accorded the current filming program at 20th Century-Fox, according to Darryl F. Zanuck, vice-president in charge of production. Funds will cover the filming of no less than 10 major CinemaScope projects set to go before the cameras within the next three months plus an additional number of features now in preparatory and pre-production stages.

This program, it was further stressed, will gain momentum as the months roll by, rather than diminish with the completion of each film.

Although 20th-Fox introduced the CinemaScope process in early 1953 and within nine months held the world premiere of "The Robe," the studio continued to hammer away at production and before the 1954 calendar ends it will have released approximately 20 major CinemaScope attractions—all in color. As of today the company already has released 12 CinemaScope pictures.

Before The Cameras

A listing of the projects scheduled for upcoming dates before the cameras includes such subjects as:

"Untamed," backgrounds for which have already been filmed by director Henry King on location in South Africa. Cast is headed by Tyrone Power, Susan Hayward and John Justin, with production in hands of Bert Friedlob and William Bacher.

"The Racers," with Kirk Douglas, Gilbert Roland, Charles Goldner and Lee J. Cobb, directed by Henry Hathaway who supervised a camera crew earlier this year filming famous European road races. Producer, Julian Blaustein.

"Prince of Players," with Richard Burton, to be produced by Philip Dunne; and "Daddy Long Legs," with Fred Astaire and Leslie Caron. The musical will be directed by Jean Negulesco and produced by Samuel G. Engel.

"Lord Vanity," based on the book by the late Samuel Shellabarger, starring Robert Wagner and to be produced by Charles Brackett; and "A Man Called Peter," producer, Samuel G. Engel, director, Henry Koster, and "The Gun And The Cross," producer, Charles Brackett, director, Edward Dmytryk.

In Production Stages

"The Left Hand of God," to be produced by Buddy Adler; "The Tall Men," starring Clark Gable, to be produced by Howard Hawks and William Bacher, and "The Jewel of Bengal',' starring James Stewart and Jane Russell, Charles Brackett producing.

Currently in various stages of production or preparation are the following additional big-budgeted productions, not necessarily named in the order of release:

"Sir Walter Raleigh," "The Enchanted Cup," "The Queen of Sheba," "Katherine," "The Girl in the Red Velvet Swing," "Tigrere!" "Alexander the Great," "The Iron Horse," "The Seven Year Itch," "Saber Tooth," "The King and I" and "The Greatet Story Ever Told."

Also before the cameras as an independent project for release by Fox, is "Carmen Jones," based on Billy Rose's famed musical and being produced by Otto Preminger with Harry Belafonte, Dorothy Dandridge and Pearl Bailey. The attraction is generally known as the "best American operetta."

Producer Sol C. Siegel will be at the helm of two other top musicals, "Pink Tights," with Sheree North, and "Daddy Long Legs," co-starring Fred Astaire and Leslie Caron, its screenplay based on the novel and dramatized by Jean Webster.

Shorts In CinemaScope Filmed Throughout World With Otto Lang Producing

The upcoming 20th Century-Fox program of short subjects photographed in CinemaScope will be culled from visualizations the world over. Not only will camera travels to the far corners of the world be represented, but also important musical events, spectacles of interest, and special or topical happenings around the globe.

Otto Lang is heading the CinemaScope short subjects venture. Long before his association with the studio, the producer turned out the highly-popular "This Is America" and "Sportscope" shorts for other film companies.

For 20th-Fox, Lang produced in the way of features such items as "Call Northside 777," "5 Fingers" and "White Witch Doctor." In the realm of CinemaScope shorts, he supervised "Vesuvius Express," which was photographed in its entirety in Italy.

Among other CinemaScope shorts seen to date are "Dancers of the Deep," "Haydn's Farewell Symphony," "New Horizons," "Movie Stunt Pilot," "The First Piano Quartet" and "The Roger Wagner Chorale."

On the east coast, Movietone Producer Edmund Reek has supervised the making of additional shorts, such as "Calypso Cruise" and "Land of Legend."

Forthcoming CinemaScope short subjects include "Fabulous Las Vegas," "Jet Carrier," "Tuna Fishing," "American Railroads," "Orient Express" and "The New Venezuela."

CS Spans Globe For Fox Stories; Adds Eye Appeal

CinemaScope, which has already captured many of the far places of the world in broad visual impact, will increase its coverage of scenic highspots in its forthcoming product, underscoring their eye-appeal with the new improved Bausch and Lomb taking lenses which increase the sense of audience participation.

Screen musicals will also be forthcoming in the months ahead, with CinemaScope and color augmenting the entertainment value of shows which in many cases scored outstanding success on Broadway.

Striking background footage has already been brought back by director Henry Hathaway, who with a camera crew shot road racing sequences in Europe for "The Racers," and by director Henry King who filmed numerous scenes of "Untamed" in the geographical splendor of South Africa.

Among the productions on the upcoming docket are "Jewel of Bengal," which will be the first American motion picture ever to be filmed in Pakistan, and "Tigrero," slated to be shot in the jungles of Brazil.

Independent CinemaScope productions, to be released by Fox and photographed abroad include "That Lady" (England), and "Long John Silver" (Australia). A recent Fox story acquisition, "A Many Splendored Thing," by Han Suyin, has its setting in Hong-Kong, but no decision has yet been made as to whether it will be filmed in that locale.



John Derek and Elaine Stewart star in the forthcoming CinemaScope-color production of "The Adventures of Hajji Baba"



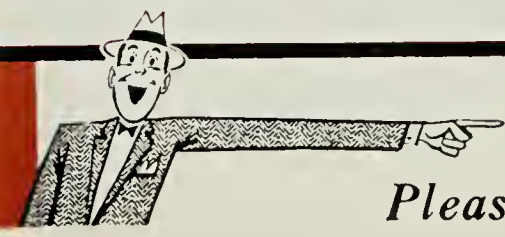
On the great South African veld, Director Henry King supervises a mass action scene for the CinemaScope "Untamed"

the exhibitors of America wrote this ad

ABOUT.....

20th CENTURY-FOX'S DEMONSTRATIONS OF

THE ADVANCING TECHNIQUES of CINEMASCOPE



Please turn...

Product Horizon:

Exhibitors Can Expect 11 Films From Fox Through December

A roster of 11 pictures will be released by 20th Century-Fox between August and December of this year, with Darryl F. Zanuck's first personal production in three years, "The Egyptian," highlighting the line-up.

The release line-up includes eight other lavishly-mounted pictures filmed in the improved CinemaScope medium and a trio of conventionally-filmed vehicles. All pictures, both CinemaScope and with the exception of one standard film, have been lensed in color.

Ranging in story content from musical comedy to suspense drama to Biblical spectacle, the five-month array is led off with the August debut of "Broken Lance" in CinemaScope and color by De Luxe. Spencer Tracy heads the cast which includes Robert Wagner, Jean Peters, Richard Widmark and Katy Jurado in the Sol C. Siegel production directed by Edward Dmytryk.

Another August release is "The Raid," a standard Panoramic Production, print by Technicolor, starring Van Heflin, Anne Bancroft, Richard Boone and Lee Marvin, produced by Robert L. Jacks and directed by Hugo Fregonese.

September releases are headed by Darryl F. Zanuck's production of "The Egyptian" in CinemaScope and color by De Luxe, starring Jean Simmons, Victor Mature, Gene Tierney, Michael Wilding, Bella Darvi, Peter Ustinov and Edmund Purdom as the Egyptian, and directed by Curtiz.

"The Egyptian" represents years of preparation and months of production and the greatest outlay of money and talent in the history of the company. Picture boasts 67 major sets, seven stars, two dozen featured players, 87 other speaking roles and over 5,000 extras. Director Michael Curtiz spent six months casting and testing before actual production began last March.

Since no film had ever before been made of this period in history, the documentation for the 67 sets and for the 5,000,000 separate objects and costumes which were created for the picture had to be researched from scratch and the overall job proved to be the biggest in the studio's history.

Nearly 500 volumes dealing with every aspect pertinent to the life of Akhnaton's era in Egypt and its six subject countries, were culled for vital information which might lend authenticity to some bit of the production.

Pertinent passages were photostated and sent to Producer Zanuck, Scenarists Casey Robinson and Philip Dunne and to Director Curtiz. Other copies went to Art Directors Lyle Wheeler and George Davis, to Wardrobe Director Charles LeMaire, to Set Decorators Walter Scott and Paul Fox and to allied departments.

To make doubly sure that authenticity would prevail wherever possible, Curtiz engaged Mrs. Elizabeth Riefstahl, Assistant Curator of Egyptology at the Brooklyn Museum as Technical Advisor for two months prior to first day of shooting.

Three CinemaScope productions will be released during October: "Woman's World," in CinemaScope and print by Technicolor, starring Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, and Cornel Wilde, produced by Charles Brackett and directed by Jean Negulesco.

Also, "Carmen Jones," a Carlyle Production in CinemaScope and color, produced and directed by Otto Preminger starring Dorothy Dandridge, Harry Belafonte and Pearl Bailey; and Walter Wanger's production of "The Adventures of Hajji Baba," in CinemaScope and color by De Luxe, starring John Derek and Elaine Stewart and directed by Don Weiss.

November releases are "Black Widow," in CinemaScope and color, produced and directed by Nunnally Johnson, and starring Van Heflin, Ginger Rogers, Gene Tierney, George Raft and Peggy Ann Garner; and "Desiree," in CinemaScope and color, starring Marlon Brando, Jean Simmons, Michael Rennie, Merle Oberon and Cameron Mitchell, produced by Julian Blaustein and directed by Henry Koster.

December releases are "White Feather," a Panoramic Production in CinemaScope and color, staring Robert Wagner, Debra Paget, Jeffrey Hunter and Virginia Leith, produced by Robert L. Jacks and directed by Robert Webb; and Irving Berlin's "There's No Business Like Show Business," in CinemaScope and color, starring Ethel Merman, Marilyn Monroe, Dan Dailey, Donald O'Connor, Mitzi Gaynor and Johnnie Ray, produced by Sol C. Siegel and directed by Walter Lang.

Also to be released by 20th-Fox during the latter part of the year is "A Life In The Balance," a Panoramic Production in black-and-white, starring Ricardo Montalban, Anne Bancroft and Lee Marvin, produced by the late Leonard Goldstein and directed by Harry Horner.

Desiree



Jean Simmons, Marlon Brando star in this CinemaScope-color November release

Show Business



Donald O'Connor, Marilyn Monroe headline this CinemaScope-color December release

Black Widow



Van Heflin, Ginger Rogers, George Raft, Reginald Gardner appear in this mystery, in CinemaScope and color, for November release

The Egyptian



Edmund Purdom and Bella Darvi are among the stars of this spectacle, photographed in CinemaScope and color, for release in September

A Woman's World



Arlene Dahl and Clifton Webb appear with June Allyson, Van Heflin and Lauren Bacall in this CinemaScope-color release, for October

they saw SCENES FROM

GARDEN OF EVIL

Color by TECHNICOLOR

IN

CINEMASCOPE



GARY COOPER · SUSAN HAYWARD · RICHARD WIDMARK

Produced by CHARLES BRACKETT

Don't short-change your patrons!
Give them
CINEMASCOPE
at its best...
4-TRACK MAGNETIC STEREOPHONIC SOUND
for best boxoffice results!

they said:

"I was thrilled to see the wonderful productions that will be forthcoming from Fox Studios. The color, the sound, the complete focus of the picture at all times will bring a better form of entertainment in the new pictures and greater audiences to all of our theatres. We are most appreciative of what Mr. Darryl F. Zanuck and Mr. Spyros Skouras have done for the entire industry." *—Myron Blank, Central States Theatre Corp., Des Moines, Iowa*

"I have been thinking about turning my theatre into anything I could, and now I think I will remain in show business."
—Jack Mapel, Barneys Theatre, Point Marion, Pa.

"Speaking for the small town, CinemaScope is greater than ever. After seeing the demonstration, am looking forward to bright future." *—Joe Shannon, New Life Theatre, Woodsfield, Ohio*

"Could forget about T.V. competition after seeing this." *—Robert Lowrey, Starlite Drive In, Jonesboro, Ark.*

"So greatly impressed with the superiority of the lenses and stereophonic sound that I am going to recommend that my accounts all install stereophonic sound."
—Alden Smith, Mutual Theatre Service of Michigan, Detroit, Mich.

"It will do much to bring back more business to the theatre." *—Frank Panopoulos, State Theatre, Clairton, Pa.*

"It is just, I would say, terrific. This is certainly a credit to the entire industry and I would say that the future looks very bright with pictures of that kind."
—Joseph Dolgin, Pine Drive In, Waterbury, Conn.



Please turn...

MGM Studios Humming; 27 Scheduled For Year

HOLLYWOOD.—M-G-M will produce a minimum of 27 important motion pictures during the next twelve months, Dore Schary, studio head, announced this week. Eight pictures will go before the cameras within the next 60 days, continuing the accelerated production pace maintained since April, during which time nine films were started, he disclosed.



DORE SCHARY

With a total of 52 story properties in completed script form or various stages of writing, M-G-M's long-range production planning assures a steady flow of production, with the company working two years ahead, Schary added.

The most important attraction on the year's schedule will be "Ben Hur," set for Spring production. The company claims it will be the most costly picture M-G-M has ever filmed. Sam Zimbalist will produce and Karl Tunberg wrote the screen play.

Among the group of projects for filming, it was pointed out, are stage plays and best-sellers or potential best-seller novels acquired by the studio in recent years. Stage plays include "Tea and Sympathy" and "The Tea House of the August Moon," while a third, "The Tender Trap," is scheduled for fall opening in New York.

Among recently purchased novels are "Mary Anne," "The Cobweb," "The Female," "Bhowani Junction," "Charlemagne," "Blackboard Jungle," "Digby," and "The Power and the Prize." In addition M-G-M's program includes such classics as "Quentin Durward," "Green Mansions" and "In Missouri," based on Mark Twain's "Huckleberry Finn."

Eight Before Cameras

First of the eight pictures scheduled for the two months' period is "Bad Day at Black Rock," starring Spencer Tracy and Robert Ryan, which starts filming at the studio next week, after two weeks on location. Schary produces with John Sturges directing.

The others are "The Prodigal," in CinemaScope with Lana Turner and Edmund Purdom, produced by Charles Schnee, directed by Richard Thorpe and written by Maurice Zimm; "Hit the Deck," starring Jane Powell, Tony Martin, Walter Pidgeon, Vic Damone and Debbie Reynolds, produced by Joe Pasternak, directed by Roy Rowland, with music by Vincent Youmans.

"Moonfleet," starring Stewart Granger, Viveca Lindfors, George Sanders and Joan Greenwood, produced by John Houseman, directed by Fritz Lang, screen play by Jan Lustig; "Interrupted Melody," starring Eleanor Parker and Glenn Ford, produced by Jack Cummings, directed by Curtis Bernhardt.

"It's Always Fair Weather," starring Gene Kelly and Dolores Gray, produced by Arthur Freed, directed by Gene Kelly and Stanley Donen, written by Betty Comden and Adolph Green; "Paris Story," starring Anne Baxter and Steve Forrest, produced by Henry Berman and directed by Mitchell Leisen.

"Love Me Or Leave Me," the story of Ruth Etting, starring Doris Day and James Cagney, produced by Pasternak, directed by Charles Vidor, written by Isobel Lennart.

Of the nine pictures started since April two are still shooting. They are: "Jupiter's Darling," starring Esther Williams and Howard Keel, produced by George Wells with George Sidney directing and "The Glass Slipper," starring Leslie Caron, Michael Wilding and the Roland Petit Ballets de Paris, produced by Edwin H. Knopf.

Pictures slated to follow the eight set for almost immediate start are "The Cobweb," starring Robert Taylor and Grace Kelly, produced by Houseman; "My Most Intimate Friend," starring Lana Turner and Ava Gardner, produced by Wells; "The Scarlet Coat," starring Cornel Wilde and Michael Wilding, produced by Nicholas Nayfack and directed by Sturges.

"Blackboard Jungle," produced by Pandro S. Berman, from the best-seller by Evans Hunter, written and directed by Richard Brooks; "Jeremy Rodock," starring Spencer Tracy, produced by Sam Zimbalist, screen play by Sydney Boehm; "The Long Day," starring Grace Kelly, produced by Knopf.

"Mail Order Bride," starring Robert Taylor, produced by Arthur Loew, Jr., screen play by Millard Kaufman; "Diane," produced by Knopf, story by John Erskine, screen play by Christopher Isherwood; "Highland Fling," starring Spencer Tracy, produced by Lawrence Weingarten, based on the novel "Digby" and "The Tea House of the August Moon."

"St. Louis Woman," based on the stage musical with music by Harold Arlen and lyrics by Johnny Mercer, produced by

(*Continued on page* 30)

Gotham Theatres Greet Tax Injunction Signing

The signing of a temporary injunction in Queens by Supreme Court Judge Nicholas M. Pette was effected at press time. The injunction is in conformity with Judge Pette's original ruling that patrons of New York City theatres do not have to pay admission taxes amounting to more than five percent, which is the city's legal limit under the state enabling act.

Expectations are, however, that the plaintiff theatres and other theatres in New York City will continue to collect the full tax, as decreed by city comptroller pending a final decision which will be handed down some time after the trial, which has been set for Sept. 13.

The controversy between the theatres and the city stems from the charge of the four circuit theatres involved in the suit that under the city tax law they are required to collect more than the legal five percent limit in some cases. Judge Pette agreed with the theatres in a July decision.

The theatres at the trial in September will seek to declare the city's tax measure as unconstitutional and invalid in its entirety.

The industry is also awaiting the findings of the Temporary Commission of the Fiscal Affairs of the State, appointed by Governor Thomas E. Dewey. It is the hope of the theatres that this commission will recommend repeal of the state enabling act by the state legislature.

EXHI-BITS

Cinerama At World Fair

The Department of State and the U.S. Information Agency have announced that arrangements have been concluded with S. H. Fabian, president of Stanley Warner Cinerama Corp., for the showing of "This Is Cinerama" as part of the official representation of the U.S. Government at the International Trade Fair, to be held in Damascus, Syria, from Sept. 2 to Oct. 1. This Near East showing will be the first overseas presentation of the new process.

Two Man Booth Hit

BOSTON.—Otis Whitney, Commissioner of Public Safety, will propose a new set of regulations regarding the number of men that must be employed in the operation of projection booths in Massachusetts theatres at a public hearing set for Aug. 18 in the State House.

In the meantime, exhibitors will not be required to comply with Whitney's order that two men must be employed in each booth. Independent Exhibitors, Inc., has been seeking an injunction against this order and has received an extension of time during which the order can be ignored. The dispute has been the subject of litigation for more than two years.

NLRB: "Theatres Local"

WASHINGTON.—The National Labor Relations Board has ruled that it has no jurisdiction in the labor dispute between IATSE and Southside Theatres and Fanchon & Marco, involving eight Los Angeles Theatres. The NLRB upheld its trial examiner, William E. Spencer, who found that the theatres are substantially local businesses despite the fact that Fanchon & Marco engages in interstate operations; therefore, the National Labor Relations Act cannot apply.

Police Urge Censorship

HARTFORD.—Connecticut police executives, through their statewide organization, the Connecticut State Police Association, have approved a resolution urging passage by the State Legislature of establishment of a State Board of Censors to pass upon motion pictures, plays, literature and comic books. Under present circumstances, each community much make a decision in individual cases with the result that what is banned in one town may be authorized in a nearby community.

Loew's Gets Stay

WASHINGTON.—Loew's will receive a six-month extension in divestiture time covering the remaining eight theatres out of 25 required to be divested, according to Justice Department sources. Loew's originally was given until Feb. 6, 1954. This was extended until August 6, and the latest extension will run until Feb. 6, 1955.

Sunday Movies Vote

LUMBERTON, N. C.—One vote spelled defeat for the attempt of local theatre owners to lift the city's ban on Sunday motion pictures. In a referendum called by the City Council, 679 residents voted to continue the ban, while 678 voted to end it.

they saw

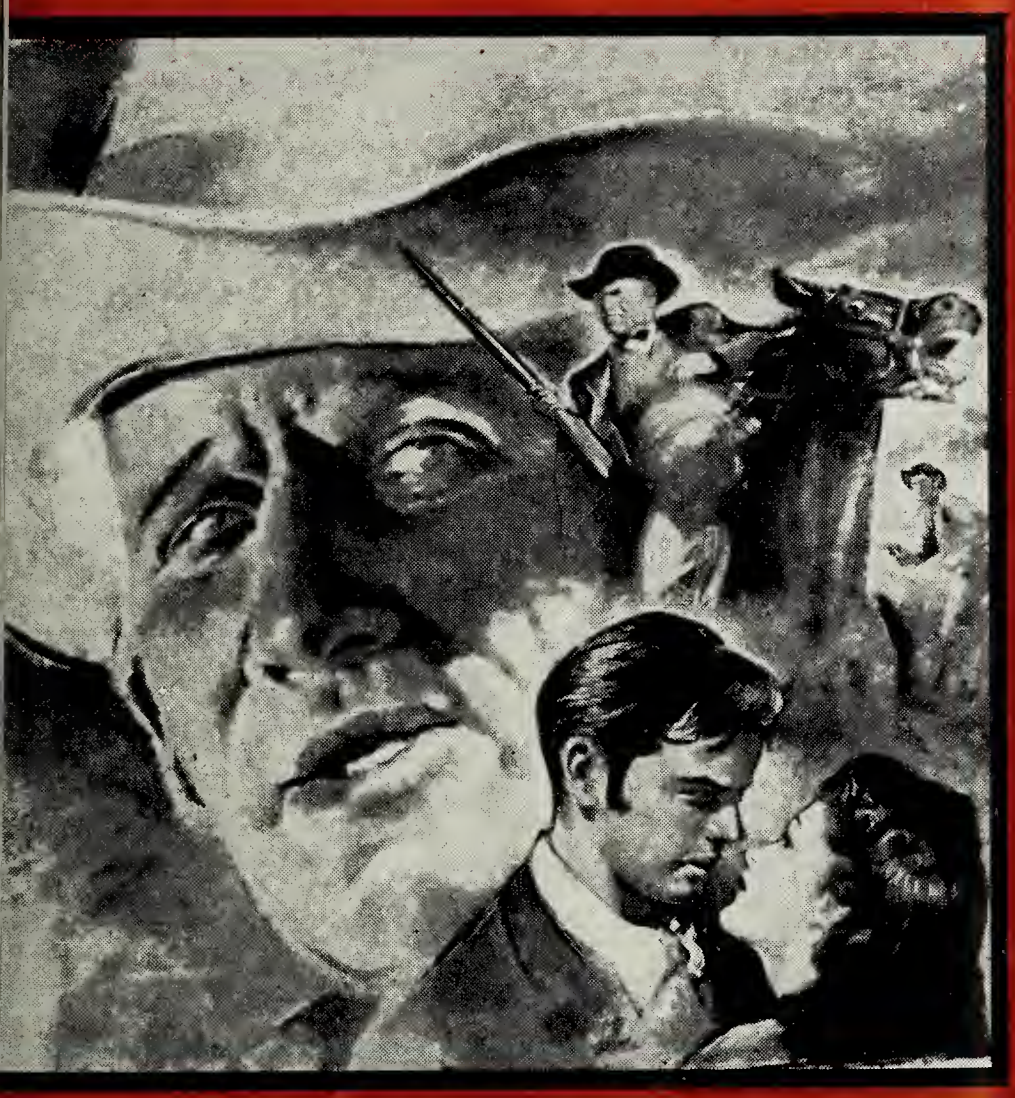
SCENES FROM

Broken Lance

Color by DeLuxe

IN

CINEMASCOPE



SPENCER TRACY

in

Broken Lance

co-starring

ROBERT WAGNER · JEAN PETERS

RICHARD WIDMARK · KATY JURADO

they said:

"I think the difference shown in this reel between stereophonic sound and both optical and magnetic is an eyeopener. It proves beyond a question that stereophonic sound is a vital part of proper theatre presentation. It goes without saying that the lineup of forthcoming 20th Century-Fox pictures constitutes the finest program ever issued by a major studio."

—Dale McFarland,
Greater Indianapolis Amusement Co.,
Indianapolis, Ind.

"I am signing up for CinemaScope right away. I am very favorably impressed."

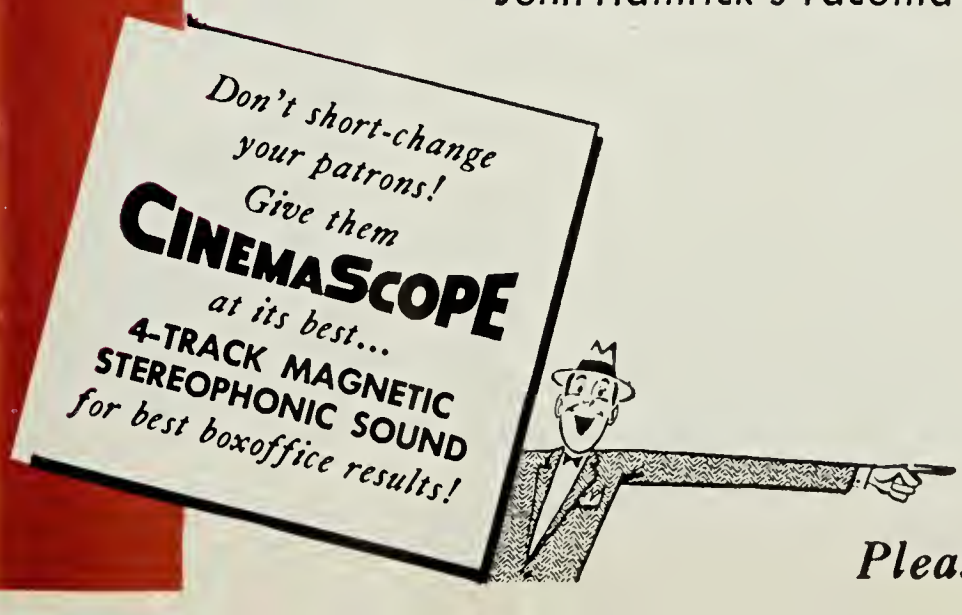
—Sam Resnick, Playhouse,
Andover, Mass.

"This is the first time in my experience that any film company has ever tried to make me a rich man. My thanks to all the Fox officials." *—Mel Koff, Glenside Theatre,*
Glenside, Pa.

"...As Mr. Zanuck said—The future looks much brighter." *—Russ Leddy,*
Orpheum Theatre, Green Bay, Wis.

"Terrific! The sound was especially fine. Of course you don't have to sell this kind of product. The sound was marvelous and the new lenses are out of this world. These pictures are 'money in the bank'."

—Russ Schmidt,
John Hamrick's Tacoma Theatres



Please turn...

Seeks Stoppage Of Anglo-American Labor Wrangling On UK. Filming

A tribute to the U.S. film industry, coupled with a plea that the U.S. film people cooperate with the British industry, was expressed by visiting Englishman Tom O'Brien, general secretary of the National Association of Theatrical and Kinematograph Employes, who was hosted at a luncheon this week at the Harvard Club by the MPAA.



TOM O'BRIEN

The visitor, who was introduced as guest speaker by Spyros P. Skouras, 20th Century - Fox president, revealed that the chief reason for his visit to this country is to try to settle U.S.-United Kingdom theatrical union problems. For this purpose, he will meet with IATSE head Richard Walsh at that group's Cincinnati convention and with union leaders in Hollywood.

In his introduction Skouras stated that he wants to see a prosperous British motion picture industry because that would be to the best interests of the American industry. He called charges of discrimination against British films untrue and assured O'Brien that British quality films will receive playing time here. He cited critical acclaim granted recent British films.

O'Brien plans to stay in this country a month visiting different areas in his attempt to stop bad labor relations and to try to prevent disunity and rancor between the British and U.S. unions.

The speaker declared that he has come to this country as a friend to examine problems and to try to solve them. He will suggest to Walsh the establishment of an international labor council to handle all such disputies, he disclosed.

His listeners were told that responsible British film leaders, including himself, do not believe that the American film interests wish to destroy foreign film industries. There should be other films as well as American ones on the world's screens, he stated. The labor spokesman asserted that he personally believes that Hollywood has nothing to fear because no other industry can create the type of films at which the U.S. excels.

However, O'Brien warned, if the only choice open to the world's theatres were American product, that would be disastrous to American film interests. He implored that both sides do their best to maintain good will.

The industry is especially vulnerable, he advised, and is constantly open to attack from the press and the pulpit. Nevertheless, it is the theatres' job to continue entertaining the people of the world, he declared.

The Englishman paid tribute to Skouras, whom he called a "great world figure . . . bigger than any one nationality," and Johnston and the MPAA. O'Brien insisted that there is no organization throughout the world that excels the American group and its leaders. He added that as an Englishman he could discern the excellence of the American group, whereas some Americans might not see it so clearly because of not seeing the forest for the trees.

A legal method of preserving domestic industry impediments and restrictions is more desirable than enmity, O'Brien declared. He expressed the hope that friendly relations between Britain and the U.S. would be continued. The world is narrowing and distances are being annihilated, he warned. Therefore, friendships must be maintained.

When O'Brien sets forth his proposal for a labor council to Walsh, he will suggest that initial membership be composed of representatives of IATSE and the British unions, with bids made later on to the French and Italian unions. O'Brien will try additionally to reach a quota on the number of films to be made in England for American consumption, he disclosed.

Court Rules Out Theatre Pickets For 2 Man Booth

The ruling of St. Louis circuit court Judge Douglas Jones that a union can not use picketing "as a force to deprive plaintiff (Hugh Graham, operator of the LaCosa Theatre, St. Ann) of the opportunity of managing his own business" was cited by Herman Levy, TOA general counsel, in the latest industry case digest. Levy urged exhibitors to become familiar with the laws in their own states to determine their rights.

Judge Jones had ruled that Graham's business "is being destroyed by the silent and insidious force of a system of picketing." He added that he "will go as far as the law permits to encourage and help labor to ameliorate its condition" but that he would not force the exhibitor "to hire an unwanted man" who is "arbitrarily forced upon him."

The union is appealing the decision in the dispute which arose when Graham refused to hire two union projectionists because he needed only one. When AFL Local 143 refused to send him one, he hired a non-union man. Levy urged study of a similar Connecticut case of Kenmike Theatres versus Local 304.

Johnston To Explain French Pact: IMPDA

Eric A. Johnston, MPAA-MPEA president, will explain the newly concluded motion picture contract with the French government at a closed membership meeting of the Independent Motion Picture Distributors Association of America at a luncheon Aug. 9 at Sardi's Restaurant, according to Arthur L. Mayer, IMPDAA head. It is expected that Johnston will place particular emphasis on the so-called subsidy feature of the pact.

In the meantime, Ellis Arnall, SIMPP president, concluded a two-day trip to Washington, during which time he discussed his charges that the MPEA's French pact violates the Webb-Pomerene Act with FTC, state department and justice department officials. Arnall revealed that he was trying to persuade several Congressmen to take the matter up with government agencies.

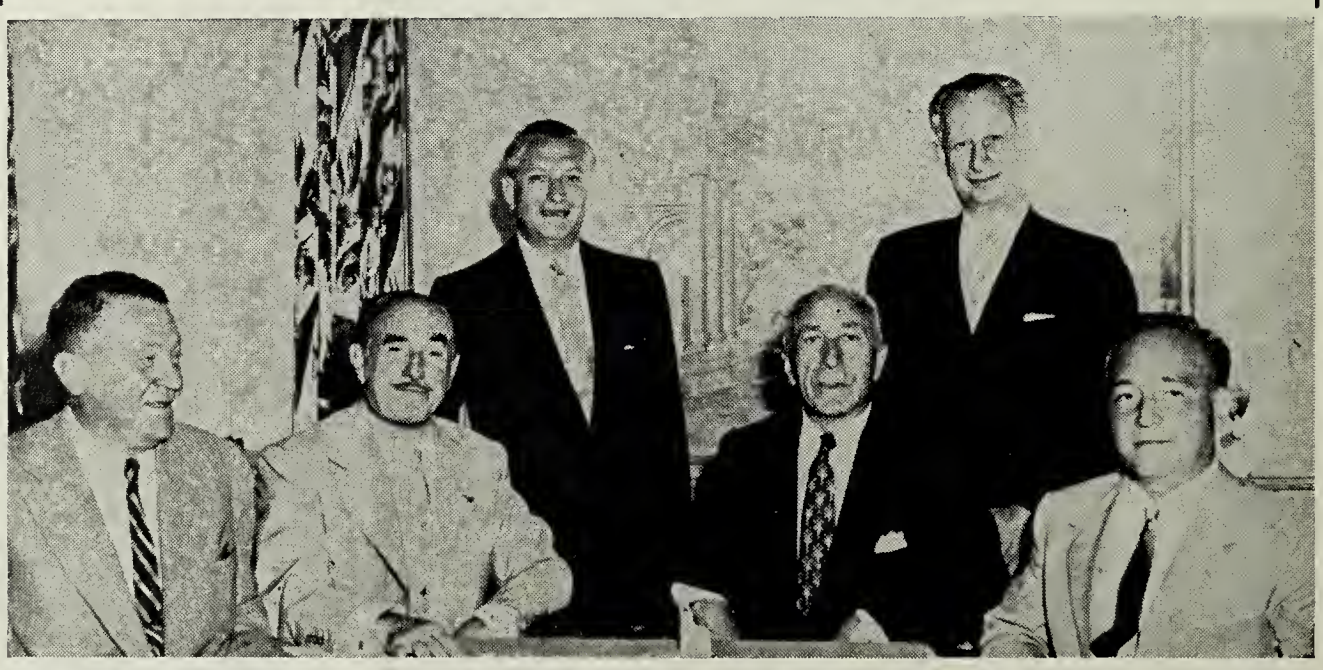
To the MPEA assertion that the disputed provision of the pact is not a subsidy but "the payment of a debt," Arnall answered that "a debt implies an obligation, but the MPEA never fully explained just what this obligation is." He noted that his office has received a reply to his original letter of complaint, but he declined to reveal its contents.

Rossen Staunch Advocate Of Filming On Locations

A staunch advocate of filming pictures on location, producer-director Robert Rossen outlined for the trade press details on his next production, "Alexander the Great," which he is producing, directing and writing for United Artists release. The film, which will get under way in November, will be shot in Spain and Greece, the speaker stated.

Rossen, who just finished directing "Mambo" in Italy for Paramount release, revealed that "Alexander" will be lensed in Eastman color and one of the wide screen processes. "Mambo" stars Silvana Mangano, Vittorio Gassman and Shelley Winters, while no cast has been set as yet on "Alexander." Spain was chosen as shooting locale of the latter film because of the availability of technicians there, Rosen explained.

Warners Express Product Enthusiasm



Executives greeting the Warner Bros. sales heads in Burbank are (l. to r.): Mort Blumenstock, vice-president in charge of advertising; J. L. Warner, vice-president in charge of production; Ben Kalmenson, sales vice-president; H. M. Warner, president; Wolfe Cohen, president of Warners Int'l., and Steve Trilling, ass't. to J. L. Warner.

they saw



SCENES FROM

WOMAN'S WORLD

Print by TECHNICOLOR

IN CINEMASCOPE

CLIFTON WEBB · JUNE ALLYSON · VAN HEFLIN · LAUREN BACALL
FRED MacMURRAY · ARLENE DAHL · CORNEL WILDE

Produced by CHARLES BRACKETT

Don't short-change your patrons! Give them **CINEMASCOPE** *at its best...* **4-TRACK MAGNETIC STEREOPHONIC SOUND** *for best boxoffice results!*

they said:

"Extremely impressive. Twentieth Century-Fox is to be congratulated on their lineup of product and the confidence they have expressed for the future and in the progress of the industry."

—Walter Reade, Jr., President, Theatre Owners of America

"I think this is the best thing that could happen to all exhibitors. It will relieve the confusion that has prevailed in their minds for a long period of time."

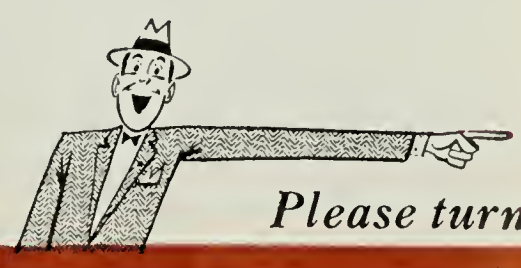
Al Aved, Aved Booking & Buying Combine, Minneapolis, Minn.

"It's tops. As many years as I have been in show business it is the greatest thing that has happened to keep people in the business. Thanks to 20th Century-Fox for bringing this great medium to our business.

Nelson Ward, Nelson Theatre Circuit, Lexington, Kentucky

"The new invention of the advancement of stereophonic sound is terrific, and it certainly looks like the forthcoming product is the best that has ever been made."

—Jack Haynes, United Detroit Theatres, Detroit, Michigan



Please turn...

Independent Trade Reviews

"Sabrina"

(Paramount) 113 Min.

Cast: Humphrey Bogart, Audrey Hepburn, William Holden, Walter Hampden, John Williams, Martha Hyer, Joan Vohs, Marcel Dalio, Marcel Hillaire, Nella Walker, Francis X. Bushman, Ellen Corby

Credits: Produced and directed by Billy Wilder; Written for the screen by Wilder, Samuel Taylor and Ernest Lehman; From the play by Taylor.

Paramount has come up with an exceedingly vibrant entertainment in "Sabrina." A romantic comedy, it deals intriguingly with tho love life of a chauffeur's daughter as played by that bewitching young star, Audrey Hepburn. Cast alongside this refreshing gamin are Humphrey Bogart and William Holden. Under the masterful direction of Billy Wilder, "Sabrina" should play to millions upon millions the world over for it is one of the most refreshing motion pictures to come from Hollywood in many a moon. The impetus of the Hepburn and Holden names in relation to their Academy Award victories earlier this year, plus the established draw of Bogart should do much to excite ticket sales. "Sabrina," however, would create excellent word-of-mouth without these added box office virtues.

In the film, Miss Hepburn is smartly cast as a winsome daughter of a chauffeur working on the Long Island estate of a millionaire. The love interest, quite naturally, stems from her nearness to the millionaire's two sons, played by Holden and Bogart. Both, as opposite in personality as black is to white, discover themselves drawn to Miss Hepburn at various developments in the story. Her involvements with each threaten to set off a series of complicated financial affairs which could throw the stock exchange off kilter. Needless to say, all ends happily for the confused Miss Hepburn. As to which brother she finally marries, audiences will be kept guessing throughout. How the ending of the tale brings the lovers together is another surprise which patrons will go for in a big way.



Humphrey Bogart courts Audrey Hepburn in "Sabrina," film version of the Broadway comedy

All told, word-of-mouth will be a factor that should definitely help skyrocket "Sabrina" into the heady atmosphere of a super hit.

Based on the Broadway play called "Sabrina Fair," the motion picture has moments of high comedy and sophistication which will prove extremely diverting to every metropolitan audience. There is also enough low comedy stuff for pleasing a broader clientele as well. The sequence in which Holden, playing the ne'r-do-well son, accidentally sits down on a couple of champagne goblets will send an audience into screams of laughter. Bogart, portraying the cold, ruthless and calculating business man, lends an unusually strong degree of conviction to his role. Thus warmth, sincerity and audience identification will be generated. As for Miss Hepburn, here is enchantment personified. Her role as "Sabrina" establishes the young actress without doubt as one of the most brilliant stars in the Hollywood firmament.

"The Black Shield Of Falworth"

(Univ.-Int'l.) CinemaScope-Technicolor 99 Min.

Cast: Tony Curtis, Janet Leigh, David Farrar, Barbara Rush, Herbert Marshall, Rhys Williams, Daniel O'Herlihy, Torin Thatcher, Ian Keith, Patrick O'Neal, Craig Hill.

Credits: Produced by Robert Arthur and Melville Tucker; Directed by Rudolph Mate; Screen play by Oscar Brodney; Based on the novel, "Men of Iron," by Howard Pyle.

A rip-roaring spectacle about the good old days of chivalry is brought to the screen in exciting, romantic fashion by Universal-International for its first CinemaScope production.



Tony Curtis, Janet Leigh, Torin Thatcher, Herbert Marshall in "The Black Shield of Falworth," CinemaScope—Technicolor

Vividly mounted and appealingly rendered in brilliant hues of Technicolor, "The Black Shield of Falworth" registers as highly attractive top-level entertainment. It should fare exceedingly well in the general market. Action fans will go wild about the film. Kiddies will cherish every moment of its running time. A broader audience will find much gusto and spontaneity in both the narrative and characterizations.

Top casting Tony Curtis and Janet Leigh, film recreates with lively humor the Howard Pyle novel which was a "must" on the high school reading list for millions of youngsters. Here the atmosphere is England at the time of King Henry IV. The son of a nobleman forced into disfavor by a wave of tyranny is brought up as a peasant. Taken in by a wealthy friend of his deceased father, the lad is reared into the world of tournaments and jousts, and made a knight. Ferreting out the mystery of his own identity, the lad finally comes to grips with the man who defamed his father and emerges victorious.

As the hero, Curtis delivers an agile and winning performance in a role which keeps him on screen for most of the running time. He receives able romantic support from Miss Leigh as well as excellent character backing by a number of seasoned actors. These include David Farrar, who plays the heavy; Herbert Marshall, as the kindly nobleman; Rhys Williams, Daniel O'Herlihy and Ian Keith. Imbued with particular vigor and spirit is the performance of Torin Thatcher, who portrays the knight who teaches Curtis the arts of feudal warfare. Barbara Rush and Craig Hill, aspiring and appealing newcomers, contribute a subordinate but pleasant romance to the proceedings.

"The Vanishing Prairie"

(Buena Vista) Technicolor 75 Min.

Credits: A Walt Disney Production; Associate Producer, Ben Sharpsteen; Directed by James Algar; Script by Algar, Winston Hibler and Ted Sears; Narrated by Hibler.

"The Vanishing Prairie," the second full-length feature presentation in Walt Disney's True Life Adventure series, emerges as engrossing film fare that should prove popular with both adults and children to score high in the winner's column. General audiences have already shown that they will support this type of product by their acceptance of earlier Disney work in this form, and "The Vanishing Prairie" finds Disney and his staff in top form. As in the earlier "The Living Desert," this film concentrates on the private lives of wild animals. Printed in beautiful Technicolor, the drama of the vanishing wildlife of the American prairie is unfolded via shots of the animals caught unawares in their native surroundings. The film discloses the plight of these animals, many of whom are now all but extinct. However, despite all their troubles, their constant searching for food and shelter, the miracle of nature works in their favor. The result is the warming assurance that nature works for all living things, including man.

The mystery of life is touched upon in one of the outstanding scenes of the feature, the birth of a buffalo calf. The camera shows the animal coming from the womb and follows him through the next few important minutes, which spell either life or death for him. Drama of a different kind is found in the sequence with the mountain lion, who kills only to feed her family. Comedy enters the film via the antics of the prairie dogs, amazing little creatures who construct whole towns underneath the earth. Another aspect of human nature is explored when the camera depicts the mating habits of several of the animals, which often prove amusing to the human being. Despite certain repetitions, these scenes keep interest at a high level throughout, providing steady diversion from this inventive presentation of the animal kingdom.

"Crossed Swords"

(United Artists) Pathecolor 86 Min.

Cast: Errol Flynn, Gina Lollobrigida, Nadia Grey, Cesare Danova, Roldano Lupi.

Credits: A Viva Films presentation; Produced by J. Barrett Mahon and Vittorio Vassarotti; Directed and written by Milton Krims.

A colorful costume opus, "Crossed Swords" supplies plenty of marquee lure to pay its way



Errol Flynn in "Crossed Swords," Pathecolor

in the general market. Starred are Errol Flynn and Gina Lollobrigida, the Italian actress who is rapidly becoming a solid box office dish. Picture fares well from good use of its Pathecolor tinting and Italian sets. It was filmed overseas independently, with much of the action taking place against backgrounds of ancient castles. Story, attempting to spoof the routine tale of the head-strong adventurer who loves the ladies but fears marriage, often becomes more routine than spoof. Dialogue is spotty and some-

(*Continued on page 35*)

they saw SCENES FROM

DARRYL F. ZANUCK'S

THE EGYPTIAN

Color by DE LUXE

IN

CINEMASCOPE



JEAN SIMMONS · VICTOR MATURE · GENE TIERNEY
MICHAEL WILDING · BELLA DARVI · PETER USTINOV
and EDMUND PURDOM as The Egyptian

Don't short-change your patrons!
Give them
CINEMASCOPE
at its best...
4-TRACK MAGNETIC STEREOPHONIC SOUND
for best boxoffice results!

they said:

"Great technical advances. Greatest line-up of pictures in the history of 20th Century-Fox. One of the great thrills of my life." —*R. J. (Bob) O'Donnell, Interstate Theatre, Texas*

"I was tremendously impressed. The properties which they have started to produce give me a tremendous lift and it is my wish that other distributors would follow in line with Fox and use CinemaScope, Stereophonic Sound and good stories."

—*Walter Higgins, Prudential Circuit*

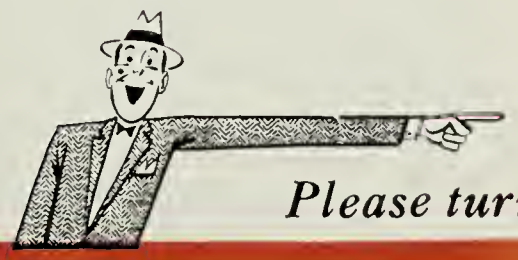
"Unquestionably a display of some of the greatest pictures we shall have the pleasure of seeing, for some time to come." —*Arthur Krolick, Paramount Theatres, Buffalo*

"Zanuck did a tremendous piece of work on this. I don't see how anybody would not want to go all the way now. There is no real substitute or anything 'almost as good'. This is the real thing."

—*Ben Shearer, B. F. Shearer Co., Seattle, Wash.*

"Tremendous demonstration of this great medium from 20th Century-Fox. The company is to be congratulated on the forthcoming product and on their scope and grandeur."

—*Robert Falk, Town Theatre, Mankato, Minn.*

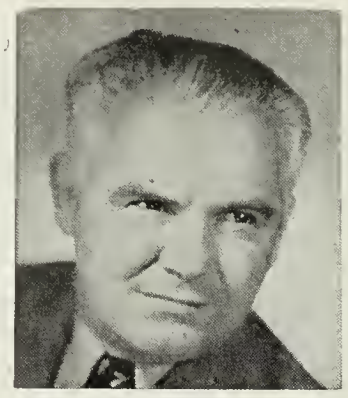


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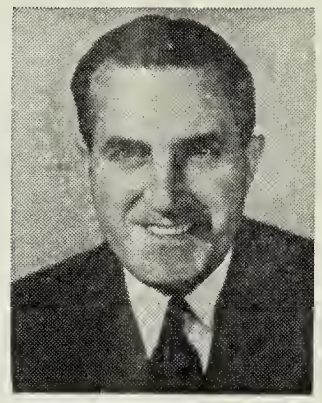
Universal Sets Most Ambitious Program



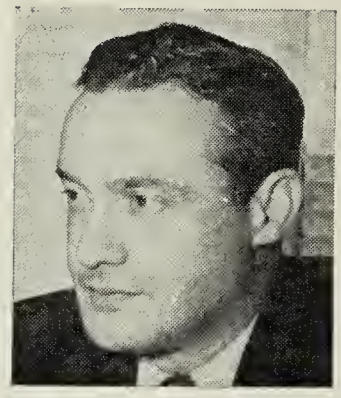
MILTON RACKMIL



N. J. BLUMBERG



ALFRED E. DAFF



EDWARD MUHL



DAVID A. LIPTON

HOLLYWOOD. — Universal-International's high-level executive meetings at the studio have concluded with the decision to place before the cameras its most ambitious program of top-budget productions.

U-I's 1954-55 production calendar, commencing with its fiscal-year start on November 1, will see its sound stages humming with some 30 important properties already blueprinted for production, 22 of which will be in color.

Nearly half of this program will be high-budget films. Sparking the resolve to produce more of these top-figure productions were this season's record-breaking U-I moneymakers, "The Glenn Miller Story" and "Magnificent Obsession."

U-I, which has already announced five top-budgeters to be filmed in CinemaScope, will keep a close watch on this and other wide-screen processes and will continue to employ such newly developed and proved cinematic techniques as best suit the particular productions scheduled.

Also, as a result of the success of previous efforts, the meetings charted the production of at least four romantic comedies with music, cast with bright young personalities. Spontaneity, pace and freshness will be the keynote sought in this quartet of musical comedies on the U-I production schedule, it was reported.

These decisions were reached at the annual executive production meetings just concluded, presided over by President Milton Rackmil and attended by Board Chairman N. J. Blumberg; Executive Vice President Alfred E. Daff; Edward Muhl, Vice President in Charge of Production; David A. Lipton, Vice President in charge of advertising, publicity and exploitation; James Pratt, Studio Executive Manager and Morris Davis, Business Manager.

Among the scheduled productions which have been allocated exceptionally high budgets the range runs from such recognized properties as the Broadway musical success, "Song of Norway" to such outstanding literary properties as "Away All Boats," current best-selling novel by Kenneth Dodson; "The Galileans," by Frank Slaughter; "All That Heaven Allows," by Edna Lee and Harry Lee, and 'New Heaven, New Earth," by Arthemise Goertz.

Also slated for major large-scale treatment by the studio is "The Benny Goodman Story." The roster will additionally include "Pillars of the Sky," "The Charles Russell Story," "Wind From Suva," "The Spoilers" and "A Day Called Tomorrow."

20th-Fox Mulls "Egyptian" Plans; Announce Print Availabilities

Al Lichtman, 20th Century-Fox distribution chief, called a special meeting at the company's home office this week to discuss merchandising plans for "The Egyptian," slated for a fall release. Other films were also considered at the meeting, which was opened by Spyros P. Skouras, president.

Lichtman was assisted by W. C. Gehring, executive assistant general sales manager; Arthur Silverstone, assistant general sales manager; Glenn Norris, eastern manager, and Alex Harrison, western manager. Division and branch managers from both the U.S. and Canada attended as well as Emanuel Silverstone, vice-president of the company's international corporation.

In addition to "The Egyptian," other films discussed included "There's No Business Like Show Business," "A Woman's World," "The Adventures of Hajji Baba," "Carmen Jones," "Black Widow," "Desiree," "White Feather," "A Life in the Balance," "The Raid," "The Gambler from Natchez," and Princess of the Nile."

Twentieth Century-Fox has announced a new print availability schedule, featuring the delivery of at least one CinemaScope production per week, on all its anamorphic features through "The Egyptian." The prints will come in single optical, single magnetic and four-track magnetic sound, the company reports.

Single-track prints of "Broken Lance" will be available Aug. 12 and "Garden of Evil" on Aug. 21. One-track sound prints of "King of the Khyber Rifles" will be ready by Sept. 18, with a Sept 25 date on "Beneath the 12-Mile Reef" and Sept. 4 for "Demetrius and the Gladiators."

Para Has Anniversary; Film Editing At Peak

Paramount Pictures will celebrate its 40th anniversary, 1914-1954, this autumn with a national sales drive titled "Paramount's 40th Anniversary — A Salute to the Future," the company reports. The drive is scheduled to run from Aug. 29 to Dec. 4, with the first week designated "A. W. Schwalberg Anniversary Week" and the second "Paramount Week." Monroe R. Goodman, assistant to Schwalberg, head of Paramount Film Distributing Corp., has been named drive coordinator.

Paramount's film editing department reveals that it is at its busiest peak since World War II days with 10 major films being readied for release. Pictures in the cutting room are "Strategic Air Command," "Three Ring Circus," "The Bridges at Toko-Ri," "Run for Cover," "The Country Girl," "Conquest of Space" and "Love Is a Weapon." Still shooting are "To Catch a Thief," "We're No Angels" and "Blue Horizons."

U-I Convenes Far East Sales Meet In Tokyo

Universal-International will convene a Far Eastern sales conference in Tokyo on Aug. 16, marking the first time a major film company has brought together overseas managers from such divergent territories as Pakistan and Japan, according to the company. Americo Aboaf, vice-president and general sales manager of Universal International Films, is slated to preside.

Charles Feldman, Universal general sales manager, has been invited as guest of honor to meet with the 25 delegates drawn from 11 different countries during the five day meet. Heading the Far Eastern headquarters contingent will be Arthur G. Doyle, Far Eastern supervisor, and Wally Orr, managing directo for Japan.

Delegates will come from Burma, Formosa, Hong Kong, India, Indonesia, the Philippines, Singapore and Thailand, in addition to the countries mentioned above.

Quimby Inks New Pact

HOLLYWOOD.—Fred C. Quimby, head of M-G-M short subject production and cartoon producer, has been signed to a new long-term contract to mark his 30th year with the company, according to an M-G-M report. The studio announced additionally the immediate organization of two new live-action short subject units, one of which will produce dramas while the other will handle comedies.

they saw

SCENES FROM

Irving Berlin's

THERE'S NO BUSINESS LIKE SHOW BUSINESS

Color by DE LUXE

IN

CINEMASCOPE



MARILYN MONROE · ETHEL MERMAN

DAN DAILEY · DONALD O'CONNOR

MITZI GAYNOR · JOHNNY RAY

they said:

"After seeing this production, the exhibitors should walk out feeling two and a half times better than ever. Thanks to 20th Century-Fox genius for producing fine motion pictures. Our industry knows what the outlook for the future will be."

—Max Chasen, Hollywood Theatre, Atlantic City

"Without Stereophonic Sound, an exhibitor is not a competitor."

Mr. & Mrs. John Praggastis, State Theatre, Oregon City; Ross & Isis Theatres at Monmouth & Independence, Ore.

"The new product looks wonderful. And the casts they are putting in the pictures are really something! CinemaScope is wonderful, but I see they're not relying on CinemaScope alone. You have wonderful pictures and wonderful properties."

—Herb Sobottka, John Hamrick Theatres, Seattle, Wash.

"I think the outlook for 20th Century-Fox is great and I was agreeably surprised at the new techniques that have been developed in the last year." *—Mary Burnett, Loew's Theatres, Indiana*

"I feel more confident than ever of the future of this business with such impressive improvements technically and with the lineup of such film productions for future release." *—Roy White, Mid-States Theatres, Inc., Cincinnati, Ohio*

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Give them
CINEMASCOPE
at its best...
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Please turn...

Mobile Tours Herald 'Egyptian'



Appropriately clad hostess on one of the two exhibit trucks ballyhooing 20th-Fox's spectacle. Two huge mobile exhibits are now visiting 267 cities across the nation during the next two months with appropriate displays of Egyptian relics and historical lore.

Bert Lytell Lecture Trip, Trucks' 267-City Junket Sparkplug Gigantic Drive

As of the third week in July, more than three quarters of a million persons had seen or inspected the two trucks, with at least double that number expected by the tour's completion.

Another important publicity-gainer for "The Egyptian" has been arranged via the ntilization of the services of Lytell, noted stage and screen actor, who will make a month-long tour of the central and eastern states in behalf of the production. Lytell, who is president emiritus of Actor's Equity, will cover 13 states in addition to Canada and the District of Columbia during his tour beginning Aug. 9.

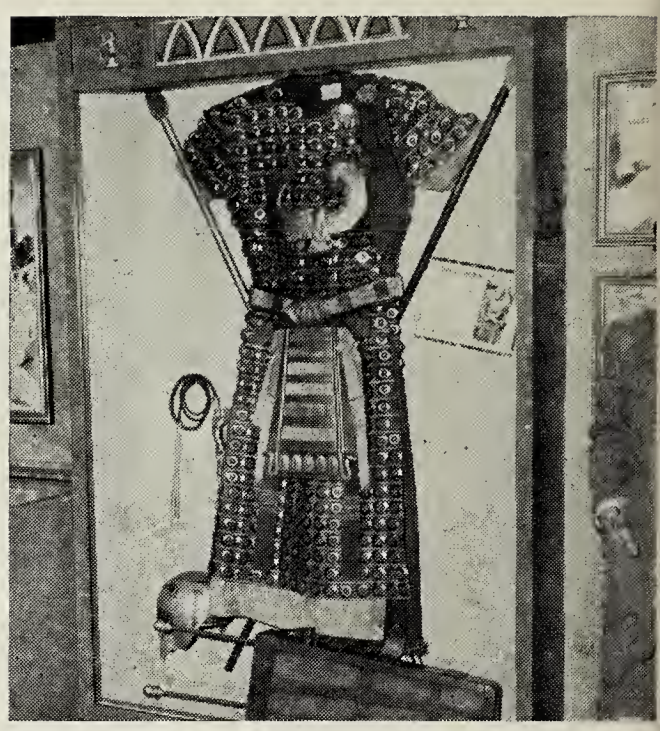
He will be the guest of leading professional, business clubs and organizations, at which he will discuss the tremendous research, preparation and technical skill which went into the making of "The Egyptian."

Acting as an ambassador at large for the film, Lytell will carry with him stills, slides and film strips to aid him in bringing the picture's message to countless numbers of opinion makers in key cities of the nation.

Another key portion of the vast merchandizing-promotional campaign is the scheduling of a national 24-sheet billboard drive larger in scope than any in Fox history. More than 3,500 posters placed in and around 51 key cities of the nation will be seen by millions of moviegoers, making impact not only on large urban centers but also on surrounding communities.

The billboard buy which consists of 100 per cent showings in major cities will include regular as well as illuminated boards, with a poster running for an entire month starting in mid-August and continuing into September.

Other major ingredients being developed for gala openings of "The Egyptian" include expanded television and radio, trade, magazine and Sunday supplement advertising, all



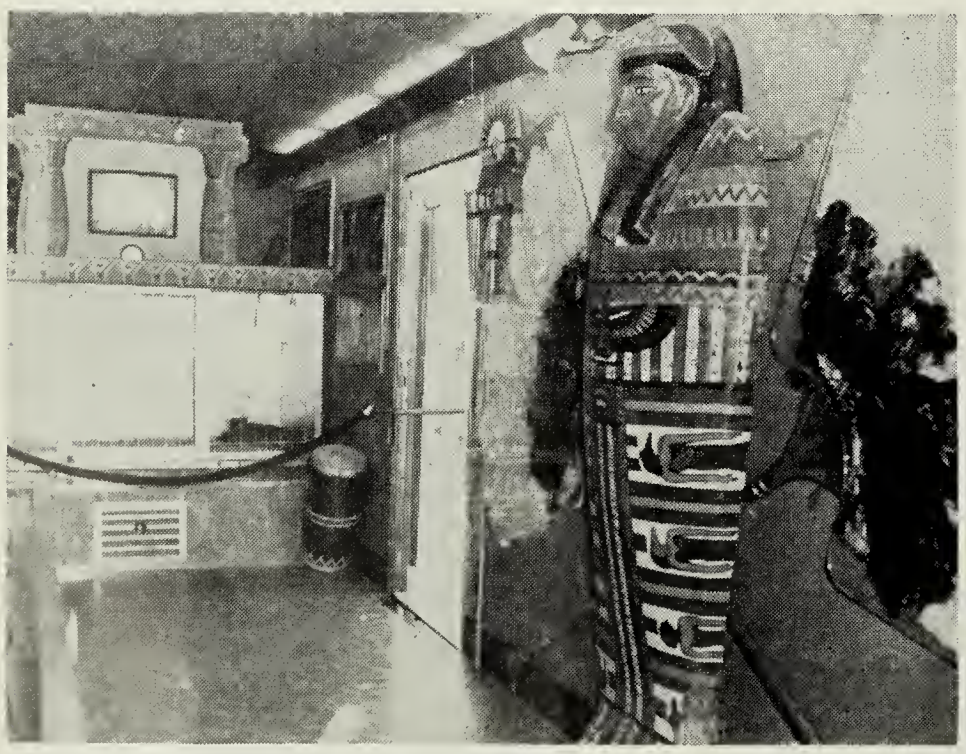
Typical costume worn in "The Egyptian" comprises a display piece in one of the mobile trucks. Traveling studio exhibits and over-all, multi-faceted promotional program is being carried out under the direction of vice-president Charles Einfeld and his staff of exploiteers.

of which when combined will add up to one of the most comprehensive program ever conducted in behalf of a screen attraction.

"The Egyptian" will have its gala benefit world premiere at the Roxy Theatre Aug. 24 for the National Foundation For Infantile Paralysis.

The premiere will be given a lavish, Hollywood style debut sparked by the arrival in person of a contingent of prominent film capital personalities headed by the picture's producer, Zanuck. Extensive television, radio, newsreel and press coverage is being blueprinted for the event, all proceeds from which will be turned over to the Emergency March of Dimes Drive.

The Roxy will be completely refurbished to launch "The Egyptian," the first picture of its type produced by the studio using the new CinemaScope camera lenses which immensely expand the wide screen process' visual impact.



Inside the touring truck, a sarcophagus, in which a mummy is encased, adds authenticity to the trappings which are publicizing "The Egyptian."



The touring truck, viewed from the outside, carries colorful displays and credit notices for the first Darryl F. Zanuck production in three years.

they saw



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Color by De Luxe

SUSAN HAYWARD · TYRONE POWER

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Give them
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for best boxoffice results!

they said:

"I think it is the most exciting thing I have ever seen and it proves that Stereophonic Sound and CinemaScope is the greatest innovation that has been brought to the millions of movie-goers in the last 25 years. Fox is to be congratulated for their untiring and single-handed exhibition in bringing a revival to the Motion Picture Industry." —*Isadore Rappaport, Towne Theatre, Baltimore, Md.*

"I think it is wonderful. The coming product is wonderful. I'm glad I have stereophonic sound."

Mrs. C. B. Hudson, Colonial Theatre, Portland

"This demonstration shows that 20th Century-Fox and the industry intend to bring to the public this and even more important techniques in giving the public a beautiful picture on the screen that cannot be duplicated anywhere else. Also, it assures us that our industry will endure."

—*Nathan Sandler, Theatre Enterprises, Inc., Des Moines, Iowa*

"The outstanding pictures that Fox are making in CinemaScope should make a great attraction for the people."

—*Bill Volk, Terrace Theatre, Robbinsdale, Minn.*

"It is the greatest thing I have ever seen. 20th Century-Fox is to be congratulated upon fulfilling all promises, as usual."

—*Al Dayts, Dayts Theatres Circuit, Mass.*



Please turn...


SOPHIA LOREN


SILVANA MANGANO


GINA LOLLOBRIGIDA


ELEONORA DRAGO


ANNA MAGNANI

Slate Of 14 American Language Productions Geared By IFE For Release In Coming Months

Boasting a full battery of feminine pulchritude among the major assets of its films, I.F.E. Releasing Corp. has prepared a slate of 10 American language productions which it will offer to American exhibitors throughout the remainder of the year. In addition, two films now playing pre-release engagements will be placed in general release during the period.

Included in the casts of these Italian produced features are such names as Gina Lollobrigida, Silvana Mangano, Silvana Pampanini and Eleonora Rossi Drago, the newest of the Italian femme stars. These girls have become symbols of the utmost in female beauty, and American audiences have already demonstrated their appreciation of that fact.

Two color productions, "Hurdy-Gurdy" (former title: "Neapolitan Carousel") a multi-million dollar musical, and "Theodora, Slave Empress," a lavish historical adventure, will also be released.

The screening of the two films will be one of the highlights of the I.F.E. sales convention which convenes in New York Aug. 6, extending through Aug. 10. The convention will be attended by division managers, district managers and salesmen from the six major sales districts as well as executives from the New York office.

The lineup consists of "money-making attractions with pre-sold story and star appeal to mass American audiences," according to Bernard Jacon, vice-president in charge of sales and distribution. He noted that the new features have been chosen also for their suitability for adaptation into English via improved dubbing techniques.

Jacon revealed that the 10 films were chosen after 100 features, all of which seemed possible candidates for importation into the U.S., were screened. Pictures came from a "backlog of high budgeted pictures from a booming Italian film industry," he stated.

I.F.E., which was given its corporate name on Dec. 1, 1952, has in the past 18 months "gained great experience in determining the preference of both exhibitors and patrons in all types of situations, in all parts of the country," according to the sales executive. Company made its first break through the "language barrier" with "Anna," first major Italian film dubbed into English.

All I.F.E. product has been and will continue to be backed up by a barrage of feature articles, pictorial layouts, news items and production information appearing in the top national magazines and in key newspapers, the company claims. It adds that columnists and radio commentators have helped spread the names of stars.

Product is being further supported by advertising accessories and trailer material as well as nationwide merchandising, exploitation and promotion programs. These are being set up under the leadership of Jonas Rosenfield, Jr., vice-president in charge of advertising, exploitation and publicity.

The new product lineup is slanted for the "A" and the "B" houses, with a special nod being made in the direction of the long-run policy houses and the drive-in theatres, Jacon reports. Exhibitors have been advised that they can count on I.F.E. product to bolster their bookings "in this period of uncertainty and shortages."

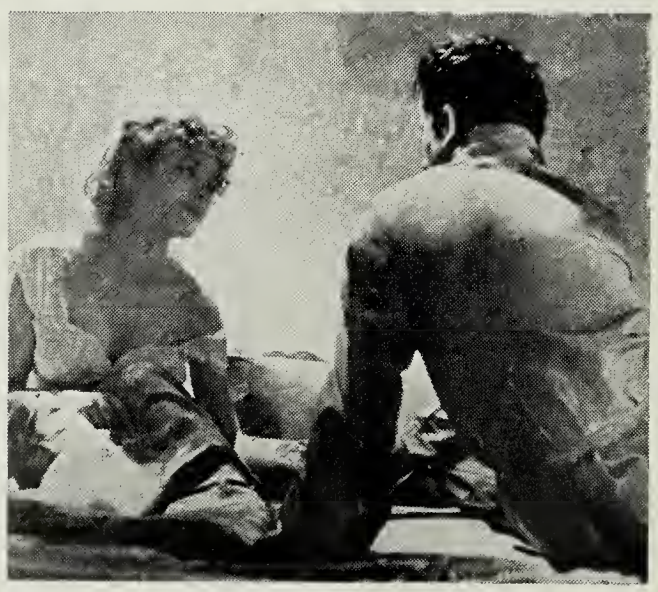
August release is "A Husband For Anna," starring Miss Pampanini as a young photographer's model involved with a sailor sweetheart and a married boss. Film was directed by Giuseppe De Santis, who was responsible for "Bitter Rice" and "Rome, 11 o'clock."

The same month is the general release date of "Hell Raiders of the Deep," a quasi-documentary now out in pre-release engagements. Feature co-stars Eleonora Rossi Drago and Pierre Cressoy in an action thriller about the wartime exploits of Italy's "Frog Men." Highlight of the film is its underwater photography.

September releases include "City Stands Trial," topcasting Silvana Pampanini, in a suspense story about government corruption and the crime syndicates. This film was based

(*Continued on page* 34)


Amedeo Nazzari and Silvana Pampanini in a moment from "A Husband for Anna"


Cosetta Greco and Daniel Gelin play a scene from "Voice of Silence"


Lois Maxwell and Luciano Della Marra are starred in "Aida," in color

they saw THEIR FUTURE...
WITH THE MOST IMPOSING ROSTER OF PROPERTIES EVER ASSEMBLED BY A MOTION PICTURE COMPANY!

DESIREE Marlon Brando, Jean Simmons, Merle Oberon, Michael Rennie and Cameron Mitchell • **A MAN CALLED PETER** • **LORD VANITY** Samuel Shellabarger's finest novel • **DADDY LONG LEGS** Fred Astaire and Leslie Caron • **PRINCE OF PLAYERS** Richard Burton as Edwin Booth • **THE RACERS** Kirk Douglas and Gilbert Roland • **THE LEFT HAND OF GOD** • **SIR WALTER RALEIGH** • **BLACK WIDOW** Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Peggy Ann Garner • **THE GUN AND THE CROSS** • **THE ENCHANTED CUP** • **THE QUEEN OF SHEBA** • **KATHERINE** • **THE GIRL IN THE RED VELVET SWING** • **JEWEL OF BENGAL** James Stewart • **TIGRERO!** • **THE WANDERING JEW** • **PINK TIGHTS** Sheree North • **THE MAN WHO NEVER WAS** • **SABER TOOTH** • **THE TALL MEN** Clark Gable • **ALEXANDER THE GREAT** produced by Frank Ross • **THE IRON HORSE** • **THE SEVEN YEAR ITCH** Marilyn Monroe • **THE KING AND I** by Rodgers and Hammerstein **THE GREATEST STORY EVER TOLD** The Greatest Life Ever Lived as told by Fulton Oursler

they said:

"I think the line up of product is very inspiring. It looks like we are in for some great pictures. Fox should be commended for what it has contributed to motion pictures, especially in production."

—Al Forman, Forman Theatres, (Portland)

"The showing of advanced product was terrific. I do not see how anything could be better."

—N. A. Rhoades, Woodland, Wash.

"With a line-up of pictures like we saw here we can face the future with confidence. It was simply wonderful." *—Mr. Nick Johnson, Majestic and Wisconsin Theatres, Sheboygan, Wis., Strand Theatre, Manitowoc, Wis.*

"I was never so enthused in my whole life. I sat there in amazement watching spectacular product after product. It definitely indicated the brightest future the Motion Picture business has ever seen."

—Norman Levenson, Poli Theatre, Hartford

"The public is waiting for the product—what we have just seen is what they want."

—Forrest Pirtle, Pirtle Circuit, Jerseyville, Ill.

"Future product looks the best I have seen in a long, long time." *—Vincent R. McFaul, Loew's Buffalo Theatre, Buffalo*



Please turn...

Financial Notes

RKO Theatres Up

Consolidated net income of RKO Theatres Corp. and subsidiary companies for the second quarter of 1954 rose to $418,666.37, after taxes, which compares with the $92,240.54 reported for the second quarter of 1953. Current quarter includes profit of $12,267.05 on sale of capital assets, before taxes, while the 1953 quarter includes a profit of $5,569.59 from this source.

Net income before deductions for the first six months of the year was reported as $955,-117.79, which shows an increase from the $366,553.32 of the first half of last year. The net after deductions was $904,024.80 for the 1954 period as compared with $417,602.32 in 1953.

Technicolor Volume Up

The consolidated net profit after taxes on income of Technicolor, Inc. for the six months ended June 30, 1954, is estimated to be $622,784 by the company, and is equivalent to 32 cents a share on new stock outstanding, which shows a decline from the 84 cents a share of the first half of 1953. The company adds that volume operations for July are "substantially in excess" of the volume of any coresponding second quarter.

GPE Net Rises

General Precision Equipment Corp. reports consolidated net profit for the six months ended June 30 as $2,541,652, which shows a rise from the $1,469,066 of the first half of 1953. Net for the second quarter of 1954 was $1,485,993, showing an increase from $804,156 of the comparable 1953 quarter. Quarterly profits equalled $1.86 per common share, against $1.21 of last year. Profits for the half were $3.37 against $2.22.

Republic Increase

Republic Pictures Corp. and its subsidiaries have reported for the 26 weeks ended May 1, 1954, a net profit of $1,045,393 before taxes and $480,393 after taxes, which shows a slight increase from the $1,019,150 and $473,150 reported for the same period of the preceding year.

RCA Sets Record

Earnings of the Radio Corporation of America, before taxes, for the first six months of 1954, amounted to $39,603,000, setting an all-time record for the company, according to Gen. David Sarnoff, board chairman. Net after taxes reached $19,268,000, which showed a six percent increase over the 1953 period. Sales were up eight percent. Earnings equalled $1.26 per share, compared with $1.18 per share of the first half of 1953.

Universal Refinances

Milton R. Rackmil, president of Universal Pictures Co., Inc., announced this week that arrangements had been completed with The First National Bank of Boston for the refinancing of its debentures. Accordingly, the company has elected to redeem on Sept. 1, 1954, its outstanding 3¾ percent Sinking Fund Debentures, due March 1, 1959. There are presently outstanding $2,393,000 of said debentures in the hands of the public, he disclosed.

COMPO Ads Please Majority Of Editors

Only one of 31 editors and publishers who have so far replied to a COMPO questionnaire have expressed disapproval of the series of advertisements the group has been inserting in "Editor and Publisher," according to the latest report. Meanwhile, the two latest ads in the series quote favorable reviews of current films and show that movies are an all-year business.

COMPO received 21 favorable replies to their survey questions. Seven replied that they have not read the ads, while another was non-committal. The lone objector stated that the ads were too long and that the idustry's appeal should have been made to the public through newspaper advertisements.

The 22nd ad in the series was headed "Adjectives, sure, but this time they're not ours." The ad quoted Otis Guernsey, Jr., movie critic of the New York "Herald Tribune," who, when selecting the 10 best films of the year, noted "there's enough to justify a list of 20 or 30." Others cited were AP writers Wayne Oliver and Bob Thomas and the General Federation of Women's Clubs.

The 23rd in the series stresses the change in show business tradition which has made the movies an all year round business. The ad points out that some of the best films are released in the summer. It quotes the Bureau of Advertising that "you can find 94 percent of the people at home any time during June, July and August."

Bi-Oral Sound To Debut With Release Of "Hansel"

HOLLYWOOD.—Bi-Oral Sound, a new form of motion picture sound recording and reproduction has been developed by Michael Myerberg of New York and will be used for the first time this fall with the release of his new feature film, "Hansel and Gretel."

Bi-Oral was demonstrated last week at the Warner Brothers Huntington Park Theatre before a group of Hollywood sound experts. Available for standard or any other type of film, Bi-Oral is described as consisting of two magnetic strips placed on the outside of the sprocket holes of the film played simultaneously through the right bank and left bank of speakers by means of a CinemaScope magnetic pickup. Of special interest to the industry is the fact that the film also carries the standard optical track for use in theatres where no magnetic reproduction equipment is available.

According to Myerberg and his associates, the new system adds a realistic effect to sound never before achieved. General Film and Sound Services, a division of Western Electric, cooperated with Myerberg on the Bi-Oral tests.

Film Dividends Increase

WASHINGTON.—Film industry publicly declared dividends in the first six months of 1954 at $11,717,000 were well above the $11,108,000 paid in the corresponding period last year, according to the Department of Commerce. June dividends at $3,482,000 were below June, 1953, at $3,932,000 largely because of a change in dividend month by National Theatres.

New Posts

VINCENT H. JEFFERDS was appointed manager of the Walt Disney character merchandising division, in which post he will supervise all merchandising sales promotional activities of Walt Disney Productions. Jefferds will serve as liaison between Disney Productions and sponsors of the Disneyland-TV show. He will continue to direct national tie-in promotions of Disney films.

CHARLES GOLDSMITH was appointed managing director of Metro-Goldwyn-Mayer Pictures Ltd. and the New Empire Ltd., with headquarters in London. Goldsmith joined M-G-M in 1931. During the war he served as chief of distribution for the film division of the U.S. Office of Information. Sam Eckman, Jr. remains chairman of the two British units.

BEN BABB rejoined Selznick Releasing Organization as advertising-publicity chief, in which post he will start immediately on plans for the re-release of "Duel in the Sun." Babb worked for the company from 1946 through 1949.

WILLIAM E. CHEESMAN was named field sales representative for RCA theatre products in the Eastern and Northeastern regions. Cheesman succeeds Bernard Scholtz, retired. The former has been with the company since 1930.

ARTHUR H. LEVY joined I.F.E. Releasing Corp. as sales representative for Washington and Philadelphia. Levy, who replaced Mike Siegel, has 23 years of sale and branch managerial experience.

ELIAS KALISCH, of the Loew's sales force, was promoted to home office assistant to Burtis Bishop, Jr., Midwest sales manager. He succeeds the late Sidney Lefkowitz.

GARY STEVENS, formerly with the Blaine Thompson agency, joined the Warner Bros. studio staff to head the radio and television division of the publicity department, under Bill Hendrick. Stevens has produced such radio shows as "20 Questions" and "Luncheon at Sardi's."

RKO Stockholders Given Time To Turn In Stock

RKO Pictures board has authorized an extension until Sept. 30, 1954 for stockholders to be permitted to exercise their privilege of tendering stock to the corporation for redemption at $6 per share, according to James R. Grainger, president. The board extended until the same day the time in which Howard R. Hughes may accept the corporation's offer to purchase his 1,262,120 shares of stock at $6 per share.

The 884,900 shares of RKO Pictures stock owned by the Atlas Corp. will not be tendered for redemption, Grainger told the stockholders in a letter. He added that he did not know what action Hughes would take about his stock.

Roxy Declares Dividend

A quarterly cash dividend of 37½ cents per share on the outstanding preferred stock of the Roxy Theatre, Inc., has been declared payable Sept. 1, 1954 to holders of record on Aug. 16, 1954.

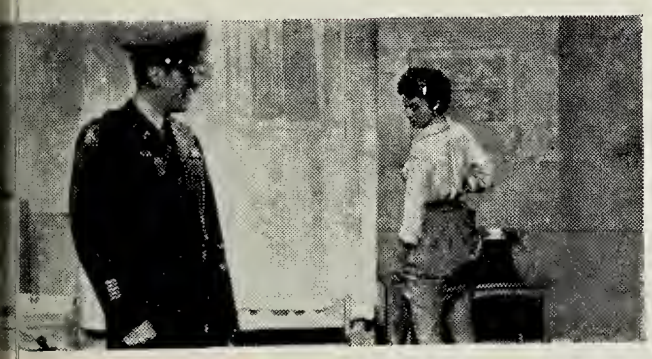
...and HAVE YOU PLAYED THESE GREAT 20th CENTURY-FOX PICTURES IN CINEMASCOPE



ROBE • Color by Technicolor • star-
gRichard Burton • Jean Simmons • Victor
ire • Michael Rennie



CW TO MARRY A MILLIONAIRE
lr by Technicolor • starring Marilyn
roe • Betty Grable • Lauren Bacall and
lam Powell



GHT PEOPLE • Color by Technicolor
aring Gregory Peck • Broderick Crawford
na Bjork • Rita Gam



INCE VALIANT • Color by Technicolor
ring James Mason • Janet Leigh • Robert
gner • Debra Paget • Sterling Hayden



HELL AND HIGH WATER • Color by Technicolor • starring Richard Widmark Bella Darvi with Victor Francen



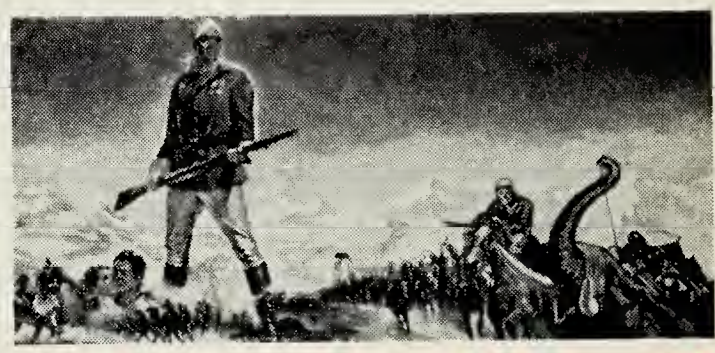
Leonard Sillman's **NEW FACES** • in Glorious Color • starring Ronny Graham • Eartha Kitt • Robert Clary • Alice Ghostley



3 COINS IN THE FOUNTAIN • Color by De Luxe • starring Clifton Webb • Dorothy McGuire • Jean Peters • Louis Jourdan



RIVER OF NO RETURN • Color by Technicolor • starring Robert Mitchum Marilyn Monroe • Rory Calhoun



KING OF THE KHYBER RIFLES
Color by Technicolor-DeLuxe • starring Tyrone Power • Terry Moore • Michael Rennie



BENEATH THE 12-MILE REEF • Color by Technicolor • starring Robert Wagner Terry Moore • Gilbert Roland



Demetrius and THE GLADIATORS
Color by Technicolor • starring Victor Mature Susan Hayward • Michael Rennie • Debra Paget • Anne Bancroft • Jay Robinson

Don't short-change your patrons!
Give them **CINEMASCOPE** *at its best...*



4-TRACK MAGNETIC
STEREOPHONIC SOUND
for best boxoffice results!

The Conqueror



John Wayne and Susan Hayward in "The Conqueror," CinemaScope-Technicolor, for mid-January release

Susan Slept Here



Dick Powell, Anne Francis and Glenda Farrell in "Susan Slept Here," Technicolor, currently in release

The Big Rainbow



Gilbert Roland, Richard Egan and Jane Russell in "The Big Rainbow," SuperScope-Technicolor, for December 25

RKO Pictures Schedules 12 Color Films For Release; Every Wide-Screen Process Utilized In New Line-Up

RKO has followed up the recent announcement of a releasing schedule of 12 color productions with the information that it is utilizing all the available wide-screen processes for pictures on its roster. All the productions which RKO has selected for extra-size presentation are in Technicolor.

According to James R. Grainger, president, this is "the strongest array of saleable product RKO has ever offered to the exhibitor and the public." These 12 films "represent the kind of entertainment we know the public wants," the executive declared.

Grainger added that while the cost of each production has been carefully watched, "never-the-less we have allocated the largest budgets in RKO's history to two of our forthcoming films — Howard Hughes' 'The Conqueror' and 'Jet Pilot' — because we are certain that these films will be 'evergreens' in the sense that each will be like a 'Gone With the Wind.'" Grainger disclosed that negotiations by RKO are currently underway for certain additional top-level films to be released during this period.

The most recent developments of the CinemaScope lenses are being used for Howard Hughes' epic depiction of the early life of the notorious Genghis Khan, "The Conqueror."

One of the biggest budgeted pictures in the post-war era to be made completely in this country, "The Conqueror" will cost $6,000,000 and will star John Wayne, Susan Hayward and Pedro Armendariz.

Producer-Director Dick Powell is making his debut as a producer with this Technicolor production. He directed a previous picture for RKO, "Split Second."

Another much-talked about production, "The Americano," will utilize SuperScope, developed by the Tushinsky brothers on the RKO lot. A Robert Stillman production, this South American adventure stars Glenn Ford, Ursula Thiess, Cesar Romero and Frank Lovejoy.

Curently shooting in SuperScope at Glacier Park, Montana, is Benedict Bogeaus' "Cattle Queen of Montana," in which Barbara Stanwyck and Ronald Reagan are co-starred. This RKO release offers a switch in casting, presenting Ronald Reagan as a hired killer.

Rosalind Russell's initial screen musical-comedy, "The Girl Rush," will be the first RKO picture to employ VistaVision. Produced by Frederick Brisson, Miss Russell's husband, "Girl Rush" will shoot many of its scenes on location in Las Vegas and nearby ranches.

The Tushinsky process of SuperScope projection will be utilized for three widely-publicized RKO productions: "Jet Pilot," "Son of Sinbad" and "The Big Rainbow." The first, a Howard Hughes production, stars John Wayne and Janet Leigh. "Son of Sinbad," a musical adventure, co-stars Dale Robertson, Sally Forrest, and Lili St. Cyr.

In "The Big Rainbow," Jane Russell and Gilbert Roland, who scored successfully in RKO's current "The French Line," are reunited in a sea adventure concerning diving for buried treasure. The release schedule, with dates, follows:

"Susan Slept Here," currently in release, co-stars Dick Powell and Debbie Reynolds with Anne Francis, in Technicolor. "Passion," Sept. 11, co-stars Cornel Wilde and Yvonne de Carlo, in Technicolor. A Benedict Bogeaus Production. "This Is My Love," Sept. 25, starring Linda Darnell, Rick Jason, Dan Duryea and Faith Domergue, Pathe Color. An Allan Dowling Production.

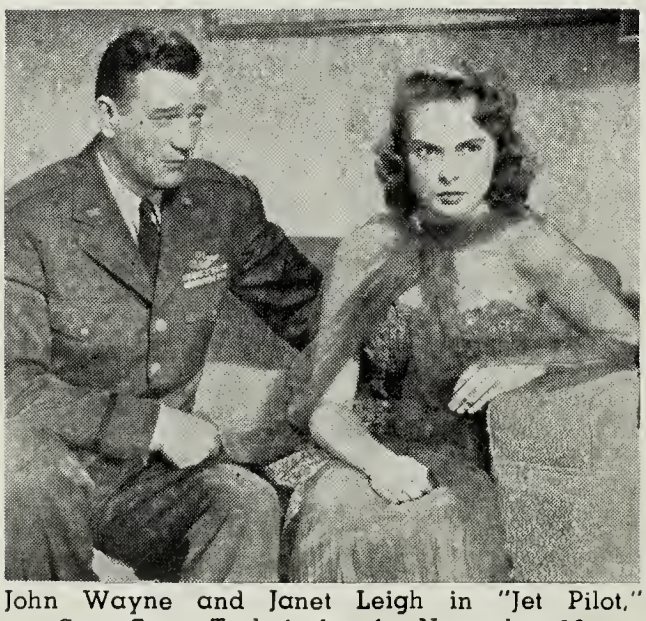
Also, "Africa Adventure," Oct. 9, Robert C. Ruark's filmed-in-Africa story of his safari, in color. An RKO-Pathe production. "The Americano," Oct. 23. "Jet Pilot," Nov. 13. "Son of Sinbad," Nov. 27. "Cattle Queen of Montana," Dec. 11. "The Big Rainbow," Dec. 25. "The Conqueror," mid-January, 1955. "The Girl Rush," mid-February, 1955. "The Sea Is A Woman," mid-March, 1955, with an all-star cast in Technicolor.

Son Of Sinbad



Sally Forrest and Dale Robertson in "Son of Sinbad, SuperScope-Technicolor, for November 27

Jet Pilot



John Wayne and Janet Leigh in "Jet Pilot," SuperScope-Technicolor, for November 13

This Is My Love



Faith Domergue and Linda Darnell in "This Is My Love," Pathe Color, for September 25

REGIONEWS

ALBANY

Paramount held a housewarming in its new offices at 545 Broadway, to which it recently moved from Filmrow. Branch manager Dan R. Houlihan welcomed industry friends, while George Schur, director of Paramount branch operations, was also in town for the transfer downtown. . . . John Gardner has advertised that he has "Just completed N.Y. State's Widest Drive-In Theatre Screen" for his showing of "The Command" at the Turnpike Drive-In in Westmere. Gardner is the first drive-in operator of the immediate Albany area to put in CinemaScope. First in the entire exchange district was F. Chase Hathaway, who put anamorphic equipment into North Hoosick. He was followed by Jules Perlmutter's Fort George Drive-In, Lake George.

Jack Goldberg, M-G-M manager, and Steve Perozzi, M-G-M field representative, piloted Norma Doggett on a round of visits to newspapers, radio and television stations, during the starlet's tour on behalf of the company's "Seven Brides for Seven Brothers." . . . The Association of Cinema Laboratories, Inc., non-profit membership group, filed an amended certificate restating its purposes through President Neal Keehn. . . . Louis Rapp, manager of the Erie, Schenectady, substituted for Stanton Patterson, Leland manager, while the latter vacationed.

ATLANTA

Floyd Murphy, who has been operating the Strand Theatre, in Vicksburg, Miss. under a lease from Paramount Gulf Theatres, Inc., reports that he has affected a cancellation of the lease and returned the theatre to its former owner. . . . The Lake Theatre, Guntersville, Ala., operated by Woodalls, Inc., lost between $1,200 and $1,500 when burglars cracked the safe and took the weekend receipts. C. W. Woodall has offered a $100 reward for information leading to the arrest and conviction of the robbers. . . . A severe windstorm unroofed the concession stand at the Lakeside Drive-In at Starkville, Miss. . . . William P. Raoul, 63-year-old industryite, died at his home here after a long illness. He was leader in the local chapter of the IATSE, of the U.S. and Canada.

A robber held up the Tampa Theatre, Tampa, Fla. and got away with the day's receipts. Assistant manager Stanley Butler was forced at gun point to open the safe. . . . A fire of undetermined origin swept through the Pal Theatre, Louisville, Ga., during the afternoon performance. All spectators reached safety. . . . Mrs. Rose Lancaster, 27 years on film row and for the past ten with Astor Pictures, has resigned to go with Strickland Film Co. in the television department. . . . A severe wind and thunderstorm recently toppled the screen tower of the Sunset Drive-In at Paragould, Miss. Orris Collins said that he would rebuild at once and will open in September.

April theatre receipts in Alabama were up five percent over March, according to the University of Alabama bureau of business research. The bureau reported also that receipts for last April were four percent above those for the same month of 1953. . . . Mansford Marshall, manager of the Ritz Theatre, Sarasota, Fla., arranged a simple, yet effective promotion program with a local jewelry company which resulted in a boost for his popcorn sales. Each patron buying popcorn at the Ritz was given a coupon which stated: "The person presenting the largest number of coupons will be given an Elgin watch."

Four more South Carolina theatres have installed CinemaScope: the Fox Drive-In, Anderson; Carolina, Bennettsville; the Joyce, Spring Hope, N.C., and the Mars, Bakerville. . . . The Fox, a twin drive-in at Fayetteville, N.C., owned by H. B. Meisselman and managed by Clyde Stockton has opened there with twin screens. There is room for 565 cars on one side and on the other side 435-cars. Both sides have CinemaScope. . . . In Pontotoc, Miss., Joe W. Chambers has opened his new 250 car drive-in.

Buford Styles, Universal branch manager at Jacksonville, Fla., has announced the following changes in his branch; Oliver Matthews goes as head booker, while Barbara Greenwood and Garrett Newman are bookers. . . . D. W. Fuquay is new manager of the Lake Theatre, Lake Worth, Fla. He replaces Jerry Evans. . . . Plans for construction of a new outdoor theatre, the Wheeler on the Wheeler highway at the outskirts of Tuscumbia, Ala., have been delayed temporarily pending efforts to obtain a new site. The builder is Dan Davis, owner and operator of the Norwood and Joy Lan theatres in this area. . . . Colquit Broadcasting Co., Moultire Ga., owned by the Mills Theatre of that city, and Douglas J. Turner, have filed an application with the FCC to step up the power of radio station WMTM from 1,000 watts to 5,000.

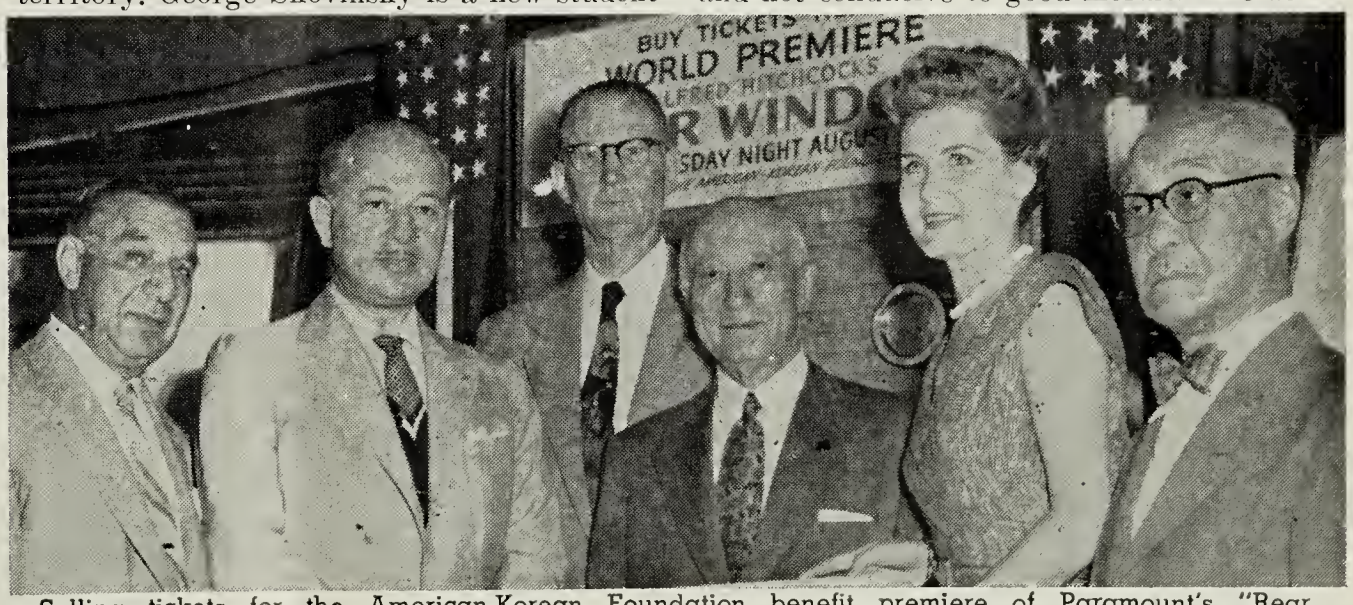
BOSTON

Martin Berman, a newcomer to the industry, is being groomed for the sales staff at 20th-Fox, where he will handle the Maine territory. George Skovinsky is a new student booker there. . . . Nate Oberman, MGM head booker was rushed to the Allerton Hospital for an emergency appendectomy and is recovering satisfactorily. . . . Mrs. Lillian Couture has closed the Strand, Fitchburg, but has reopened the Gem in the same city for first run product. . . . Hundreds of cars were turned away at the opening night of EMLoew's newest drive-in on Route 128, Burlington, Mass. . . . The Katahadin Drive-in, Mattawamkeag, Maine, is set to open in late August by owners Charles Moscone and Leo Bilodeau. It is being booked by Daytz Theatre Enterprises.

The VFW Drive-in, West Roxbury, recently built by Redstone Drive-in Theatres, is set to open Aug. 5. It has a curved screen 120 feet wide with both magnetic and single optical sound tracks for the showing of CinemaScope films. The layout was designed by William Riseman Associates. It accomodates 900 cars and marks the city of Boston's second ozoner. . . . The annual Variety Club Day At The Races will be staged Aug. 19 at Narragansett Park. . . . The 20th-Fox Little Theatre within the exchange building has been equipped with CinemaScope and complete stereophonic sound.

The best summer business in many years was chalked up the last week in July, with "Gone With The Wind," "Duel In The Sun," "Magnificent Obsession," "The Caine Mutiny" and "Living It Up" all well above expected grosses. Waiting lines before the houses showing these films were the rule over the weekend. . . . Officials of the Boston Red Sox and the Variety Club gathered in the offices of Governor Christian A. Herter for the signing of a proclamation announcing Sept. 2 to 16 as Jimmy Fund Time in Massachusetts. A proclamation signed by Governor Burton Cross, of Maine, sets aside the same period as Jimmy Fund Time in that state.

For the first time in the motion picture history of Lynn, Mass., a film was banned after it had already begun its run. Lynn Mayor, Arthur J. Frawley ordered the Capitol Theatre to stop showing RKO's "French Line," labeling it "vulgar, sexy, obnoxious and not conducive to good morals." He acted



Selling tickets for the American-Korean Foundation benefit premiere of Paramount's "Rear Window" at the Rivoli Theatre, N.Y.C., are (l. to r.): Montague Salmon, house's managing director; O. Roy Chalk, Foundation vice-chairman; Maj. Gen. Charles W. Christenberry; Adolph Zukor, Paramount board chairman, purchaser Joyce Presson, and Korean Consul General David Y. Namkoong.

"MAGNIFICENT
IS ROLLING UP
GROSSES EVERY

CLEVELAND—Palace Theatre
Outgrosses "Glenn Miller" both first and second weeks!

CHICAGO—United Artists Theatre
Sets twenty-year house record!

ASHEVILLE—Plaza Theatre
Bigger than "Glenn Miller"

AKRON—Palace Theatre
Joins "Miller" as U-I biggest grosser!

SALT LAKE CITY—Uptown Theatre
Record opening . . . bigger than "Miller"

KANSAS CITY—Orpheum Theatre
Bigger than "Miller"...
U-I record in K.C.

ATLANTA—Grand Theatre
Joins "Miller" as U-I's all time high grossers in Atlanta!

YOUNGSTOWN—Warner Theatre
Sets all time U-I house record!

AURORA—Paramount Theatre
Bigger than "Glenn Miller"

OKLAHOMA CITY—Midwest Theatre
Neck-and-neck with "Glenn Miller"

"OBSESSION"

"GLENN MILLER"

WHERE!

MICHIGAN CITY—Tivoli Theatre
Outgrossing "Glenn Miller"!

JOLIET—Rialto Theatre
Neck-and-neck with "Miller"!

...and HOLDING OVER Everywhere!



Universal-International presents

JANE WYMAN
ROCK HUDSON
BARBARA RUSH

LLOYD C. DOUGLAS'

Magnificent Obsession

COLOR BY TECHNICOLOR

with AGNES MOOREHEAD • OTTO KRUGER • GREGG PALMER
Directed by Douglas Sirk • Screenplay by Robert Blees • Produced by Ross Hunter

Universal International

BOSTON (cont'd.)

after a report from Arthur Witham, police department censor, and Mrs. Anne McDermott, a police woman. Mayor Frawley had sent them to review the film after he had received some unfavorable reports from patrons.

BUFFALO

In connection with the forthcoming "About Mrs. Leslie," Charles B. Taylor, associate gen. mgr. for Buffalo Paramount Corp., is planning an "early bird" show especially for women at 7 a.m. Aug. 6. Doors will open at 6:30 a.m. and free coffee and doughnuts will be served. Women calling the Madison Cab Co. the night before can obtain free taxi service to the theatre. Admission to the show is 25 cents. . . . $3.00 more will be put in weekly pay envelopes of major downtown and large neighborhood theatre employees as part of a new two year contract between theatres owners and Local No. 10, Theatre and Amusement Employees (AFL). The raise is retroactive to January 1. An additional $2.00 will be paid beginning January 1955.

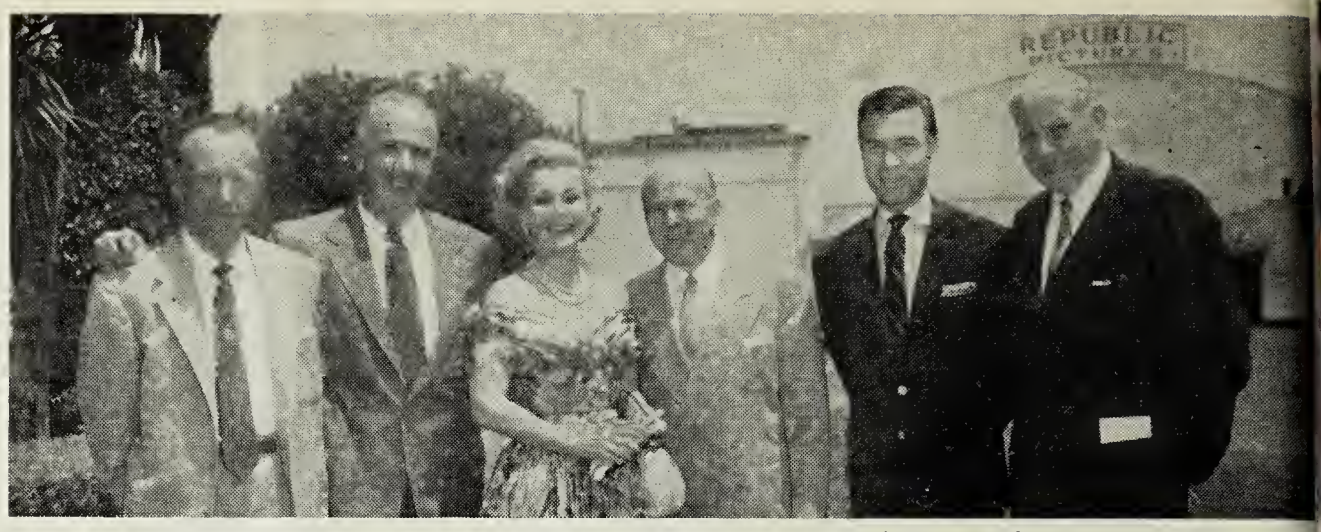
Several hundred patrons of the Victoria, west side nabe, were evacuated from the theatre this week while firemen sought the source of smoke which had seeped into the air conditioning system. . . . The North Park, a new drive-in with space for 900 cars and 350 stadium seats, has just opened in Rochester. It is owned by Sam Salone and John J. Petrossi, known as the S. & P. Corp. . . . Bill Colson, mgr. of the Niagara, West Side community house, announces that CinemaScope installation is completed and will open with the "Robe" Aug. 8.

Florence Kane, local model, "slept" in Sattler's department store window for two days to help publicize "Susan Slept Here" currently at the Century. The window was air conditioned and she was served breakfast, dinner and supper. Radios and theatre passes were awarded for guessing correct weight of Miss Kane and the bed. . . . Schine Service Corp. have closed their Palace Theatres in Auburn and Corning and Schine Ent. Corp. has closed the 1,000-seat Regent in Geneva. . . . Shea's Buffalo Theatre awarded $50 in cash prizes for the camel race at the benefit show for the Buffalo Evening News "Smokes for Soldiers Fund" in Civic Stadium.

Federal Judge John Knight has denied a motion by Elmart Theatres for permission to dispose of some of their holdings. They cited a loss of more than $250,000 on the 13 theatres. Elmart, of which Buffalo City Council President Elmer Lux is president, is one of the co-defendants with Schine Theatres in antitrust civil and contempt proceedings in the Federal Court and Judge Knight ruled these should be concluded first.

CHARLOTTE

The following theatres have been equipped for wide-screen: Angier, Angier, N. C.; Nash, Nashville, N. C.; Mars, Bakerville, N. C., and Sanford, Sanford, N. C. . . . The Harris Theatre Sales, Inc., has been appointed distributor in North and South Carolina, for Perspecta Sound. Harris states that there will be two installations, in North Carolina and in South Carolina, so theatremen can see and hear it. . . . The Diane 29-Drive-In, Gastonia, N. C., is enlarging the wide-screen to 90 feet with complete CinemaScope equipment. . . . Two new drive-ins have opened: the Viz-South-Drive-In, Pelham, N. C. and Castle-Hayne Road Drive-In, Castle Hayne, N. C.



Among the guests at Republic Pictures' First Regional Sales Conference held at the studio were (l. to r.): Leland Allen, Pacific Drive-in Theatres; Richard W. Altschuler, director of world-wide sales; Zsa Zsa Gabor; Gus Diamond, Pacific Drive-in Theatres; Porfirio Rubirosa and Francis A. Bateman, western division sales manager.

Scott Lett, branch manager of Screen Guild, is chairman of the benefit shows for the Will Rogers Memorial Hospital in Saranac Lake, N. Y. He said that all film companies will furnish free pictures to drive-ins for midnight shows for the benefit of the hospital. The two Carolina's have had 12 in the hospital and all but three have returned well and back on their jobs. . . . Bill Simpson was appointed sales representative for the Kay Film Exchange. . . . K-T Productions, Inc., has been formed to produce motion pictures, plays, exhibits, TV shows, and other entertainment. Authorized capital stock $100,000. Owners are T. D. Kemp, Jr.; M. E. Thaleimer and Mrs. Nell Becker, all of Charlotte, N. C. . . . The Wil-Kin Theatre Supply Co. equipped the Midway-Drive-In at Fayetteville, N. C. owned by Jesse Wellons.

CHICAGO

The first anniversary of the Chicago engagement of "This Is Cinerama" at Eitel's Palace Theatre was celebrated with festivities involving the City Council, State St. Council and civic and business groups. More than 1,000,000 persons are estimated to have attended the Chicago engagement during the year. A special showing was held for underprivileged children. . . . The McVickers Theatre in the loop is getting a complete CinemaScope installation. . . . Glen Frese was named assistant manager of the Roosevelt Theatre. . . . Another new appointment is Irving Lang, named office manager of IFE's local branch.

The Massac Theatre, Metropolis, Ill., has installed a complete stereophonic sound system. . . . The Frisina Theatre circuit have not closed their Kincaid Theatre, Kincaid, Ill., but are operating it only on weekends during the summer. . . . The Lyric Theatre, Farina, and the State, Morrison, have closed for the summer, as have the Orpheum, Harrisburg, the Strand, Carmi and the Grand, Eldorado. These last houses are units of the Turner and Farrar chain. The same management's Will Rogers Theatre and Charleston Drive-In are remaining open for the summer. . . . Balaban & Katz are using dinnerware as a giveaway in their Crystal and Biltmore houses.

The Uptown Theatre's experiment of adding one outstanding old feature in addition to the regular Thursday evening show has been deemed a success and will be continued. The B & K 4,000-seat northside theatre has played "The Quiet Man," "Come Back Little Sheba" and "A Streetcar Named Desire" as added attractions to their regular double bills. . . . Edward Brunell, retired Chicago theatre owner and former Variety Club executive, died. A wife and two children survive. . . . 20th Century-Fox exchange lists 655 theatres in the territory, of which 139 have closed for the summer. To this is added 70 ozoners, making a total of 586 outlets here. It is estimated that about one third of these possess CinemaScope equipment.

Chicago theatre are being warned to be on their guard against short change artists. The cashier at the Norton Theatre was short changed recently by a pair. The Belmont Theatre of the B & K circuit was robbed of several hundreds of dollars, and two bandits held up the Frolic Theatre, getting away with weekend receipts. . . . Abe Fisher has been named sales manager of the RKO Chicago exchange. . . . The Drury Lane Theatre was robbed of $2,000 in weekend receipts. . . . The loop's Grand Theatre will go single feature with the opening of the "Black Shield of Falworth." The United Artists Theatre is also single feature now. . . . The southside Chelton Theatre is trying out $1 family nights every Thursday. . . . The Uptown Theatre, Fairfield, has been closed for remodeling. . . . Charles Dyas has opened an ozoner near Earlville. . . . The Globe Theatre in Salem, Ill., has been closed for the rest of the summer.

CINCINNATI

The closing of several West Virginia coal mines has brought with it the closing of several theatres, including the Temple Theatre, Welch, W. Va., and the Man, Man, W. Va., both owned by Lloyd Rogers. Also closed was the theatre at Winona, W. Va., owned by Mrs. Pugh. . . . James Earles has leased the Pioneer Theatre, Holden, W. Va., from the Keesling-Newbold circuit. The house, which had been closed for about a month, should be re-opened by this time. . . . W. L. Wyrick has installed air-conditioning equipment in his Lyric Theatre, Carlisle, Ky. . . . James Roberts, of the Midway Theatre, Oceana, W. Va., had National Theatre Supply install a wide screen in his situation.

Nelson Ward, who operates the Highway Drive-In at Mt. Sterling, Ky., anticipates re-opening the theatre soon. The ozoner was damaged when a recent storm blew down the screen tower. . . . Arthur Schruhl has his new Frontier Drive-In, Charleston, W. Va., open since July 1. . . . A new ozoner is now in construction in Wooton, Ky. . . . Allan S. Moritz was named general chairman of Variety Club Tent No. 3's Golf Day, scheduled for Aug. 30 at Summit Hills Country Club. The committee has arranged

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Dismiss Suit Vs. Ohio Censor

COLUMBUS, O.—An injunction suit brought against the Ohio Censor Board by RKO Radio Pictures, the Independent Theatre Owners of Ohio and exhibitors Martin Smith and Horace Adams has been dismissed in Franklin County Common Pleas Court by Judge Ralph Bartlett. While the plaintiffs have not yet issued any statement on the decision, it is thought probable that they will appeal the lower court's ruling.

Judge Bartlett ruled that neither the law nor the collection of fees violates any provision of the Federal or state constitutions. The judge declared that "there still remains a limited field in which decency and morals may be protected from an offending motion picture by prior restraint under proper criteria and standards."

The U.S. Supreme Court did not remove local censorship of films, Judge Bartlett declared, and he added that his court would not do so either. He stated that Ohio's censorship code is "sufficiently clear, definite and comprehensive to prevent showing of obscene films."

While granting that in some cases the fees charged for state censorship may be excessive, Judge Bartlett ruled that they are not taxes and, therefore, do not violate any laws. Ohio charges $3 per 1,000 feet of film for censor viewing.

Goldstein Unit Completes Two Films As Scheduled

The Leonard Goldstein Productions Company, though deeply shocked by the passing of its president one week ago, has, under the guidance of the two vice-presidents Robert Goldstein and Robert Jacks, completed both of the pictures that were in productions.

"Black Tuesday," starring Edward G. Robinson, was brought in on schedule by director Hugo Fregonese as was the color picture "Stranger On Horseback," starring Joel McCrea and directed by Jacques Tourneur. Both of these pictures are for United Artists release.

With the completion of these two pictures, Robert Goldstein is in negotiations with United Artists executives as well as officials of other releasing companies, regarding future pictures of the company.

"White Feather," the last of the Panoramic productions for 20th-Fox release, is currently being produced by Robert Jacks in CinemaScope in Mexico.

Goldstein died last week in Hollywood's Cedars of Lebanon Hospital at the age of 51. His death followed a cerebral hemorrhage that occurred while he was in conference with Darryl F. Zanuck, studio head at 20th Century-Fox. He had been a producer at Universal and 20th-Fox, and it was through the latter company that he released his Panoramic Productions features.

U.S.-West German Tax

WASHINGTON.—President Eisenhower last week sent to the Senate for approval a proposed double-taxation treaty with West Germany. The bill would free West German rentals of U.S. films from West German taxes and West German films on exhibition in the U.S. from U.S. taxes.

M-G-M Studios Humming With 27 Set For Year

(*Continued from page* 10)

Freed, screen play by Fred Finklehoffe; "Bhowani Junction," produced by Berman from the best-seller by John Masters.

"Green Mansions," produced by Freed, directed by Vincente Minnelli, screen play by Alan Jay Lerner; "Robin Hood," filmed for the first time as a musical, starring Jane Powell and Howard Keel, produced by Cummings, screen play by Alec Coppell, music by Reginald De Koven.

"Quentin Durward," starring Robert Taylor, produced by Berman, screen play by Robert Ardrey, adapted from Sir Walter Scott's classic novel; "The Female," starring Ava Gardner, produced by Berman, from the current best-seller by Paul I. Wellman.

"The Marauders," produced by Loew, Jr., directed by Gerald Mayer from screen play by Jack Leonard, based on the novel by Alan Marcus; "Forbidden Planet," produced by Nayfack, directed by Fred Wilcox, from screen play by Cyril Hume.

Challenge USIA Figures Of Film Audience Overseas

WASHINGTON.—The American film industry has provided the U.S. Information Agency with access to a new overseas audience of 200,000,000 people weekly for specially selected motion pictures supporting U.S. foreign policy, according to USIA this week. During the past year 714 prints of five of the Agency's new films, in a total of 40 languages, were distributed through the overseas exhibition channels of Warner Brothers, RKO, 20th-Century Fox and Paramount, according to the report.

The statement has been challenged by Eugene W. Castle, former president of Castle Films. Castle claims that Andrew W. Smith, Jr., chief of the motion picture service of the USIA, "appropriates the entire wekly audience for Hollywood non-propaganda entertainment movies and he adds this vast audience to the "small and unreported" non-theatre audience that sees government films. Castle called it "common knowledge" that foreign exhibitors will not show U. S. propaganda films.

Restrict FBI Film Use

WASHINGTON.—The Senate Judiciary Committee this week approved a bill to curb "commercial exploitation" of the Federal Bureau of Investigation—especially by publications, films and broadcasts. The bill, introduced by Sen. Pat McCarran (D., Nev.), would require permission to be obtained from the FBI director in order to use the Bureau's name or initials. Similar legislation was reported last week by the House.

Reiner Leaves Goldwyn

Manny Reiner has resigned as foreign manager of Samuel Goldwyn Productions, according to James Mulvey, president. Reiner had been with the company since February, 1953. Before that he was associated with Paramount, M-G-M and Selznick Releasing Organization.

Story And Color All-Important: Parsons



HARRIET PARSONS

Standardization of motion picture presentations via any one process or aspect ratio size cannot be a cure-all for the industry, Harriet Parsons, producer for RKO Radio Pictures, told the trade press while in New York last week. She said that she could not envision standardization of the new systems because of the development of so many projection lenses which show films in so many different ratios.

Story and entertainment value rather were acclaimed by Miss Parsons as more definite attractions which would bring people back to movie theatre.

In town to help promote "Susan Slept Here," which she produced for RKO Radio, the producer gave strong emphasis to an opinion that color tinting is of major importance to wide screen and anamorphic picture making.

One of Hollywood's few distaff producers, she is contemplating a probable series of productions with Frank Tashlin, director of "Susan," to begin sometime in the near future. Eyes are on "The Rainmaker," forthcoming Broadway stage play starring Geraldine Paige.

Miss Parsons also expressed a desire to produce "Size 12," story background in Gotham's garment center "jungle." Property is owned by RKO Radio.

Brando Lands "Guys" Lead

Marlon Brando has been signed by Samuel Goldwyn to play the romantic gambler role of Sky Masterson in Goldwyn's forthcoming musical, "Guys and Dolls," according to the producer. The film will mark Brando's first musical role. Joseph L. Mankiewicz will direct the feature.

Russell In UA Musical

"Gentlemen Marry Brunettes," a multi-million-dollar musical comedy, will be Jane Russell's first starring film for United Artists release, it was announced this week by Arthur B. Krim, president. The musical co-stars Jeanne Crain and will be produced in CinemaScope on location in London, Paris and Monte Carlo.

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Music by Leonard Bernstein Directed by Elia Kazan

CINCINNATI (cont'd.)

a full day of golf and other events with a lunch and steak dinner as part of the festivities. Tickets, including all costs, are $10 each. . . . UA's "The Moon Is Blue" has entered its 14th week at the World Theatre, Columbus, and indications are that it will continue there for some time further.

DENVER

About $15,000 damage was done to the East drive-in, owned by the Wolfberg Theatres, in a rain, hail and windstorm last week. The force of the wind ripped many of the speakers from their foundations. . . . Harold Cunyus, owner of the Roxy, has taken over operation of the closed Alpine. He renamed it the Uptown, installed a CinemaScope screen, along with some other remodeling, and will put the theatre back in operation. . . . Pete Meiers is building a 250-car drive-in at Lusk, Wyo.

Joe Stalman has sold his stock in the Douglas Amusement Inc., operating the Mile High drive-in, Douglas, Wyo., to his three partners. . . . The screen tower at the Rapid drive-in, Rapid City, S. D., owned by the Black Hills Amusement Co., was blown down in a 100-mile-an-hour windstorm.

DES MOINES

Neal Mullinex has been voted by the board of directors of the Elma Theatre Corp. in Elma to lease the new theatre when completed. He will purchase the projector, screen, seats and other equipment for the leased building. Construction of the building is in progress and is expected to be finished in September. . . . As a start toward a complete renovating program at the Rapids theatre, Rock Rapids, a new screen was installed recently. Plans for stereophonie sound are in the offing. . . . Howard and Esther Bayer are selling the Schleswig Theatre in Schleswig.

Two Iowa theatres have been closed within the past month due to lack of business. They are the Monroe Theatre in Monroe, owned by R. P. Davis, and The Tama Theatre in Tama, owned by W. W. Mansfield. . . . Bill Britt, Palace Theatre employe in Vinton, Ia., foiled the attempt of a short-change artist recently when the man tried to claim he had been given the wrong change. . . . A flash fire in the projection booth at the Varsity Theatre, Des Moines caused an estimated $1,500 damage. Firemen said an old British film—"Quartet"—not filmed on safety film, burst into flames. No one was injured and the fire was quickly extinguished. The theatre was able to open again the following night.



Admiral John Dale Price and director John Ford are being seen off by producer Leland Hayward, as the two men leave to scout locations for Warner Bros.' "Mister Roberts."

DETROIT

Charles W. Snyder, former executive secretary of Allied Theatres of Michigan, has been elected first zone commander of the American Legion for Michigan. . . . Sol Krim, owner of the Krim Theatre, hied to Stratford, Ont., to become a principal backer for an American tour by the Shakespearean Festival held there. . . . Howard Sharpley and Ambrose LoPrestoa, who operate the Hillsdale Drive-In at Hillsdale and the Civie Theatre at Jonesville, have leased the Skyline Drive-In at Morenci, with option to purchase, from former operators D. Lee and Katherine McLain.

Herman Boose and Harold Dodds, formerly with the Oxford, Mich., Theatre, have leased the State Theatre at Lake Orion, formerly operated by Emmett Dalton, Flushing exhibitor. . . . Joseph H. Peckis is now managing the Veterans Theatre, formerly known as the Atlanta, at Atlanta, Mich., operated for a local veterans organization. . . . Jack Howard, manager of the Rie Theatre at Richmond, Mich., has begun publication of a 32-page weekly shopping and entertainment guide for his community. . . . Clive Waxman, manager of Independent Exhibitors Theatre Service, has confirmed cancellation of plans for the annual golf outing by Variety Club of Grand Rapids "due to lack of local interest."

HOUSTON

One-pound cans of coffee are being given away one night a week to the first 100 families attending the 7 o'clock performance at the Tower Theatre. . . . Houston audiences will get their choice of heavy drama or light comedy when "The Caine Mutiny" and "Living It Up" open the same day at the Majestic and Metropolitan Theatres. . . . River Oaks showed a sneak preview of the British comedy "Always a Bride" together with their regular showing of "Sunderin" to a large audience. . . . The world premiere engagement of "Seven Brides for Seven Brothers" is still playing to capacity houses in its third week at the Loew's Theatre, Houston.

INDIANAPOLIS

Schuler Baird has opened his New Albany, Ind., Drive-in Theatre. . . . Dale Seudder, manager of the Circle Theatre, staged a sports parade in downtown Indianapolis as the introduction of "Johnny Dark" the weekly attraction. . . . Affiliate Theatres, announce the elosing of the Key Theatre, at Red Key, Ind. . . . Abe Gelman, formerly with Columbia Pietures, has joined Republie Pictures, sueceeding Herman Morgan, who resigned to enter the insurance business.

Indianapolis Variety Club, Tent No. 10, will hold its annual golf tournament at the Broadmoor Country Club September 13th. . . . The Lyric Theatre, gave the American Legion Convention special admission to the theatre Saturday and Monday. . . . Manager Johnny Stearn, at Keiths' admitted free any



Howard Dietz, (r.), M-G-M vice-president in charge of advertising, receives a plaque from Dr. Daniel A. Poling, editor of the "Christian Herald" for "The Student Prince," named Picture of the Month.

youngsters until noon, if accompanied by one of the parents, to see "Living Desert" Thursday and Friday.

KANSAS CITY

Robert Hershberger, mgr. of Tiger Theatre in Columbia, Mo., has organized a Culture of Columbia group whose members may see 20 films on a $10 annual pass. Membership expected to reach 200 in this university town. . . . Mr. and Mrs. Dewey Kiser are new owners of Courtier Theatre in Gallatin, Mo., which has been operated by Mr. and Mrs. John Courtier for 36 years. . . . The Vogue at Richmond, Mo., elosed for some time, is being remodeled for the Natl. Guard. . . . Leo Calvin is new mgr. at Dickinson's Plaza in Burlington, Kans.

The Strand, Emporia, Kans., has a new 25-ton air conditioning unit. . . . Warrensburg, Mo. saw its first 3-D at the Star, managed by George Wilhoite. . . . Kansas theatres recently installing new equipment inelude Augusta, Augusta; Mainstreet, Chanute; Mac, McPherson; Strand, Emporia; State, Columbus; Star, Lyons; Palace, Kingsley and Northrup, Syracuse. . . . Mrs. Maude Jones, who had handled the business of her brother, the late Thos. C. Hall, exhibitor, died at Moberly, Mo. . . . The screen was destroyed and equipment badly damaged at State Theatre in K. C. by vandals in an early morning entry.

July's high temperatures boosted attendance at K. C. theatres. Holdovers ineluded "The High and Mightly," "Knock on Wood," "Magnificent Obsession," "Fanfan the Tulip," and "Apache." "Genevieve" is in its 4th month. . . . Fox Midwest gave the opening of "Francis Joins the WACS" a big build-up for the 4 K. C. theatres. . . . Missouri theatres with new equipment included the Princess, Aurora; Marty-Ann, Milan; Plaza Theatres at Milan and Trenton; Casino, Boonville, and Uptown, Sedalia. . . . Allied Artists have moved to 18th and Wyandotte.

MIAMI

Curtis Miller is moving to Miami to be the assistant general manager of the Claughton houses. . . . David Kaye, who has been serving as assistant manager of the Olympia Theatre, has left for Norfolk, Va., where he will manage a house. . . . Herb Rubenstein, manager of the Parkway Theatre, is honeymooning with his new bride Jackie Fred-

MIAMI (cont'd.)

erichs. . . . Paramount's "Knock On Wood" has entered its fifth week at the Royal and Variety Theatres. . . . Mitchell Wolfson, co-owner of Wometco, had to delay part of his European travels to heal an injured ankle in Oslo, Norway.

Tony Pano is new assistant manager at the Florida Theatre. . . . David Kay now with Wometco as assistant manager at the Rosetta. . . . Jack Miller manager of the Shores received the honors of the city at the dedication of a new Post Office. The Mayor of Miami Shores pointed out the fact that Miller's efforts have proved the importance of the theatre in the community. CinemaScope is going into the house.

MILWAUKEE

United Artists, in a suit filed last week, charged that the major stockholders of the Milwaukee Towne Corp., which operated the Towne theatre here, violated state laws and corporation bylaws by conducting business "without corporate authority." The officers of the firm are charged with carrying on business without holding annual stockholders' meetings and refusal to allow stockholders to view the corporation's records.

The Victory Drive-In Theatre, on the north-west side of the city, operated by Delft Theatres, has installed a new large screen. John Schuyler, general manager, said the screen was one of the first such screens to be installed in an outdoor theatre. . . . Sept. 13 is the date of Wisconsin Variety's Annual Stag outing and Golf Tournament at the Brynwood Country Club. Only 200 can be accommodated.

Gordon Hewitt has been appointed district manager of the Fox Wisconsin Amusement Corp. as part of the shifting of personnel that has accompanied the retirement of Harold J. Fitzgerald as president. Hewitt, who worked formerly in the Los Angeles headquarters of National Theatres, came here 10 years ago as second assistant to Fitzgerald.

NEW HAVEN

Numerous trade personalities attended the opening of Connecticut's newest outdoor situation, the $200,000 750-car capacity East Hartford Drive-In on Route 5, South Windsor. The ozoner is operated by the South Windsor Realty Co. under the supervision of Abe Bronstein. Amalgamated Buying & Booking Service will handle film buying. Car capacity will be increased to 900 by next spring, according to resident manager Anthony Scavatto. . . . Hector M. Frascadore, manager of E. M. Loew's Farmington Drive-In, will be a candidate for the nomination of one of Bristol's two posts of state rep. at the coming Republican caucus.

The Lockwood & Gordon East Windsor Drive-In has started a 12-week encyclopedia giveaway, charging regular admission plus a 50-cent service charge. . . . Bill Landers has been named assistant manager of the Stanley-Waner Garde, New London, replacing Tom D. Genon, resigned. . . . Harold Donovan, owner of the Strand, Seymour, co-operated in a fund-raising campaign for a disabled Seymour police officer by staging a benefit performance at the theatre. . . . The MPTO of Connecticut will hold its annual golf tournament at Racebrook Country Club, Orange, on Aug. 24.

NEW YORK

The Normandie Theatre, on Manhattan's 57th St., has been leased by the Trans-Lux Corp. from David Weinstock, according to Percival E. Furber, Trans-Lux head. Initial attraction at the house under the new management will be "The Adventures of Robinson Crusoe." . . . Funeral services were held at the Riverside Memorial Chapel for Henry Randel, 58, Metropolitan New York district sales manager for Paramount Pictures. Randel, who died after suffering from a heart ailment, was president of the New York Film Board of Trade in 1945 and 1952. . . . Charles B. Moss, president of the B. S. Moss Corp. and the Macon Amusement Corp., operators of the Criterion Theatre, has been elected a director of the Variety Club Foundation to Combat Epilspsy.

Renovation work on RKO Proctor's Mount Vernon Theatre has been completed and the theatre now boasts a "new look." The entire lobby has been redecorated; new mirrors have been installed in the foyer. The auditorium has been newly carpeted and a modern refreshment bar installed. For better presentation, new Bausch & Lomb CinemaScope lenses have been added to the booth equipment. The house already has stereo sound. . . . The Mayfair Theatre, Flushing, L.I., has re-opened under the management of Calvin Young and Buddy Muchnick.

PHILADELPHIA

Albert A. Moffa, 19th Street Theatre in Allentown, has installed CinemaScope. Moffa has been bringing art films to Allentown, showing one a month for the past four months. . . . 20th-Fox sales drive will run from June 27 to September 25. The drive will be in honor of Sam Diamond, local 20th-Fox branch manager. . . . John Schaeffer, well known to local industryites, has taken over the Realart franchise in this area. He is maintaining offices at 1323 Vine street.

William Wyndham, who was managing an Easton, Pa. Fabian theatre during the fall and winter, is back as assistant manager of the Rialto in Allentown. . . . Nate Milgram's new DeLuxe Theatres Booking and Buying Service is handling the Cross Keys in New Oxford and The Riverview Drive-In in Pittston, Pa. . . . Evelyn Orowitz, returned from the West Coast where she participated in the "Miss Universe" contest as "Miss New Jersey." She is the daughter of Eli M. Orowitz, Savar Amusement Co.

The annual golf tournament and dinner dance of the Variety Club, Tent 13 will be held on Friday, Sept. 17. . . . The second group of Variety Club campers left from in front of the Bellevue Stratford Hotel on Monday, August 2, at 10:00 A.M. . . . Leo Posel, prominent exhibitor, has purchased the T'other Farm of 209 acres on Second Street Pike at Worthington Mill road above Richboro, Bucks County. . . . Paramount Decorating Company is redecorating Schwaber's Linden Theatre in Baltimore, Pa. When the redecoration is completed, the theatre will reopen as a Cinema art house.

Sandy Gottlieb's Tri-State Theatre Service is now handling the booking and buying for Tom McLeary's Park Drive-In in Lock Haven, Pa. . . . The Favini Theatre in Jessup, Pa. has shuttered. . . . Allied Motion Picture Theatre Service is now handling the booking and buying for the Embassy Theatre in Lewistown, Pa. . . . James E. Sullivan is the new owner of the re-opened Park Theatre in Wilmington, Del. . . . Leon Cohen's Vine Street Screen Room now has a wide screen for CinemaScope presentations.

PORTLAND-SEATTLE

Seattle's Board of Theatre Supervisors, a censorship body for motion pictures and entertainment, has been re-appointed by Mayor Alan Pomeroy. Under a new ordinance, city council confirmation is required, and three members will be replaced each year. Appointed for one year were Mrs. May F. Carroll, Robert A. Yothers and Frank Anthony Ursino. Two-year terms were given to Maurice D. Saffle, Charles C. Crickmore and Mrs. Jack C. Sperry. Appointed for three years were Mrs. Morris D. Kennedy, Mrs. Victor Zednick and Mrs. Thelma Dewitty.

R. Keith Petzold, well known Portland theatre man formerly with Jesse Jones and former advertising manager for J. J. Parker Theatres, has been named new executive secretary of the Portland Junior Chamber of Commerce. . . . Bud Brody, Pacific Northwest manager for National Screen Service, reports that SuperScope installations have been made at Edmonds, Dishman, North Bend and Bridgeport, Wash. The Tushinsky lenses have been used there for about two months. Brody predicts that SuperScope will soon make an appearance in Seattle theatres. . . . Carl Maghne, building supervisor for Evergreen Theatres, has come to Portland to re-check the New Fox Theatre, scheduled for an August opening.

RKO is shooting "Cattle Queen of Montana" in mountain settings where the Glacier

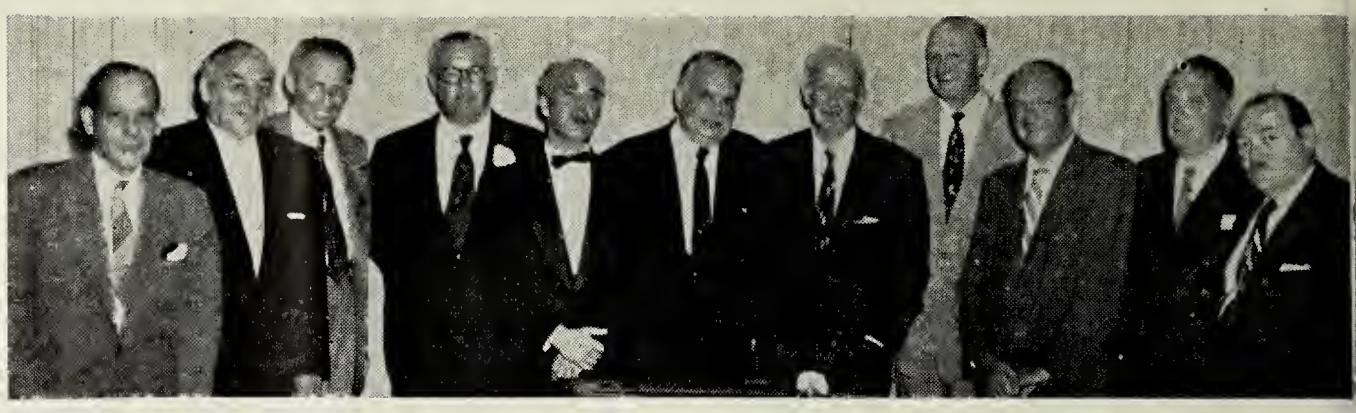


On the set of Warner Bros.' "Young At Heart" are (l. to r.): W. G. Mansell, central district manager; star Frank Sinatra; N. J. Ayers, eastern district manager, and Robert T. Smeltzer.

PORTLAND (cont'd.)

National Park meets the Blackfeet Indian reservation. Being used for sets are ranch lands of Ted Pendergrass. . . . Special meetings have been in progress between Thornton Sargent, publicity director for National Theatres and Russell Brown and William Thedford of Evergreen Theatres.

More than 250 theatres represented at a meeting in which Hal R. Makelim described his production-distribution deal in Seattle unanimously signed up for the pictures. Makelim spoke at a meeting of Theatre Owners of Washington, Northern Idaho and Alaska. A group of independent exhibitors in Salt Lake City over-subscribed the quota for that territory also.



Los Angeles area exhibitors honor George A. Smith, Paramount western division manager, on his 65th birthday at the Beverly Hills Club. From left: Leo Miller, Marco Wolff, Bert Pirosh, Harry C. Arthur, Jr., who chairmaned the affair; Fred Stein, Ben Wallerstein, Smith, Hugh Bruen, Jerry Zigmond, G. Ralph Branton, and Robert L. Lippert.

PROVIDENCE

The area's ozoners escaped damage when a series of "flash" thunderstorms roared into town the other Saturday night right before show time. The storms, which flooded highways and caused severe damage to many structures, forced the drive-ins to keep closed on their busiest night but did no physical harm to the buildings. . . . The "Smokey Mountain Boys" put on a 30-minute stage show as an added feature at E. M. Loew's Drive-In Theatre for three nights. The stage presentation proved very popular and may be repeated. . . . This city, passed up by live circuses for the second year, is giving a fine reception to films concerning that subject. "Ring of Fear" has been playing to good grosses at the Majestic, while the re-issue of "The Greatest Show On Earth" was a hit at the Strand.

ST. LOUIS

The Kay Theatre, St. Francisville, Ill., has been re-opened by Mrs. Anna Lee Pool after several months of being closed. . . . Glen Boner, veteran theatre manager, has joined the sales staff of St. Louis Theatre Supply. . . . An RCA dyne-lite screen has been installed at the Horstman Theatre, Chaffee, Mo. . . . The Frisina Amusement Co. of Springfield, Ill., has ordered magnetic sound systems and Super Panatar lenses for the Grand Theatre, Keokuk, Ia., Strand Theatre, St. Charles, Mo., Heart Theatre, Effingham, Ill., Arcadia, Olney, Ill., Lincoln, Robinson, Ill., and Capitol Theatre, Litchfield, Ill. . . . The Killarney Drive-In near Arcadia, Mo., owned by Irwin Degonia and William Baden, had its inaugural show with a newly widened screen tower, and CinemaScope equipment.

The first drive-in in this area to air-condition its concession building was the Clark, between Pittsfield, Ill., and Louisiana, Mo. The theatre had a five-ton unit installed. . . . Julie Newmeyer, actress in M-G-M's "Seven Brides for Seven Brothers," now showing at the Loew's State, made a big hit when she appeared in the college shops of three local stores. . . . The local Midsummer Drive-In Theatre Salute to the Will Rogers Memorial Hospital is proceeding nicely, with pledges coming in regularly to Lester Kropp and Tom Edwards, joint chairmen. . . . The concession stand of Skyway Drive-In, Mattoon, Ill., was broken into a few days ago. The burglars got only three packs of cigarettes, however.

The McNair Theatre, 582-seater, is being advertised for sale by its owner Walter Thimmig. The house has been closed since the end of May. . . . The State Theatre, O'Fallon, Ill., has been closed. . . . The heat wave has caused the temporary closing of the Lafayette Theatre, a Fanchon & Marco unit. . . . The Vita Theatre, 360-seater at Warrenton, Mo., has been temporarily shuttered to permit the installation of CinemaScope equipment. . . . Another local movie house is being converted into a church. It's the former Maryland Theatre building, which closed as a theatre 13 years ago. . . . The screen-widening program at Marlow's Drive-In Theatre on Route 148 near Herrin, Ill., should be finished and the screen ready for use by Aug. 15.

The Stadium Theatre, 680-seater at Jerseyville, Ill., now has a new wide screen twice as big as the old one. . . . The State Theatre, Cabool, Mo., has completed installation of CinemaScope and stereo sound. . . . Rowe Carney has installed SuperScope lenses in the Uptown Theatre, Rolla, Mo., and used them for the first time with a July showing of "The Robe." . . . Plans for the annual MITO meeting this fall will be discussed Aug. 10 at a meeting of the officers and board at the Melbourne Hotel. . . . A late summer series of films is being offered by the St. Louis Cinema Guild, which used "The Golem" as an opener. A different film will be shown each weekend through Sept. 18.

SALT LAKE CITY

Republic Pictures, Inc., has appointed Dean Wilson, former booker for Metro Goldwyn Mayer offices here, as salesmen to cover the northern section of the Intermountain territory. . . . The local 20th-Fox exchange, headed by branch manager Kenneth Lloyd, is having installed in their screening room equipment for stereophonic sound and CinemaScope. This screening room is used by the entire Film Row with the exception of the Paramount exchange. . . . Booker-stenographer Alice Wooley of the local Columbia Exchange has resigned and her place has been taken by Gae Duel. Another resignation at this exchange is that of Mable Lee, who is replaced by Diane Peterson as availability-clerk.

A new booking clerk at the Paramount exchange here is Lela Buchannan who replaces Ramona Anderson, upped to contract clerk. . . . Star Donna Reed was released from the local Holy Cross Hospital this week-end, recovered from an operation. . . . "The Garden of Evil" which held three weeks at the Centre Theatre, was at advanced prices of $1 top, rather than the usual 85¢. . . . 'Miss Utah State Fair' became personally acquainted with Jane Russell in St. George, Utah, Miss Russell was on location for RKO Radio. Therefore, the local lady will have Jane Russell's personal beauticians assist her this week in Long Beach prior to beauty test.

Suzan Ball, film star, stopped over in Salt Lake City this week after completing her first picture since her recuperation from her accident. . . . A tent has been raised at the foot of Snow King Mountain at Jackson Hole, Wyoming, known as the Tent Theatre, which opened with stage presentations of note. . . . Robert Francis of "The Caine Mutiny" has been visiting this city just preceding the opening of the picture at the Lyric theatre.

Manager Phil Speckart of the Tower theatre is having success with the "2nd Annual Guinness Festival" of pictures, offering as an innovation two pictures starring this well known favorite, in one evening. . . . George Zschank, resident manager for the Utah Drive-In Theatres, Inc., announces that he believes the picture "We Want A Child" warrants showings in three of his houses simultaneously; namely the Gem, the Redwood and the Airport. It is definitely announced as "Adult Only" entertainment. . . . The Rialto theatre of the Jos. Lawrence chain here known as Village Theatres, Inc., is closed for extensive remodeling, according to Frank Davis, manager. Re-opening is expected to be in the early Fall.

SAN FRANCISCO

Kenneth E. Ketner, former assistant, Downtown Paramount, Los Angeles, was transferred to assistant, Paramount, here, replacing Lawrence Tovar, resigned. . . . Film Booking Agency of Northern California has taken over two new accounts: The Tokay Drive-in, Lodi, and the Tioga Drive-in, Merced. . . . Robert Clark Agency is now booking and buying for Dos Palos Drive-in, Dos Palos. . . . Edward Lyons, salesman, Lippert Pictures, resigned. . . . J. J. Wright, assistant regional manager, Army and Air Force Motion Picture Service, has been transferred to the New York office and replaced by George Helms in San Francisco.

N. P. "Red" Jacobs, president, Favorite Films of California, Ins., will headquarter in Los Angeles from now on. He has moved his family to Southern California. . . . New biller at Paramount Exchange is Connie Grennie, also new on the row. . . . Ruth Gelber, secretary to Sales Manager Ward Pennington of Paramount, resigned. . . . L. E. Tillman, manager, Columbia, was in Los Angeles conferring with Lou Astor of New York.



Arthur Canton, M-G-M eastern division press representative, holds winning "Julius Caesar" campaign as winner J. M. Endres, manager of the Calderone Theatre, Hempstead, L. I., receives award from Emery Austin, M-G-M exploitation manager.

SAN FRANCISCO (cont'd.)

Arnold Lavagetto, shipper, Paramount, was upped to second booker, replacing James Henry, now in the Army. New shipper at Paramount is David Cooper. . . . Visitors buying and booking the past week were Philip Garber of Vallejo, M. E. Glascock of Woodlake, Barney Gurnette of Salinas, Harry Hayashino of Fresno and Stockton and Joe Serry of Live Oak. . . . Drama editors from three San Francisco newspapers (Hortense Morton, Examiner; William Hogan, Chronicle and Fred Johnson of the Call-Bulletin) will be guests of Paramount Pictures for the premiere opening of "Rear Window" in Los Angeles, August 11.

B & L CS Lenses Chosen

ROCHESTER.—More than 90 percent of all theatres that have converted to CinemaScope have installed Bausch & Lomb cylindrical anamorphic lenses, according to L. B. McKinley, B&L vice-president. He added that conversions are now running at more than 400 a week. McKinley asked all interested exhibitors to contact his company.

Bell & Howell Price Cut

CHICAGO.—The price of the Bell & Howell 35mm CinemaScope projection lenses for theatres has been reduced to $1,095 a pair, according to A. H. Bolt, director of sales. Bolt attributed the price cut to "increased sales by dealers" and "a number of manufacturing economies."

Allied TOA Plan Fall Trade Shows To Accompany Exhibitor Conventions

With the industry's two national exhibitor organizations having scheduled conventions accompanied by trade shows for the fall, the nation's theatre people will be given the opportunity to see the latest in theatrical design and equipment. Coming first is the National Allied meeting in Milwaukee to be followed by the TOA convention and TESMA-TEDA-TOA-IPA trade show in Chicago.

Wisconsin Allied will play host to the national group's "Silver Anniversary Convention and Trade Show," to be held at Milwaukee's Schroeder Hotel on Oct. 12-14 in honor of the group's 25th anniversary. Convention co-chairmen are Ben Marcus and Sig Goldberg. Chairmanship of the national attendance committee has gone to William Ainsworth, past president.

For the Allied show 68 booths will be available for the display of all types of equipment and services used in conventional and drive-in theatres. All of the booths will be located on the fifth floor of the hotel.

In addition to the trade show, the convention will publish the Silver Anniversary Souvenir Year Book, which will be designed to serve as a memento of the occasion, according to an Allied report.

Other committee chairman appointed include E. E. Johnson, year book and booths; Oliver Trampe and Angelo Provinzano, publicity; F. J. McWilliams, reception; Rita Goldberg and Cele Marcus, ladies; Russell Leddy, state attendance, and Ben Marcus, advisory.

The TOA convention and trade show will be held on Oct. 31-Nov. 4 at the Conrad Hilton Hotel. TESMA and TEDA have been invited again this year to take charge of the forum, and they will provide a panel of experts versed on theatre equipment, accessories and new processes.

"The dollar-wise exhibitor literally cannot afford to miss this giant forum, particularly in view of the fact that developments in the physical operation of our theatres are changing almost daily," declared Walter Reade, Jr., TOA president. "All theatre owners must keep abreast of these changes if their future investments are to be economically sound," he stated.

Open to All

The forum will be held on Nov. 3 and will be open to all industryites who wish to attend, according to a TOA announcement. The entire TOA convention will devote a large share of its attention to theatre concessions this year.

"It is appropriate that this year's TOA convention give more time and discussion to this vital art of theatre operation," declared J. J. Fitzgibbons, Jr., president of the International Popcorn Association. TOA and IPA will join forces for an all-inclusive concessions forum on Nov. 4.

This forum will be conducted by Bert Nathan and Nat Buchman, co-chairmen of the TOA concessions committee and leading officials of IPA. A major portion of this morning session will be devoted to a question-and-answer period, with the experts to give answers and advice to all exhibitors with concession problems.

Illinois Allied Studies Ad Rates, Elects Kirsch

CHICAGO.—Jack Kirsch has been re-elected president of Allied Theatres of Illinois for a term of three years. The exhibitor leader was re-named the group's head at its 24th annual meeting held at the Blackstone Hotel. Van Momikos was re-elected vice-president and Benjamin Banowitz was re-named secretary - treasurer. Harry Nepo was appointed sergeant - at - arms. All 15 directors were re-elected.



JACK KIRSCH

The board has created a special committee to look into the matter of greatly increased rates for newspaper advertising, which it feels is becoming too excessive, according to a report from the group. Amusement advertising rates in the Chicago "Tribune" are slated to rise on Aug. 1 with loop theatre rates going from $1.23 to $1.28 per line daily and more on Sunday. The Illinois Allied board also endorsed audience collections for La Rabida Jackson Park Sanitarium.

'Combo' Joint Production

The latest development in Allied Artists' stepped up production plans is the concluding of negotiations to produce jointly with Theodora Productions and Security Pictures "The Big Combo," according to Walter Mirisch, executive producer. "Combo" will star Cornel Wilde, Jack Palance and Jean Wallace and gets under way Aug. 26 with Sidney Harmon as producer.

"Silver" For Christmas

"Long John Silver," Technicolor-CinemaScope production in which Robert Newton plays the title role, has been set for national release during the Christmas period. The feature, being produced by Joseph Kaufman and directed by Byron Haksin, has completed camera work on location in Australia, according to the producer. The film is a continuation of Robert Louis Stevenson's novel, "Treasure Island."

FILMS TELEVISED JULY 24 to AUG. 6

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	*Cast*	*Original release date*
Arizona Skies	Johnny Mack Brown	
Big Timber	Roddy McDowall	Col. 7-11-32
The Black Tulip	Ann Soreen	
Counter Punch	Leon Errol	
Form Such A Seed	Edgar Barrier	
Hoosier Holiday	Dale Evans	Rep. 8-25-43
I Became A Criminal	Sally Gray	Warners 216-48
Riverside Murder	Basil Sydney	
Song of Mexico	Adela Mara	Rep. 5-20-46
Spanish Cape Mystery	Donald Cook	Rep. 10-3-35
The Tall Lie	Paul Henreid	
Trigger Fingers	Johnny Mack Brown	Mon. 9-21-46

IFE Schedules 14 Upcoming Releases

(*Continued from page* 20)

on an actual investigation of a murder that occurred in Naples and which led to the divulgence of the secrets of the crime world.

Also to be issued in September is "Love in a City," described as the "new look" of neo-realism. The feature, directed in "March of Time" style by six different directors, is a portrayal of the various ways of love and the women who practice them. It was conceived by Cesare Zavattini, noted Italian author and director.

"Golden Coach" goes into general release in this month, with Miss Magnani playing a glamourous 17th Century Commedia dell 'Arte star. She sings and dances in the feature directed by Jean Renoir and with a musical soundtrack culled from the music of Vivaldi.

October Release

Major October release will be the film version of Verdi's opera "Aida," presented in association with Sol Hurok, the famous impressario. The film, made in Ferraniacolor, Italy's own color process, features a cast of Italian opera stars, a dramatic cast headed by Sophia Loren and the ballet corps of the Rome Opera.

That same month will also see the release of "Too Young For Love," a bitter-sweet story of a love affair between a petty thief's daughter and the son of a government official. Marina Vlady, a 16-year old actress, makes her debut in this film, which also features Aldo Fabrizi and Fernand Gravet.

Two releases are scheduled for November: "Against the Wall," a Silvana Mangano starrer about one of Sicily's turn-of-the-century bandits, played by Amedeo Narzzari. It is a romantic adventure story. Also, "Voice of Silence," which introduces Rossana Podesta and also stars Jean Marais and Daniel Gelin.

"Voice" is an off-beat story of a group of men who make a three-day religious retreat in the heart of Rome. Film describes the priests who house them and the families and lovers they left behind.

Gina Lollobrigida is starred in the December release, "Wayward Wife," based on a story by the Italian best-selling novelist, Alberto Moravia. Miss Lollobrigida is cast as a university professor's wife whose indiscretions threaten to disrupt her marriage.

In General Release

In addition to the above films, two I.F.E. American language films are now out in general release: "Sensualita" and "Girls Marked Danger." The former stars Eleonora Rossi Drago in a story of a beautiful, pleasure-hungry girl pursued by two brothers.

The latter film stars four of Italy's top beauties—Silvana Pampanini, Miss Rossi Drago, Sophia Loren and Tamara Lees, all co-starred with Vittorio Gassman in the feature concerned with the expose of a city vice ring. Film describes attempts to bring the syndicate bosses to justice.

Another I.F.E. star, Anna Magnani, is generally considered one of the great actresses and exciting women of this age. She is seen in her first American language film in the Technicolor "Golden Coach," now playing pre-release dates but which will go into general release in September.



Five of M-G-M's "Seven Brides for Seven Brothers" relax with Houston disc jockey Dick Kruger, who hosted the girls on his show. The lovelies are touring the country.

Watch These Dates!

Aug. 9-14: Cincinnati — I.A.T.S.E. 42nd Convention—Music Hall.

Aug. 22: San Antonio—Texas Drive-In Theatre Owners Assn. Convention.

Aug. 23-24: White Sulphur Springs, W. Va. —Allied Board Meet—Greenbrier Hotel.

Aug. 24: Orange, Conn.—MPTO of Connecticut golf tournament — Pacebrook Country Club.

Aug. 24-25: White Sulphur Springs—West Virginia Allied annual convention — Greenbrier Hotel.

Aug. 31: Wausau, Wisconsin—AITO of Wisconsin regional meeting — Hotel Wausau.

Sept. 21-23: Kiamesha Lake, N. Y.—Allied Theatre Owners of N. J. convention—Concord Hotel.

Sept. 28: Missoula, Montana — Montana Theatre Owners Association.

Oct. 10-11: Milwaukee—Allied States Assn. fall board meeting—Schroeder Hotel.

Oct. 12-14: Milwaukee—Allied States Assn. annual convention — Municipal Auditorium.

Oct. 27: Kansas City—Allied ITO of Kansas-Missouri—Hotel Aladdin.

Oct. 30-Nov. 4: Chicago — Theatre Owners of America convention—Hilton Hotel.

Oct. 31-Nov. 4: Chicago — TESMA Trade Show—Conrad Hilton Hotel.

Nov. 7-8: St. Louis-Missouri-Illinois Theatre Owners convention—Chase Hotel.

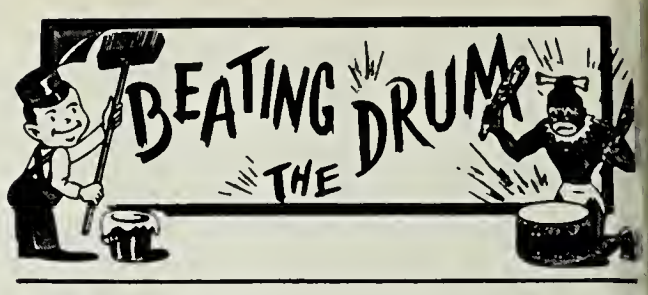
Nov. 14-16: Charlotte—Theatre Owners of N. and S. Carolina—Hotel Charlotte.

Nov. 16-17: Indianapolis — Allied Theatre Owners of Indiana fall convention—Marott Hotel.

Nov. 17: New York—Motion Picture Pioneers annual dinner—Hotel Astor.

Nov. 21-23: Jacksonville—Motion Picture Exhibitors of Florida convention—Roosevelt Hotel.

Dec. 5-7: Oklahoma City—Theatre Owners of Oklahoma convention.



Five of the seven "brides" from M-G-M's "Seven Brides For Seven Brothers" are in the midst of a promotional tour around the country to create interest in upcoming runs of the CinemaScope-Ansco Color musical. The girls will be visiting different areas during the summer. The M-G-M record division, which is merchandising an album of music from the feature, is helping in the campaign.

* * *

A snow-making machine placed in front of the Globe Theatre, N.Y.C., for the engagement of the Columbia release "Hell Below Zero" has been making Broadway passers-by think it's December time in midtown Gotham. Patrons were urged to forget the heat and the humidity by a visit to this Technicolor Antarctic drama starring Alan Ladd.

* * *

The sports car racing theme of Universal-International's "Johnny Dark" has provided the motif for exploitation stunts worked for runs at the Lafayette Theatre, Buffalo, and the Allen Theatre, Cleveland. A tie-up with Buffalo's Red Jacget Auto Club netted an exhibition of 50 sports cars, driven through the town by models to publicize the playdate.

* * *

Listeners to Bill Randle's disc jockey shown on station WERE in Cleveland were invited to have a souvenir photograph taken of themselves in a Jaguar sport car placed in the lobby of the Allen Theatre. The car, owned by Randle and driven by him in several races, remained on display for 10 days in advance of the film's opening.

* * *

A national amateur songwriting contest under the joint sponsorship of M-G-M, Coral Records and Leo Feist, Inc., has been launched for the promotion of the forthcoming M-G-M musical "Athena." The contest will run from Aug. 1 to Sept. 4 to find lyrics for the title song. Contestants can find the necessary material on the jacket of a disc of the song waxed by Coral Records. Don Cornell will record the winning lyrics.

* * *

Jack Carson is being presented as the collar ad type in a series of national magazine advertisments placed by Van Heusen shirts in a tie-up with Warner Bros.' "A Star Is Born," in which Carson has a lead role. The CinemaScope-Technicolor musical starring Judy Garland will be credited in the four-color ads slated to appear in fall issues of "Life," "Look," Colliers," "Saturday Evening Post" and other publications.

* * *

The naval theme of United Artists' release of "Victory At Sea" was exploited when 200 enlisted members of the U.S. Navy stationed in the New York area were invited to join with celebrities invited for the film's opening at the Trans-Lux 60th St. Theatre. Fleet Admiral William F. Halsey and other military notables also attended the premiere.

Independent Trade Reviews

(*Continued from page 14*)

times the acting is unintentionally funny. The Flynn and Lollobrigida names, however, should overcome the narrative drawbacks to a great degree. Action fans will find the duelling sequences to their liking.

When the dukedom of Sidona in medieval Italy passes a law to encourage marriage, Flynn a homecoming bachelor, find life miserable. Romantic complications between Flynn and Miss Lollobrigida — the latter desirous of marriage — grow into a series of palace intrigues in which Roldano Lupi tries to do in Flynn. When an assassin fails, Lupi hires mercenaries and also plots to take over the dukedom. Flynn induces the local women to court the mercenaries, then sets out to battle the foe. He duels Lupi to the death and clinches with Miss Lollobrigida.

"Human Desire"

(Columbia) 90 Min.

Cast: Glenn Ford, Gloria Grahame, Broderick Crawford, Edgar Buchanan, Kathleen Case, Peggy Maley, Diane DeLaire, Grandon Rhodes, Dan Seymour, John Pickard.

Credits: Produced by Lewis J. Rachmil; Directed by Fritz Lang; Screen play by Alfred Hayes; Based on a novel by Emile Zola.

Sex and roughhouse are the two mainsprings of this American film version of the Zola story "The Human Beast," and smart showmen will capitalize on these points to realize nice grosses from engagements of the feature. Three solid performances are contributed by stars Glenn Ford, Gloria Grahame and Broderick Crawford, with Miss Grahame scoring notably in the visual department. "Human Desire" tells a very potent story of lust and murder, and, as such, it's a natural for exploitation houses. However, the film is based on a classic of modern French literature, and one great French film has already been made from it. With this in mind, director Fritz Lang has obviously attempted more in this one than in the average exploitation yarn. In so doing, he has succeeded in creating some very noteworthy scenes, but they are not always in harmony with the brassier aspects of the film. And it is on the latter level that the film will best be sold.

Miss Grahame, playing an adulterous wife, has been fitted out with a provocative wardrobe of tight skirts and sweaters. She uses her body to get her husband, Crawford, back his railroad job, but when the latter learns the truth, he kills the other man. Gloria then turns her charms on Ford, who first believes her completely innocent. He backs out, however, when Miss Grahame tries to persuade him to kill Crawford for her. Several love scenes are played before the walkout, so that the audience will not be disappointed on that score. Left to her own devices, Gloria taunts Crawford until he kills her in a fit of rage. The film ends on this scene of violence, but there is at least the cheering thought that Ford will return to the sweet home-town girl who loves him.



Glenn Ford, Broderick Crawford and Gloria Grahame in "Human Desire."

"Duel In The Jungle"

(Warner Bros.) Technicolor 102 Min.

Cast: Dana Andrews, Jeanne Crain, David Farrar, Patrick Barr, George Coulouris, Charles Goldner, Wilfrid Hyde White, Mary Merrall, Heather Thatcher.

Credits: A Moulin Production; Produced by Marcel Hellman and Tony Owen; Directed by George Marshall; Screen play by Sam Marx and T. J. Morrison; Based on a story by S. K. Kennedy.

Authentic location shots of ferocious African jungle beasts in action provide the chief excitement in this Technicolor adventure tale filmed on location. Starring Jeanne Crain and Dana Andrews, the feature follows the pair on a search for a crazed millionaire, David Farrar, who has feigned death to collect insurance money. The chase starts out in England, continues aboard ship and ends in the interior of the African jungle. The journey is fraught with all sorts of perils so that both Miss Crain and Andrews are in almost constant danger. After a slow beginning, the film hits its stride when it reaches the jungle scenes. There, the animals take over, and Miss Crain comes within inches of being devoured by a lion and bitten by a snake. A wild elephant stampede very nearly crushes the entire group. When not battling live beasts, the stars are forced to battle nature in other forms, such as a swirling whirlpool, or escape from the bullets of the maddened Farrar.

Having placed the accent so heavily on the action, the scriptwriters have ignored all subtleties of plot, and the events are fairly predictable. The characters never get much of a chance to reveal any depth because they are too busy battling nature and each other. Several romantic scenes are played at the beginning of the film, but once into the action this theme is put aside for the rest of the running time. The search gets started when Andrews, an insurance agent, suspects that Farrar is not really dead but only pretending in order to collect a multi-million dollar policy. Miss Crain, Farrar's fiancee, is tricked into making the voyage to Africa. Andrews attaches himself to Miss Crain, and both of them finally find Farrar alive. When his villainy is revealed, the latter decides to kill Andrews. Andrews and Miss Crain escape with the help of a last minute rescue.

"The Law vs. Billy The Kid"

(Columbia) 72 Min.

Cast: Scott Brady, Betta St. John, James Griffith, Alan Hale, Jr., Paul Cavanagh, William "Bill" Phillips, Benny Ribin, Steve Darrell, George Berkeley, William Tannen, Richard Cutting, John Cliff.

Credits: A Sam Katzman Production; Produced by Sam Katzman; Directed by William Castle; Screen play and story by John T. Williams.

This is another film version of the violent life of Billy the Kid, also known as William Bonney. This time, it stacks up as a good programmer in the outdoor market. Followers of western features will find that this will satisfy their appetite for action. In this film, Billy the Kid is given a semi-heroic buildup with the story line making it seem that Billy was more sinned against than sinner. His relationship with Pat Garrett, the sheriff who eventually killed him, is depicted as much stronger than in many historic accounts and in previous features about the Kid. Scott Brady turns in a creditable stint as Billy the Kid while Betta S. John delivers a strong performance as Billy's sweetheart. Color by Technicolor is a decided asset to the feature.

Scott Brady is forced into hiding after he kills a man in self defense. James Griffith joins him and they get jobs at Paul Cavanagh's ranch. Here, Brady meets Betta St. John, Cavanagh's niece, and falls in love with her, gaining the hatred of the ranch foreman, Alan Hale, Jr. When Cavanagh, who has befriended Brady, is killed by a crooked sheriff and his cohorts, Brady proceeds to kill off members of this group. Griffith is forced to shoot Brady down.

The outdoor values of this feature are strong with the camera work on this feature way above average. The straight story line as depicted here is one well known to almost every theatre goer.

Foreign Notes

Bolivia

Each Bolivian distributor is required to submit a list of films which he desires to import, giving the title, producer, names of stars, date of release in the country of origin, whether black and white or color, and the reviews of the film by U.S. or Argentine trade papers. The Subsecretary of Press, Information and Culture will select its program from the above list and allocate foreign exchange for its importation. In addition, the Bolivian Government will waive all import taxes on construction materials, supplies and equipment for new motion picture theaters for five years. The Bolivian film market includes 82 theaters showing 35-mm. films with a total seating capacity of 44,774 and about 80 percent of the films shown are of U.S. origin.

Israel

The Israel Government has passed a law for the encouragement of Israel produced films which rules that all movie showings of 90 minutes or longer in length shall include an Israel produced newsreel, and that all exhibitors must show a minimum of four hours of other types of Israel produced film each week. To benefit under this law an Israel newsreel must be at least 250 meters long (9 minutes) of which 200 meters must contain "matter of Israel public interest."

Sweden

As of Jan. 1, 1954, there were 2,494 motion picture theaters in Sweden exhibiting 35-mm. films. This is a decrease of 10 from the previous year and of 55 from the 2,549 theaters on Jan. 1, 1950. Trade sources estimate that the total seating capacity of these theaters is 620,000. During the calendar year 1953, a total of 324 feature films were released in Sweden, of which 190 or 59 percent were of U.S. origin.

Austria

Austria has approximately 1,100 motion picture theaters exhibiting 35-mm. films, of which about 425 are in the Soviet Zones. Total seating capacity of these theaters is estimated at 290,000. About 30 percent of the total screen time in the non-Soviet Zones of Austria is devoted to the exhibition of United States films, with most of the remaining time used for the showing of Austrian and West German motion pictures.

Venezuela

There are 496 motion picture theatres in Venezuela exhibiting 35-mm. films with an estimated total seating capacity of 345,000, according to the U.S. Department of Commerce. The 496 theatres in operation reflect an increase of 77 theatres compared with the number in 1949. About 65 percent of the 35-mm. films shown in Venezuelan theatres are from the United States.

Denmark

Statistics show that there are 458 motion picture theaters in operation exhibiting 35-mm. films in Denmark with an estimated total seating capacity of 146,337. It is estimated that approximately 60 percent of the screen time in Danish theaters is devoted to the showing of U.S. films.

HOLLYWOOD ...on the wire

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Increasing Number Of Stars Becoming Director-Conscious

Hollywood is currently in the midst of a period where many male stars are becoming directors.

Dick Powell, who just finished starring in "Susan Slept Here," which Harriet Parsons produced for RKO, is directing one of RKO's biggest productions, "The Conqueror," which co-stars John Wayne and Susan Hayward. Powell is also producing.

Burt Lancaster also announced that he will direct "The Gabriel Horn," in which he will star for Hecht-Lancaster Productions. And the lone femme star to become a director is Ida Lupino, who has already racked up quite a few top directing credits.

Carlson Directs

Richard Carlson recently finished directing "Shadow Valley" at U-I. Mark Stevens is directing, as well as starring in Lindsley Parsons' "Ketchikan" at Allied Artists.

Edmond O'Brien stars in "Shield For Murder," which Schenk and Koch Productions made for UA release and also co-directs with Howard Koch. John Ireland, who co-directed "Hannah Lee" for Jack Broder Productions, just finished co-directing "Smashout," for Palo Alto Productions. Ireland stars with Dorothy Malone in the feature.

Studios Encourage

Hollywood studio execs believe that more and more stars will turn to directing as well as starring and many are encouraging it. After all, who knows how an actor or actress feels before a camera than an actor or actress? There are many times in a film, when an actor or actress' comments have helped a director strengthen a film. Another factor is that many stars feel that they can make good films starring themselves. After looking at some of the work of director-stars, Hollywood is beginning to believe they are right.

Beginning Of "The End"



David Rose, left, executive producer of "The End of the Affair," Coronado production for Columbia release, greets stars, Deborah Kerr and Van Johnson, in London, scene of the filming.

Director Joe Newman, who is partnered with Vic Orsatti in the independent Sabre Productions has opened negotiations for Charles Boyer and David Niven to star in "Incident in Hong Kong," Newman is planning to film an original of his entitled, "They Kill." The director, who recently completed "The Human Jungle" for Allied Artists, is wanted by the lot for two more pictures and also has an additional U-I commitment to fill.

* * *

"Miss Pettigrew Lives For A Day," a novel by Winifred Watson, was purchased by U-I and assigned for production to Robert Arthur. Harry Ruskin has been signed to write the screen play. The story concerns an English spinster sent by mistake by an employment agency to work for a cabaret singer. Miss Pettigrew gives the singer some good advice about her numerous romances. In return, the singer dresses up Miss Pettigrew and takes her out on the town for a night, with the result that Miss Pettigrew becomes involved in a romance of her own.

* * *

Raymond Massey checked into Allied Artists for his starring role in "John Brown's Raiders," which Vincent M. Fennelly will produce with Charles Marquis Warren directing. . . . Jeffrey Hunter, in Durango, locationing with Panoramic's CinemaScoper, "White Feather," has formed a motion picture company, World Wide Adventures, Inc., which will specialize in documentaries. The company's first 35mm film rolled earlier this week in Eastman Color and CinemaScope at the Okefennokee Swamp Park, under the director of Dave Dalec, director of the Park and president of the new company. Hunter is executive producer and Bill Hayes, of American Airlines, is secretary-treasurer. Jack Marquette is handling the camera work on the first film. 20th Century-Fox has first call on the footage. The picture is the first wild life documentary ever filmed in CinemaScope. . . . Ida Lupino will play the prison's superintendent and Jan Sterling will play the leader of a prison riot in "Women's Prison" at Columbia. . . . American Cinema Editor Fredrick Smith returned to Hollywood from New York and Washington where he completed editing of "Cinerama Holiday," the feature, which was directed by Louis de Rochemont. . . . William Perlberg and George Seaton announced that as their next film, they will produce and direct "The Magnificent Devils," for Paramount. The production will start next year with Deborah Kerr heading an all star cast.

* * *

Harold Hecht announced finalization of negotiations for the use of CinemaScope on the forthcoming Hecht-Lancaster production, "The Gabriel Horn," outdoor drama with color by Technicolor. The film will roll in mid-August with Burt Lancaster directing as well as starring in the A. B. Guthrie screen play. A UA release, adapted from the novel by Felix Holt, the picture will be filmed entirely on location in Kentucky and Indiana. Others set for the cast are Diane Foster, Una Merkel, and Walte Matthau.

* * *

Dore Schary announced that "Ben Hur" had been added to M-G-M Spring 1955 production slate. Sam Zimbalist will produc the film which has 42 major speaking role and 97 key sets. Karl Tunberg wrote th screen play, based on the famous Genera Lew Wallace novel. . . . Henry Spraggins whose life story is being brought to th screen by Delta Productions, arrived in Hollywood from Texas to consult on the final script for the film with screen writer Alyce Canfield. Spraggins, now a minister was formerly a notorious Texas gambler . . . Gordon Scott, a 6-foot-3 inches tall, 21 pound ex-Army sergeant, has been signed by Producer Sol Lesser to portray Tarzan in Lesser's tentatively titled, "Tarzan's African Legend," which begins filming Aug. 16. The film will be distributed by RKO Radio Pictures. Scott makes the 11th Tarzan since the pictures were first filmed.

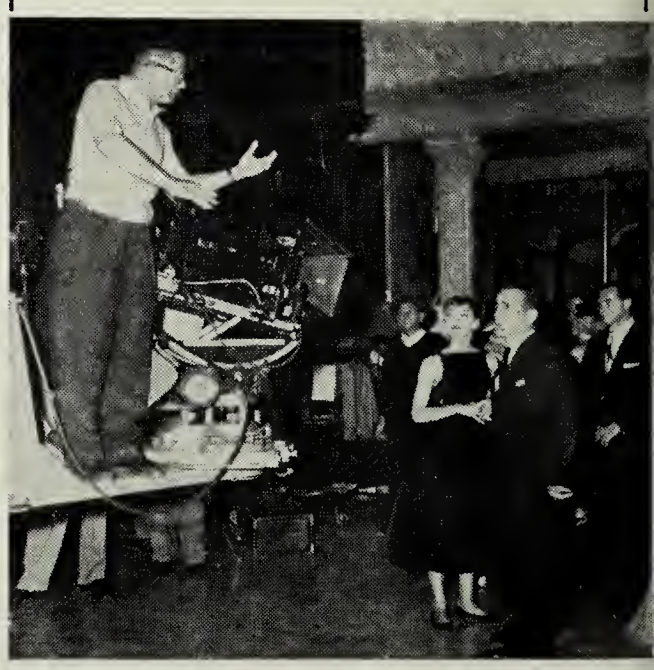
* * *

Allied Artists executive producer Walter Mirisch announced negotiations have been completed with Theodora Productions and Security Pictures to jointly produce "The Big Combo," starring Cornel Wilde, Jack Palance and Jean Wallace. The announcement is the latest development in Allied Artists large scale production plans. Production of "The Big Combo," with Sidney Harmon as producer, will be launched on Aug. 26 at Kling Studios. The screen play has been completed by Phil Yordan who, with Harmon, heads Security Pictures.

* * *

Fred F. Sears will direct the Caryl Chessman autobiography, "Cell 2455," executive producer Jerry Wald announced. Wallace MacDonald will produce with filming to start Sept. 8. . . . Yvonne De Carlo will go to Germany this fall to star in "Star of

Wilder Directs "Sabrina"



When Humphrey Bogart danced with Audrey Hepburn for a scene in Paramount's "Sabrina Fair," Director Billy Wilder demonstrated to Bogie what he should do.

Producer Blaustein Says:

Writer's Importance To Film Cannot Be Stressed Too Much

By Richard Bernstein

"Producing is tough," said Executive Producer Julian Blaustein in his 20th Century-Fox office, but a good writer can make a producer's job a whale of a lot easier. And it's the collaborative spirit—the spirit that really involves working closely with everyone on a picture—that brings stimulation and variety to a producer."

Blaustein is busy producing two films at this time, "The Racer" and "Desiree." "The Racer," from the novel by Hans Ruesch, is about the Grand Prix race drivers in Europe. Blaustein recently returned from a survey trip to Europe to look over the race courses and also the background sites for his film.

He has camera crews at work shooting two racing classics, the famous Monte Carlo and the well known Italian race, the Mille Miglia, which translated means a 1,000-miler.

The story deals with a man who is dedicated to the job of race driving. Enacting the role of the racer is Kirk Douglas. Gilbert Roland also has a pivotal role. Henry Hathaway will direct abroad in Eastman color and CinemaScope.

While abroad on his survey trip, Blaustein also looked over sites for the filming of "Desiree," which was purchased by the studio from the galley proofs, and is now a best seller in 17 languages.

In this film, Blaustein has been lucky enough to gather the cast that he visualized when he first read the story. Marlon Brando as Napoleon, Jean Simmons in the title role, Michael Rennie as Bernadotte and Merle Oberon as Josephine.

Blaustein is a producer who concentrates on pre-production. "You can't make a good picture without pre-production," he explained. "A producer must spend a lot of time on all phases of production. A producer should have a concept of a picture."

Blaustein might be called a "writer's producer," because he understands writers and writing. This can probably be traced back to his days as a top story editor.

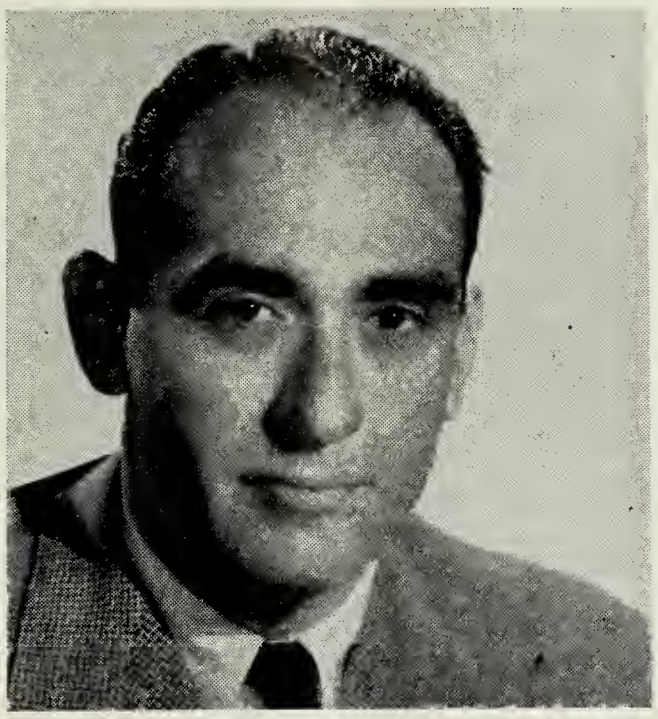
Cast Like Stars

"The writer's importance to a picture cannot be stressed enough. A proper writer must be cast for a picture, just like the casting of the star," the producer pointed out. He has Charles Kaufman on "The Racers," and Daniel Taradash, who scripted "From Here To Eternity," on "Desiree."

Blaustein stated that a writer looks to a producer for opinions and editorial guidance. He explained that there must be an atmosphere of creative collaboration between these two parties.

Blaustein has a blueprint in his mind of just how he wants his film to be. He follows it as much as humanly possible. "My objective is to make successful pictures," he said simply.

To see how he has succeeded in his objective, a look at his credits is enough. In 1949, he produced "Broken Arrow," the next year he produced "Mr. 880." Following this, he did "Half Angel," which starred Loretta Young, "Take Care of My Little Girl," "The Guy Who Came Back," which



JULIAN BLAUSTEIN

starred Paul Douglas, and then, the science fiction film which drew so much acclaim, "The Day The Earth Stood Still."

He stated, "I know now that what Darryl Zanuck said is true: producing is a 24 hour job. The truth is, of course, I like it that way. After all, I asked for it."

Blaustein smiled and said, "You know, I would like to meet more exhibitors." Then he said that he wished there was some way that he could do this. And you can bet that if someone else in Hollywood doesn't come up with a way, that Producer Julian Blaustein will figure out one himself.

Metro Signs Weingarten

Lawrence Weingarten, M-G-M producer and member of the executive board signed a new long term contract with the company. He has been a member of the executive and production staff since 1927. The studio announced that Weingarten's next assignment will be "The Tender Trap," based on the play of the same name, which was written by Robert Paul Smith and Max Shulman.

Title Changes

Masthead: **"Murder Is My Business"** is the new title for "The Long Chance." (Stars Paul Langton and Barbara Payton; Aubrey Wisberg produced).

Allied Artists: **"The Human Jungle"** is the new title for "The Police Story." (Stars Gary Merrill and Jan Sterling; Joe Newman directed).

Palo Alto Productions: **"Smashout"** is the new title for "Crashout." (Stars John Ireland; Roger Corman produced).

HOLLYWOOD . . .

Rio." The film will be shot in Munich. . . . Guy Madison gets a complete change of character in the melodrama, "Five Against The House," for which he has been signed by producer Stirling Silliphant. Frank Tashlin has been signed to direct the film. The role is completely off-beat for Madison, who will play a Marine veteran who goes to college on the GI Bill and is forced into an attempted theft in Reno. Madision will start the film before he reports to 20th Century-Fox to start his new seven year contract. . . . Producer Frederick Brisson signed Robert Pirosh to direct the musical, "The Girl Rush," which will star Rosalind Russell and will be lensed in VistaVision, for RKO release. The picture will go before the cameras on Sept. 20.

* * *

Patricia Mirage has been set for the role of a night club singer in Malvin Wald's independent film package, " Seven is for Sinners." Wald will write and produce the film with Paul Landres inked to direct. . . . June Allyson was signed by U-I to co-star with Jose Ferrer in "The Shrike," adapted from Joseph Kramm's Pulitzer Prize winning play, which Aaron Rosenberg will produce. Ferrer will direct as well as star in the film, which is being scripted by Ketti Frings. It will roll in September. . . . Anthony Quinn and Producer Joseph Shaftel have purchased the film rights to the novel, "The Miraculous Fish" by Martin Goldsmith and will go into production Jan. 1, 1955. The purchase represents the culmination of four years of negotiations on the part of the partners in the project. The picture will be filmed on location in La Paz, Baja California. Quinn has left Italy and is due in Hollywood this week. In Italy, Quinn starred in "Atilla the Hun." He leaves Hollywood shortly to star in "The Number One," which will be lensed in Mexico City, under the direction of Budd Boetticher.

* * *

Alan Young is being paged by Mitchell Gertz to star in "The Lion Tamer," to be filmed independently in England. . . . Plans for filming "The Comedian" entirely in New York this fall were announced by independent producer George Glass, who said that Hollywood television studios are so closely patterned after notion picture facilities as to make them impractical as the setting for the first big picture about backstage TV. The screen version of Ernest Lehman's novel is scheduled to go before the cameras Nov. 1 and Glass already is negotiating to shoot "The Comedian" in VistaVision and color. . . . Producer Lindsley Parsons announced the purchase of "Desperate Women," authored by James D. Horan and published by Putnam. The non-fiction book deals with the exploits of notorious and colorful women espionage agents active during the Civil War. Film has been scheduled to follow "Ketchikan," on Parsons production schedule.

* * *

Elaine Edwards, currently being tested by U-I for a term contract, has been set as the femme fatale in "Dark Angel," to roll in September for Enterprise Cinema Productions. Steve Rowland has been set as the second male lead in the film. . . . Sterling Hayden has been signed in "Ten Miles Up," his second commitment on a partnership basis with Ivan Tors Films.

: Hollywood Production :

ALLIED ARTISTS

Shooting

TARGET EARTH
(Abtcon Pictures for Allied Artists release)
Cast: Richard Denning, Virginia Grey, Kathleen Crowley, Robert Roark.
Producer .....Herman Cohen
Director .....Sherman A. Rose

DYNAMITE ANCHORAGE
Cast: Dane Clark, Carole Mathews, Wayne Morris, Tom Hubbard, Otto Waldis.
Exec. Producer .....William Broidy
Producer .....Robert Nunes
Director .....Harold Shuster

KETCHIKAN
Cast: Mark Stevens, Joan Vohs, Martha Hyer, Douglas Kennedy, Mort Mills, Cheryl Callaway.
Producer .....Lindsley Parsons
Director .....Mark Stevens

THE BLACK PRINCE
(CinemaScope) (Technicolor)
Cast: Errol Flynn, Joanne Dru, Peter Finch.
Producer .....Walter Mirisch
Director .....Henry Levin

THE ANNAPOLIS STORY
(Technicolor)
Cast: John Derek.
Producer .....Walter Mirisch
Director .....Don Siegel

Cutting

ADVENTURES OF HAJJI BABA
(Technicolor; CinemaScope, Shooting at Lone Pine)
(For 20th Century-Fox release)
Cast: Elaine Stewart, John Derek, Thomas Gomez, Amanda Blake Paul Picerni, Rosemarie Bowe, Melinda Markey, Laurette Luez, Peter Mamakos.
Producer .....Walter Wanger
Director .....Don Weis

THE BOB MATHIAS STORY
(Mathlon Prod. Inc.)
Cast: Bob Mathias, Ward Bond, Ann Doran, Melba Mathias, Diane Jergens, Paul Bryer, Howard Petrie, Eugene Mathias, James Mathias.
Producer .....William E. Selwyn
Director .....Francis D. Lyon

THE HUMAN JUNGLE
Cast: Gary Merrill, Jan Sterling, Paula Raymond, Emile Meyer, Regis Toomey, Claude Akins, Mike Mahoney, Leo T. Cleary, George Wallace, Pat Waltz, Rankin Manfield, Charles Cane.
Producer .....Hayes Goetz
Director .....Joe Newman

BOWERY TO BAGDAD
Cast: Leo Gorcey, Huntz Hall, Joan Shawlee, Eric Blore, Jean Willis, Rick Vallin, Robert Bice, Paul Marion.
Producer .....Ben Schwalb
Director .....Edward Bernds

COLUMBIA

Shooting

A PRIZE OF GOLD
(Warwick Productions; Technicolor)
(For Columbia Release; Shooting in Berlin)
Cast: Richard Widmark, Mai Zetterling, Nigel Patrick, George Cole, Donald Wolfit.
Producers .....Irving Allan and A. R. Broccoli
Director .....Mark Robson

THE END OF THE AFFAIR
(David Rose Productions)
(Shooting in London; For Columbbia release)
Cast: Deborah Kerr, Van Johnson, John Mills.
Producers .....David Rose and David Lewis
Director .....Edward Dmytryk

WOMEN'S PRISON
Cast: Ida Lupino, Jan Sterling.
Producer .....Bryan Foy
Director .....Lewis Seiler

Cutting

MASSACRE AT MOCCASIN PASS
(Technicolor)
Cast: Phil Carey, Audrey Totter, Charlita.
Producer ..... Wallace MacDonald
Director ..... Fred S. Sears

THEY RODE WEST
(Technicolor)
Cast: Robert Francis, Donna Reed, Phil Carey, May Wynn, Roy Roberts, Jack Kelly, Peggy Converse, Maurice Jara, Frank de Kova, Eugene Iglesias, Stuart Randall, George Keymas.
Producer .....Lewis J. Rachmil
Director .....Phil Karlson

BAT MASTERMAN, BAD MAN
(Technicolor)
Cast: George Montgomery, Nancy Gates, James Griffith.
Producer .....Sam Katzman
Director .....William Castle

THE LONG GRAY LINE
(CinemaScope) (Technicolor)
Cast: Tyrone Power, Maureen O'Hara, Betsy Palmer, Robert Francis, Phil Carey, Bill Leslie, Donald Crisp. Sean McClory, Harry Carey, Jr., Robert Roark.
Producer .....Robert Arthur
Director .....John Ford

JOSEPH AND HIS BRETHEN
(CinemaScope) (Technicolor)
Cast: To be announced later.
Producer .....Jerry Wald
Director .....William Dieterle

WYOMING OUTLAWS
(Technicolor)
Cast: Phil Carey, Gene Evans, Kathleen Crowley, William Bishop.
Producer .....Wallace MacDonald
Director .....Fred Sears

INDEPENDENT

Shooting

OKLAHOMA
(CinemaScope) (Todd-AO)
Cast: Gordon MacRae, Shirley Jones, Gene Nelson, Gloria Grahame, Charlotte Greenwood, Eddie Albert, James Whitmore, Rod Stieger, Barbara Lawrence, J. C. Flippen, Roy Barcroft.
Producer .....Arthur Hornblow
Director .....Fred Zinnemann

MAD AT THE WORLD
(Filmakers)
Cast: Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell, Karen Sharpe.
Producer .....Collier Young
Director .....Harry Essex

LONG JOHN SILVER
(Technicolor) (Wide Screen)
Cast: Robert Newton, Connie Gilchrist, Lloyd Berrell, Grant Taylor, Kit Taylor.
Producer .....Joseph Kaufman
Director .....Byron Haskin

UNCHAINED
(Hall Bartlett Productions)
Cast: Elroy Hirsch, Barbara Hale, Chester Morris, Todd Duncan, Jnhnny Johnston.
Producer .....Hall Bartlett
Director .....Harry Horner

Cutting

THE WHITE ORCHID
(Eastman Color) (Shooting in Mexico)
Cast: William Lundigan, Peggie Castle, Armando Silvestre.
Producer-Director ....Reginald LeBorg

SMASHOUT
(Palo Alto Productions)
Cast: John Ireland, Dorothy Malone.
Producer .....Roger Corman
Directors .....Ed Sampson and John Ireland

20,000 LEAGUES UNDER THE SEA
(CinemaScope) (Technicolor)
(Shooting in Nassau, Bahamas Islands)
Cast: Kirk Douglas, James Mason, Paul Lukas, Peter Lorre.
Producer .....Walt Disney
Director .....Richard Fleischer

THE LITTLE RED MONKEY
Anglo-Guild-Tony Owen Production
(Shooting in London)
Cast: Richard Conte, Russell Napier, Rona Anderson, Sylva Langova.
Producer .....Alec Snowden
Director .....Ken Hughes

RETURN OF COLUMBUS
Paal-Real Film Productions
(Shooting in Germany)
Cast: Paola Loew, Eva Kerbler, Sydney Chaplin, Charles Chaplin, Jr., Ursula Herking.
Producer .....Alexander Paal
Director .....Alexander Paal

PRIVATE HELL 36
(Filmakers)
Cast: Ida Lupino, Steve Cochran, Howard Duff, Dean Jagger.
Producer .....Collier Young
Director .....Don Siegel

WALK THE DARK STREET
Valor Pictures)
Cast: Chuck Connors, Regina Gleason, Vonne Godfrey, Ewing Brown, Ernest Dominy, Jay Lawrence, Eddie Kafafiian.
Producer-Director .....Wyott Ordung

EXHIBITOR PRODUCED PICTURES
Lippert PICTURES, Inc.
PRACTICAL PROFITABLE PROGRESSIVE

Shooting

THE OUTSIDERS
(Executive Films for Lippert release)
Cast: John Ireland.
Producer .....Anthony Hinds
Director .....Montgomery Tully

Cutting

A RACE FOR LIFE
(Shooting in England)
Cast: Richard Conte, Mari Aldon, George Coulouris.
Producer .....Mickey Delamar
Director .....Terence Fisher

THUNDER PASS
(William F. Broidy Corp.)
(Shooting at Apple Valley)
Cast: Dane Clark, Andy Devine, Dorothy Patrick, Nestor Paiva, Tommy Cook, Tom Hubbard, Elizabeth Harrower, Charles Fredericks, Paul McGuire, Rick Vallin, Gordon Wynn.
Producer .....Robert A. Nunes
Director .....Frank McDonald

ADVENTURE IN RIO
(For Lippert Release)
Cast: Scott Brady, Raymond Burr, Johanna Matz, Ingrid Stenn, Margot Hielscher.
Producer-Director .....Kurt Neumann

THE BLACK PIRATES
(Lippert Release)
(Shooting in El Salvador)
Cast: Anthony Dexter, Karen Wilde, Lon Chaney, Robert Clarke.
Producer .....Robert L. Lippert, Jr.
Director .....Allen Miner

ARS GRATIA ARTIS
METRO-GOLDWYN-MAYER

Shooting

JUPITER'S DARLING
(Eastman color) (CinemaScope)
Cast: Esther Williams, Howard Keel, Marge and Gower Champion, George Sanders, James Whitmore, Richard Haydn.
Producer .....George Wells
Director .....George Sidney

THE GLASS SLIPPER
(Eastman color; Wide Screen)
Cast: Leslie Caron, Michael Wildin Roland Petit and the Ballets de Pari Elsa Lanchester, Keenan Wynn, E telle Winwood, Amanda Blake.
Producer .....Edwin H. Kno
Director .....Charles Walte

BAD DAY AT BLACK ROCK
(Technicolor)
Cast: Spencer Tracy, Robert Rya Anne Francis, Walter Brennan, Dea Jagger, John Ericson, Lee Marvin.
Producer .....Dore Schar
Director .....John Sturg

THE PRODIGAL
(Eastman Color)
Cast: Lana Turner, Edmund Purdon Louis Calhern, Audrey Dalton, Jame Mitchell, Taina Elg.
Producer .....Charles Schn
Director .....Richard Thor

Cutting

ROGUE COP
(Wide Screen)
Cast: Robert Taylor, Janet Leigh George Raft, Anne Francis, Stev Forrest, Robert Ellinstein, Oliv Carey, Alan Hale, Jr.
Producer .....Nicholas Nayfac
Director .....Roy Rowlan

THE LAST TIME I SAW PARIS
(Technicolor) (Wide Screen)
(Shooting in Paris)
Cast: Elizabeth Taylor, Van Johnsor Donna Reed, Walter Pidgeon, Ev Gabor, Kurt Kaszner.
Producer .....Jack Cumming
Director .....Richard Brook

DEEP IN MY HEART
(Technicolor) (Wide-Screen)
Cast: Jose Ferrer, Merle Oberon, Hele Traubel, Walter Pidgeon, Doe Av don, Paul Stewart, Jim Backus, Dou las Fowley.
Producer .....Roger Ede
Director .....Stanley Done

MANY RIVERS TO CROSS
(CinemaScope) (Eastman Color)
Cast: Robert, Taylor, Eleanor Parke Victor McLaglen, Jeff Richard James Arness.
Producer .....Jack Cumming
Director .....Roy Rowlan

Paramount Pictures

Shooting

TO CATCH A THIEF
(VistaVision) (Technicolor)
(Shooting in France)
Cast: Cary Grant, Grace Kelly, Jessi Royce Landis, John Williams, Charle Vanel, Brigitte Auber, Georgett Anys.
Producer-Director ....Alfred Hitchcoc

WE'RE NO ANGELS
(VistaVision) (Technicolor)
Cast: Humphrey Bogart, Peter Ustinov Aldo Ray, Joan Bennett, Leo C Carroll, Basil Rathbone, Gloria Ta bott, John Baer.
Producer .....Pat Dugga
Director .....Michael Curti

BLUE HORIZONS
(Technicolor; VistaVision, Shooting a Jackson Hole, Wyoming)
Cast: Fred MacMurray, Charlton Hes ton, Donna Reed, William Demarest
Producers .....William Pin and William Thoma
Director .....Rudy Mat

EDDIE FOY AND THE SEVE LITTLE FOYS
(VistaVision) (Technicolor)
Cast: Bob Hope, Linda Bennett, Jimm Baird, Tommy Duran, David Kasday Lee Erickson.
Producer .....Jack Ros
Director .....Melville Shavelso

Hollywood Production

utting

MAMBO
(Shooting in Italy)
ast: Silvana Mangano, Michael Rennie, Vittorio Gassman, Shelley Winters, Katherine Dunham.
roducers .....Ponti—De Laurentis
irector .....Robert Rossen

THREE RING CIRCUS
(Technicolor) (VistaVision)
ast: Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor, Wallace Ford, Nick Cravat, Gene Sheldon.
roducer .....Hal Wallis
irector .....Joseph Pevney

STRATEGIC AIR COMMAND
(VistaVision) (Technicolor)
(Shooting in Florida)
ast: James Stewart, June Allyson, Frank Lovejoy, Barry Sullivan, Alex Nicol, Bruce Bennett.
roducer .....Samuel J. Briskin
irector .....Anthony Mann

RUN FOR COVER
(Technicolor) (VistaVision)
(Shooting in Colorado)
ast: James Gagney, Viveca Lindfors, John Derek, Jean Hersholt, Grant Withers, Jack Lambert, Ernest Borgnine, Irving Bacon, Ray Teal, Trevor Bardette, Gus Schilling.
roducers .....William H. Pine and William C. Thomas
irector .....Nicholas Ray

LOVE IS A WEAPON
(VistaVision) (Technicolor)
ast: John Payne, Mary Murphy, Francis L. Sullivan, Eduardo Noriega, Robert Cabal.
roducers .....William Pine and William Thomas
irector .....Phil Karlson

RKO RADIO PICTURES

Shooting

THE CONQUEROR
(Technicolor) (CinemaScope)
Cast: John Wayne, Susan Hayward, Pedro Armendariz, Agnes Moorhead, Thomas Gomez, John Hoyt, William Conrad, Jeanne Gerson, Leslie Bradley, Lee Van Cleef, Fred Graham, Pete Mamakos, Gregg Barton, Ken Terrill, Leo Gordon.
Producer-Director .....Dick Powell

CATTLE QUEEN OF MONTANA
(SuperScope) (Technicolor)
Cast: Barbara Stanwyck, Ronald Reagan, Gene Evans, Lance Fuller, Tony Caruso, Chubby Johnson, Jack Elam, Myron Healey, Yvette Dugay.
Producer .....Benedict Bogeaus
Director .....Allan Dwan

Cutting

THIS IS MY LOVE
(Allan Dowling Pictures)
(Eastman Color) (Wide Screen)
Cast: Linda Darnell, Rick Jason, Dan Duryea, Faith Domergue, Hal Baylor, Mary Young, Jerry Mathers, Susie Mathers.
Executive Producer....Allan Dowling
Producer .....Hugh Brooke
Director .....Stuart Heisler

PASSION
(Benedict Bogeaus Productions)
Cast: Cornel Wilde, Yvonne De Carlo, John Dierkes.
Producer .....Benedict Bogeaus
Director .....Allan Dwan

THE AMERICANO
(Technicolor)
(Robert Stillman Productions)
Cast: Glenn Ford, Ursula Theiss, Frank Lovejoy, Cesar Romero, Abbe Lane.
Exec. Producer .....Sam Wiesenthal
Producer .....Robert Stillman
Director .....William Castle

Republic

Cutting

THE ATOMIC KID
Cast: Mickey Rooney, Robert Strauss, Elaine Davis, Bill Goodwin, Whit Bissell, Fay Roope.
Assoc. Producer .....Maurice Duke
Director .....Leslie Martinson

HELL'S OUTPOST
Cast: Rod Cameron, Joan Leslie, John Russell, Chill Wills, Jim Davis, Ben Cooper, Kristine Miller, Barton MacLane, Taylor Holmes.
Associate Producer-Director
Joseph Kane

20th CENTURY FOX

Shooting

THERE'S NO BUSINESS LIKE SHOW BUSINESS
(Color) (CinemaScope)
Cast: Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnny Ray, Mitzi Gaynor.
Producer .....Sol C. Siegel
Director .....Walter Lang

DESIREE
(CinemaScope) (Color)
Cast: Marlon Brando, Jean Simmons, Merle Oberon, Cameron Mitchell, Michael Rennie.
Producer ..... Julian Blaustein
Director .....Henry Koster

UNTAMED
(CinemaScope) (Color)
Cast: Tyrone Power, Susan Hayward, Victor Moreno, John Justin.
Producers .....Bert Friedlob and William Bacher
Director .....Henry King

THE RACERS
(CinemaScope) (Color)
Cast: Kirk Douglas, Gilbert Roland, Bella Darvi, Cesar Romero, Katy Jurado, Lee J. Cobb.
Producer .....Julian Blaustein
Director .....Henry Hathaway

Cutting

WOMAN'S WORLD
(Color) (CinemaScope)
Cast: Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Cornel Wilde, Elliott Reid.
Producer .....Charles Brackett
Director .....Jean Negulesco

BLACK WIDOW
(CinemaScope) (Color)
Cast: Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Reginald Gardener, Peggy Ann Garner, Otto Kruger, Virginia Leith, Skip Homeier.
Producer-Director ..Nunnally Johnson

THAT LADY
(Atlanta Films for 20thCentury-Fox release)
(CinemaScope) (Shooting in London)
Cast: Olivia DeHaviland, Gilbert Roland, Francoise Rosay, Dennis Price.
Producer .....Sy Bartlett
Director .....Terrence Young

CARMEN JONES
(Carlyle Productions for 20th Century-Fox release)
(Technicolor; CinemaScope)
Cast: Harry Belafonte, Dorothy Dandridge, Peral Bailey, Olga James, Joe Adams, Roy Glenn.
Producer-Director .....Otto Preminger

UNITED ARTISTS

Shooting

BATTLE TAXI
(Ivan Tors Pictures)
Cast: Sterling Hayden, Arthur Franz, Marshall Thompson, Leo Needham.
Producers .....Ivan Tors, Art Arthur
Director .....Herbert Storck

BLACK TUESDAY
(Leonard Goldstein Productions)
Cast: Edward G. Robinson, Jean Parker, Peter Graves, Milburn, Warren Stephens, Sylvia Findley.
Producer .....Robert Goldstein
Director .....Hugo Fregonese

NEW YORK CONFIDENTIAL
(Rouse-Greene Productions)
Cast: Broderick Crawford, Richard Conte, Marilyn Maxwell, Anne Bancroft, J. Carrol Naish.
Producer .....Clarence Greene
Director .....Russell Rouse

Cutting

SITTING BULL
(Color) (CinemaScope)
Cast: Dale Robertson, J. Carrol Naish, Mary Murphy, John Litel, Bill Hopper, Bill Cannon, Tom Brown Henry, Joel Fluellen, Douglas Kennedy.
Producer .....W. R. Frank
Director .....Sidney Salkow

THREE DARK STREETS
(Shooting at Goldwyn Studios)
Cast: Broderick Crawford, Ruth Roman, Martha Hyer, Marissa Pavan, Casey Adams, Kenneth Tobey.
Producers .....Arthur Gardner and Jules Levey
Director .....Arnold Laven

VERA CRUZ
(Hecht-Lancaster Productions)
(Technocolor) (Shooting in Mexico)
Cast: Gary Cooper, Burt Lancaster, Denise Darcel, Cesar Romero, Sarita Montiel, George Macready, Morris Ankrum.
Producer .....James Hill
Director .....Robert Aldrich

SHIELD FOR MURDER
(Wide Screen)
(Schenck-Koch Productions)
Cast: Edmond O'Brien, Marla English, John Agar, Emile Meyer, Herbert Butterfield, Robert Bray, Claude Akins.
Producers .....Aubrey Schenck and Howard W. Koch
Directors .....Edmond O'Brien and Howard W. Koch

Universal International

Shooting

SMOKE SIGNAL
(Shooting in Utah)
(Technicolor) (Wide Screen)
Cast: Dana Andrews, Piper Laurie, Rex Reason, William Talman, Douglas Spencer, Pat Hogan, Milburn Stone.
Producer .....Howard Christie
Director .....Jerry Hopper

ABBOTT AND COSTELLO MEET THE KEYSTONE KOPS
Cast: Bud Abbott and Lou Costello, Fred Clark, Lynn Bari, Frank Wilcox, Maxie Rosenbloom.
Producer .....Howard Christie
Director .....Charles Lamont

CHIEF CRAZY HORSE
(CinemaScope) (Technicolor)
Cast: Victor Mature, Suzan Ball, John Lund, Ray Danton, David Janssen, Keith Larsen, Morris Ankrum.
Producer .....William Alland
Director .....George Sherman

RETURN OF THE CREATURE
(3-D, Wide-Screen; Shooting in Florida)
Cast: John Agar, Lori Nelson, John Bromfield.
Producer .....William Alland
Director .....Jack Arnold

MAN WITHOUT A STAR
(Technicolor; Wide-Screen)
Cast: Kirk Douglas, Jeanne Crain, Claire Trevor, William Campbell, Richard Boone.
Producer .....Aaron Rosenberg
Director .....King Vidor

CAPTAIN LIGHTFOOT
(Technicolor; CinemaScope)
(Shooting in Ireland)
Cast: Rock Hudson, Barbara Rush, Jeff Morrow, Kathleen Ryan, Jeffrey Toone.
Producer .....Ross Hunter
Director .....Douglas Sirk

FOXFIRE
(Technicolor) (Wide-Screen)
Cast: Jane Russell, Jeff Chandler, Dan Duryea, Mara Corday, Barton MacLane.
Producer .....Aaron Rosenberg
Director .....Joseph Pevney

Cutting

DESTRY
(Technicolor) (Wide Screen)
Cast: Audie Murphy, Mari Blanchard, Lyle Bettger, Lori Nelson, Thomas Mitchell, Edgar Buchanan, Alan Hale, Jr., Wallace Ford, Mary Wickes, Lee Aaker, Walter Baldwin, George Wallace.
Producer .....Stanley Rubin
Director .....George Marshall

FIVE BRIDGES TO CROSS
Cast: Tony Curtis, Julia Adams, George Nader, Bobby Curtis, Salvadore Mineo.
Producer .....Aaron Rosenberg
Director .....Joseph Pevney

WARNER BROS.

Shooting

HELEN OF TROY
(CinemaScope) (WarnerColor)
Cast: Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicks, Torin Thatcher, Robert Douglas, Nora Swinburne.
Producer .....Robert Wise

LAND OF THE PHARAOHS
(CinemaScope) (WarnerColor)
Cast: Jack Hawkins, Dewey Martin, Luisa Boni.
Producer-Director ....Howard Hawks

EAST OF EDEN
(CinemaScope) (WarnerColor)
Cast: Julie Harris, Raymond Massey, James Dean.
Director .....Elia Kazan

THE SILVER CHALICE
(CinemaScope) (WarnerColor)
Cast: Virginia Mayo, Jack Palance, Paul Newman, Pier Angeli.
Producer-Director .....Victor Saville

YOUNG AT HEART
(WarnerColor)
Cast: Doris Day, Frank Sinatra, Ethel Barrymore, Gig Young, Robert Keith, Dorothy Malone, Elizabeth Fraser, Alan Hale, Jr.
Producer .....Henry Blanke
Director .....Gordon Douglas

Cutting

A STAR IS BORN
(Technicolor) (CinemaScope)
Cast: Judy Garland, James Mason, Jack Carson, Charles Bickford.
Producer ..... Sid Luft
Director ..... George Cukor

DRUM BEAT
(CinemaScope) (WarnerColor)
Cast: Alan Ladd, Audrey Dalton, Marissa Pavan, Robert Keith.
Producer-Director .....Delmer Daves

TALL MAN RIDING
(WarnerColor)
Cast: Randolph Scott, Dorothy Malone, Peggie Castle.
Producer .....David Weisbart
Director .....Leslie Selander

TRACK OF THE CAT
(CinemaScope) (WarnerColor)
Cast: Robert Mitchum, Teresa, Wright, Diana Lynn, Tab Hunter, Beulah Bondi.
Producer .....Robert Fellows
Director .....William A. Wellman

JULY 4TH IS OVER

BUT THE APACHE

FIREWORKS HAVE JUST BEGUN!



HOLDOVER! NEW YORK, Mayfair Theatre
HOLDOVER! LOS ANGELES, Fox-Wilshire
HOLDOVER! CLEVELAND, Loew's State
HOLDOVER! DENVER, Paramount
HOLDOVER! KANSAS CITY, Loew's Midland
HOLDOVER! WASHINGTON, D. C., Loew's Palace
HOLDOVER! CHICAGO, Roosevelt
HOLDOVER! BOSTON, Loew's State & Penn
HOLDOVER! NEW ORLEANS, Loew's State
HOLDOVER! PITTSBURGH, Loew's Penn
HOLDOVER! DETROIT, Palms
HOLDOVER! DAYTON, Loew's
HOLDOVER! FRISCO, United Artists

AND IN PHILLY (MASTBAUM)—
BOXOFFICE HISTORY WAS MADE!
GREATEST OPENING DAY GROSS EVER TURNED IN BY ANY PICTURE IN ANY THEATRE IN THE CITY!



BURT LANCASTER in APACHE JEAN PETERS

QUALITY PICTURES UA IN COLOR

in color by Technicolor

with IAN MacDONALD · CHARLES BUCHINSKY · JOHN DEHNER
PAUL GUILFOYLE · WALTER SANDE · JOHN McINTIRE · Written for the Screen by JAMES R. WEBB · Based on the Novel "BRONCHO APACHE" by PAUL I. WELLMAN · Released thru UNITED ARTISTS

A HECHT-LANCASTER PRESENTATION · PRODUCED BY HAROLD HECHT · DIRECTED BY ROBERT ALDRICH

35TH ANNIVERSARY UA

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

NEWS

BRANSON NAMED WORLD-WIDE SALES MANAGER FOR RKO

GOLDBERG JOINS SCHWARTZ' AMERICAN PRODUCTIONS

ALLIED LAYS COMPLAINTS BEFORE SALES HEADS

STEREO FILMS WITHOUT GLASSES, 3-D TV WITH GLASSES REPORTED

GROUP LIFE INSURANCE PLAN FOR INDUSTRY

GOTHAM THEATRES TO JOIN ADMISSIONS TAX SUIT

NATIONAL THEATRES BALK AT TNT TV FIGHT TERMS

REVIEWS

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CUSTOMERS....NOT BEGGARS!

THERE doesn't appear to be any evidence that the print shortage is easing up.

This is most disquieting since this is an exhibitor complaint which, at best, should be temporary in nature. Unfortunately, we must report that it is being stretched out interminably into a major industry problem which, if not remedied soon, will bring serious repercussions.

There must be something radically wrong with exhibitor-distributor relations if intelligent answers are not forthcoming and, as yet, not one responsible distribution executive has seen fit to publicly explain the existence of such a condition.

In the meantime, TOA has added its potent voice to that of other exhibitor associations in decrying

(See Page 5)

"While 'SEVEN BRIDES' delights the nation,
Get ready for a new sensation—
Your till will sing a tingling tune
With Leo's mighty

'BRIGADOON

(From Coast to Coast the burning topic:
"The stage Hit now is Cinema Scopic!")

BOX-OFFICE FORECAST BY TRADE PRESS:

'Topnotch business in all situations."—*M. P. Daily*
'Robust at box-office."—*M. P. Herald*
'Sure of financial success."—*Showmen's Trade Review*
'Theatre-goers will flock to the picture."—*Boxoffice*
'Certain of a welcome at boxoffices."—*M. P. Exhibitor*



Hoot Show Mon, It's Better Than
The Broadway Success!

M-G-M presents in

CINEMASCOPE

and **COLOR!**

"BRIGADOON"

Starring

GENE KELLY · VAN JOHNSON

CYD CHARISSE

With

ELAINE STEWART

BARRY JONES • ALBERT SHARPE

Screen Play, Book and Lyrics by
ALAN JAY LERNER

Music by **FREDERICK LOEWE**

Color by **ANSCO**

Directed by **VINCENTE MINNELLI**

Produced by **ARTHUR FREED**

Available in Magnetic Stereophonic,
Perspecta Stereophonic or Optical 1-Channel

NEXT AT RADIO CITY MUSIC HALL
(Although it seems that "SEVEN BRIDES"
will play forever!)

YOUR WISH IS OUR COMMAND, MR. SCHLANGER!

"IT SHOULD BE MADE AVAILABLE TO BE SHOWN TO THE PUBLIC."
—Ted Schlanger
Stanley Warner, Phila.

In Response To Exhibitor Requests
20th Century-Fox Announces A

FREE CINEMASCOPE SHORT SUBJECT ON "THE MIRACLE OF STEREOPHONIC SOUND"

In response to hundreds of exhibitor requests, we are making available for public showing a special CinemaScope Technicolor short subject developed from the opening section of our recent demonstration reel on **THE ADVANCING TECHNIQUES OF CINEMASCOPE.**

This one-reel subject affords a clear, informative and fascinating explanation of 4-track magnetic stereophonic sound. Using actual scenes from CinemaScope productions, it vividly illustrates the enhancement qualities of 4-track stereophonic sound and its benefits over any other sound system.

"THE MIRACLE OF STEREOPHONIC SOUND" is certain to be enthusiastically received by your patrons and will arouse wide-spread interest and laudatory comment. It will do a tremendous public relations job for you. And **IT'S FREE!**



TELL YOUR PATRONS ABOUT GENUINE 4-TRACK MAGNETIC STEREOPHONIC SOUND!

This CinemaScope Short Subject explains it in detail!

IT'S FREE!

Available Aug. 26! Get in touch now with your 20th branch manager.

August 21, 1954
Vol. 34, No. 3

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

the print shortage. One of its units, United Theatre Owners of Illinois, highlighting the plight of its members, cited the case of one theatre owner who purchased six features for a Sunday playdate, but when attempting to book them, was told in each instance that prints were not available.

Branch managers in one exchange area continue to wire and phone long-distance to other branch managers for prints on particular pictures. What with the calls, telegrams, shipping costs, days lost in transit and late play-offs, it would be far more economical to make additional prints in the first instance.

And exhibitors continue to be surprised that laboratory facilities have suddenly become inadequate despite fewer pictures in production and release. It just doesn't add up.

There is no earthly reason for an exhibitor, after buying a picture at impressive terms, to be placed in a position where he has to beg for a print on an availability to which he is rightfully entitled in the first place. In many cases, he is then able to get the print only by undergoing additional expenses for special deliveries and pick-ups and baggage checking — practices which have been increasing in recent months.

However, it is significant to note that the Independent Theatre Owners of Ohio, an Allied unit, reports in its bulletin that sub-run exhibitors in Cincinnati have received assurances through an attorney they engaged for the purpose "that prints will henceforth be available on the dates when the picture is available."

This is an "important victory for exhibitors," continues the bulletin, and "shows that if sufficient pressure is brought to bear, the companies can supply the prints when they are supposed to."

We don't believe that it is an "important victory" to get what you're entitled to get but it does substantiate what we have been saying right along. We find it unfortunate that the situation cannot be alleviated without the threat of litigation or the commencement of a lawsuit.

It is a situation which exhibition cannot afford to tolerate much longer.

Group Insurance

COMPO has paved the way for the creation of a comprehensive employer-paid life insurance plan within the industry, details of which have already been mailed to its membership.

This plan should be of particular interest to small theatre owners employing less than 25 persons. It provides coverage within prescribed limits for owners, officers and employees, regardless of age or physical condition, at a cost to average about $1.00 per month for each thousand dollars of insurance.

This is the type of forward-looking industry planning that prolongs job tenure and strengthens employer-employee relations. It will be available for those who wish to take advantage of it.

Vote Of Confidence

The IATSE membership is to be congratulated for its vote of confidence in Richard F. Walsh, who was re-elected president of the international union by an overwhelming majority prior to the close of the union's 42nd convention in Cincinnati last week.

Dick is an honest labor leader who came up from the ranks to give the union an efficient administration. He has come through with great dignity and increased industry respect an annoying period in which his leadership was contested.

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Group Insurance Program Investigated For Industry

A group life insurance plan which would permit all industry firms to participate regardless of size is being investigated by COMPO, which has sent out letters and questionnaires to all members of the industry. The policy would be of the association type and would be written by John Hancock Mutual Life Insurance Co.

The reason for the undertaking of such a comprehensive plan is that many industry firms can not get group insurance coverage because they lack the necessary 25 members, explained Robert Coyne, COMPO general counsel, at a trade press conference. These firms would now be entitled to coverage via their membership in COMPO, he stated.

With the small independent theatres as the principal concern of COMPO, the letters went out also to industry associations, trade papers, equipment dealers and anyone connected with COMPO. The group is canvassing 6,500 employers to see whether enough are interested to begin the plan.

The cost of the premium is expected to average about $1 per month for each $1,000 of insurance, it was estimated. The tentative plan contemplates having all executives earning $5,000 or more a year to receive policies of $5,000, all ushers policies of $1,000 and all other employes policies of $2,500.

Advantages named for the plan is that it gives coverage to persons regardless of age or physical condition, it strengthens employer-employe relations, and it permits the writing of policies at low rates available only through a group plan. The cost of the premiums would be deductible for expenses, it was stated.

Clarence W. Wyatt, John Hancock vice-president, assured the press that the minimum of 600 persons needed to put the plan into operation would be met easily. He added that it is conceivable that through COMPO the motion picture industry policy could turn out to be the largest association policy ever written.

Coyne and Samuel Pinanski, a member of the COMPO triumvirate and a director of John Hancock, urged that all persons receiving a questionnaire fill it out and return it to COMPO whether they are interested or not in joining the plan. The information is needed to compute the first year's rate and other details, it was explained.

The premiums on the policies would be paid by the employer, rather than the employe, it was explained. No medical examinations would be required, and an insured person leaving his position has the right to convert the policy to any regular form, or, if he takes another job with a group also in the plan, transfer the policy to his new position.

COMPO is being used "to pull the thing together," Coyne explained, and will in no way profit from the arrangement. An independent trust will be set up, which will act as a self-sustaining legal entity. The plan's durability is not dependent upon COMPO, and the policy would remain in effect even though the association itself were to cease.

Added Incentive

It is COMPO's duty to help the industry survive and improve, Pinanski told the press. By undertaking this insurance plan, it has made one step to show the employe that the industry thinks of him and wants him to remain within the industry. The plan would be an added incentive to entice young persons to enter the industry, he noted.

For those firms that already have group coverage, the new plan could be superimposed upon the other to increase the amount of insurance, Wyatt explained. Therefore, he thinks it possible that many of the large circuits as well as the major film companies may consider joining this plan. Although the plan is starting out as a life insurance policy, it is probable that its scope will be extended in the future, Wyatt stated.

Any employer who decides to enroll in the life insurance plan, must enroll for his entire staff of employes, it was explained. The primary market consists of approximately 25,000 lives, although it is conceivable that the plan could one day include many more.

Coyne pointed out that COMPO is not trying to sell the program but is merely attempting to find out whether industry business establishments would be interested in it as a COMPO service to its members. In line with this, he repeated his plea that everyone receiving a questionnaire fill it in and return it.

Martina Proposes Exhibs Form Major Company To Combat "Oppression"

ALBION, N. Y.—The possibility of establishing a major producing and distributing company by the nation's exhibitors is being explored by theatre owner C. V. Martina of the Rialto Theatre here. The exhibitor stated that he will sound out the nation's theatre owners at his own expense.

Martina declared that the forming of such a company is the only way to stop "distributor oppression," which, he claims, is caused by the fact that it is now a "seller's market." He stated that the reduction of the Federal admission tax has caused the distributor to take more advantage of the exhibitor than ever before.

The exhibitor hit out against the "ruthlessness" of distributors, in rental terms, lack of prints and cancellations of confirmations. He stated that distributor oppression will cease only when the law of supply and demand is made equitable. He noted that the exhibitor company could produce a minimum of 36 pictures a year. Martina pointed out that exhibitors have "more at stake" in only 1,000 theatres, including all equipment, than all the Hollywood studios and distributing organizations combined.

Group Liability Insurance For Theatres Planned

The development of a liability insurance plan will be the next concern of COMPO, following the setting up of the life insurance plan now being considered, according to Robert Coyne, group's special counsel. Coyne noted that the theatre business has badly needed such liability coverage for a long time.

Walsh Victorious In IATSE Vote

CINCINNATI.—The 42nd biennial convention of the International Alliance of Theatrical and Stage Employes concluded late last week on one of the most dramatic notes in the union's history with the re-election of Richard F. Walsh and all other incumbent officers as president and top executives, respectively.



RICHARD F. WALSH

The balloting was hot and heavy with the Walsh slate polling 798 votes against 408 for the ticket headed by Roy M. Brewer, who had resigned a year ago as an international representative of the union.

Voting showed that the margin of victory was virtually the same for General Secretary-Treasurer Harland Holmden, nine vice-presidents, three trustees and two delegates to conventions of the American Federation.

The election, which served as climax to the week-long convention, was preceded by virtually months of campaigning on both sides. Walsh, who has been president since 1941, was faced with a major threat in the Brewer candidacy.

Both sides had been predicting victory until the last day of the convention, with Brewer seeming to gather strength as a result of his recent barnstorming tour of the country.

O'Brien Urges Understanding

The Walsh slate, however, gained in momentum during convention sessions. This was visible when the president was acclaimed in a long demonstration following his two-and-one-half hour summary of union progress over the past two years.

Walsh seemed also to win a test of strength when Brewer was overwhemingly voted down in an effort to gain special consideration of a resolution that would substitute voting machines for the regular ballot. Walsh did not oppose the resolution.

The more than 1,200 delegates present heard addresses by Tom O'Brien, member of Parliament and general secretary of the National Association of Theatrical and Kine Employees of England; Merle Chamberlin, chairman of the Motion Picture Research Council's projection committee, and Leser Isaac, managing director of Cinerama.

O'Brien advocated better understanding between members of the industry in the U.S. and Great Britain. He said that eight out of every 10 pictures shown in his country are made in the U.S. Resultant situation, he noted, has brought unemployment to more than 8,000 British motion picture workers.

O'Brien explained that he intends discussing the situation in Hollywood. He said that he was confident that something could be worked out that would equally benefit his union and the IA. One suggestion revolved around production of more television pictures in England for showings in the U.S.

Chamberlin said that IA members have

(*Continued on page* 22)

Gotham Theatres Joining Tax Suit

New York City exhibitors are likely to resort to legal action if city comptroller Lawrence Gerosa does not permit them to join as party plaintiffs in the current suit pending against the city's five percent admission tax. The suit was brought by five Queens theatres.

With first collection of the tax slated for Sept. 20, covering July and August collections, it is believed that only those theatres involved in the suit can benefit from Judge Pette's ruling that the breakage is illegal provided that it is upheld. Prior to the final ruling, all other theatres not involved would have to pay total tax collected. Exhibitors charging from 30 to 39 cents, 50 to 59 cents, 70 to 79 cents, etc., would then have to pay the extra penny.

Report 3-D Films Without And 3-D TV With Glasses

Despite a current lull in industry interest in 3-D, two new inventions announced this week should revive talk about the possibilities of three-dimensional films. An exclusive "Film Daily" dispatch by technical writer Merlin Lewis reports the demonstration of a 3-D system that requires no glasses, while a report from a television firm claims to have discovered a 3-D video system with glasses.

The Lewis story describes a demonstration in Dayton, Ohio, of Tri-Dim, a system which projects two images on a screen at the same time which the viewer sees as one 3-D image. Inventor Stu Sheldon, who has been connected with the theatre business for 34 years, claims that theatres could equip for the new system at less than $1,800.

Writing enthusiastically of the demonstration, the "Film Daily" reporter stated the belief that the system could easily be used with other wide-screen systems, including CinemaScope. He added that there "is no doubt whatever that Tri-Dim can make good pictures better."

The system works on a series of prisms, which bend light from two lenses, resulting in normal depth vision, without strain, according to Lewis. He noted that it could be used with all types of cameras now in use in Hollywood and is feasible for theatre use.

A 3-D system for television, which would show the video film in 3-D for those wearing special glasses and in 2-D for those not wearing the glasses, is claimed by 3-D Television Corp., which plans to inaugurate its system with the video show "Angeles Auditions" in the fall. No attachment is needed for the TV set, the company claims.

The company is making arrangements for the national distribution of the special glasses, which will retail for 50 cents per pair. They will be similar in appearance to sunglasses, and clip-ons will be available for those people who wear regular glasses. A series of 39 half-hour shows will be filmed in the medium for "Angeles Auditions."

Allied Reps In Separate Parleys With Sales Chiefs On Complaints

A special National Allied committee began mulling the results of a series of meetings the exhibitor representatives concluded late this week with sales heads of the major distribution corporations.

Sessions, each between a separate sales head and the committee, were devoted to questions revolving around the print and product shortages, rentals and percentage terms. Meetings were held one at a time to avoid any suspicion of collusion.

Direct word to the press regarding the outcome of the meetings was withheld pending discussion of the results at a two-day National Allied board meeting, scheduled to get underway at the Greenbrier Hotel in White Sulphur Springs, W. Va., on Aug. 23. It is expected that Allied will comment at that time.

Participating as members of the special Allied committee were Ben Marcus, National Allied president; Abram F. Myers, general counsel; Wilbur Snaper, Nathan A. Yamins and Jack Kirsch.

If the results prove unfruitful for the exhibitors, Allied has threatened action to secure government intervention. Such a policy has been recommended by a number of Allied regional units in resolutions passed on the heels of a strong statement from Myers.

Myers had said that he did not know how long Allied would continue to oppose government regulation for the film industry if certain trade abuses were not corrected. As abuses Myers listed distributor infidelity after promising to adjust certain contract prices; their refusal to raise rental terms ceilings to allow for upped grosses resulting from tax revision, and their insistence on boosting minimum percentage terms which, Myers said, are "already too high for most exhibitors."

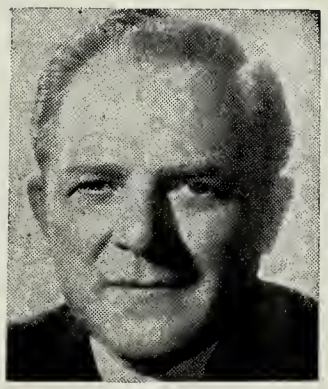
An additional complaint lodged by the Allied general counsel was that distributors are including in the top price ranks product which formerly would have been placed in the lower brackets.

Another major complaint against distribution, and one that also figured in the discussions with the sales heads, was the reduction of prints allocated to exchanges, a complaint originally put forward by Marcus.

COMPO Tax Policy Meet

COMPO's board of directors and executive committee will meet this fall to decide whether to seek total elimination of the Federal 20 percent admission tax at the next session of Congress. Those who argue for pushing for complete elimination point out that Congress has already voted such a measure once.

Boasberg Joins Schwartz; Branson Heads RKO Sales



BRANSON



BOASBERG

Charles Boasberg, RKO's general sales manager, has resigned his position effective Oct. 30 to take a profit-sharing post with American Production & Distribution Corp., headed by Fred J. Schwartz, president of Century Circuit. AP & DC recently completed production of "Long John Silver," to be released by 20th-Fox.

The announcement was made by J. R. Grainger, president of RKO, who added that effective Aug. 23, Walter Branson, who has held a series of executive positions for 24 years, will become world-wide sales manager of the company. Grainger stated that a domestic and foreign sales manager will shortly be selected from within the company's ranks to serve under Branson.

NT Explodes At TNT 50-50 TV Fight Terms

HOLLYWOOD.—Because of an increase in the terms asked by Theatre Network Television, Inc., for its upcoming closed-circuit heavyweight championship bout, National Theatres has cancelled its order for 16 large theatre-TV screens from General Precision Equipment, it was learned this week. TNT is reportedly asking for 50 percent of the gross for the telecast. Theatres thus far signed total 23.

While National Theatres claims that under such terms exhibitors would lose money, TNT is said to be basing its demand for the higher terms on the excellent results of the original bout in June. At that time TNT gave a guarantee of 10 cents against $1.40 per seat, or 50 cents against $1.30.

Loew's Divorcement Takes Effect At End Of Month

Barring any unforeseen hitch, Loew's, Inc., will effect divorcement of theatres from production-distribution by the Aug. 31 deadline agreed on between the company and the Justice Department. At that time, the company will most likely disclose a listing of officers and directors for each of the firms that will come into being in the wake of the divorcement.

Nicholas M. Schenck, currently president of Loew's, Inc., is scheduled to head the film concern, he said. It is expected that Joseph R. Vogel, currently vice-president and general manager of the corporation's theatre division, will become president of the theatre concern. It was meanwhile announced that J. Robert Rubin, vice-president, will resign at the end of the month after 30 years of service.

FOR THE BIG Autumn



THE STORY OF THE CULLY GANG'S LAST DESPERATE STAND!

COLOR BY Technicolor

FOUR GUNS TO THE BORDER

starring

RORY CALHOUN

COLLEEN MILLER

GEORGE NADER

WALTER BRENNAN

NINA FOCH

JOHN McINTIRE

WHEREVER THERE'S MURDER THERE'S A WOMAN LIKE MARIANNA!



Naked Alibi

starring

STERLING HAYDEN

GLORIA GRAHAME

co-starring

GENE BARRY

MARCIA HENDERSON

Universal International

Box-Office HARVEST from UNIVERSAL!

THE STORY OF THE WHITE HUNTER WHO SMASHED THE RULE OF THE IVORY PIRATES!



EALING STUDIOS PRESENT

WEST OF ZANZIBAR

COLOR BY Technicolor

FILMED IN AFRICA



starring

ANTHONY STEEL · SHEILA SIM

THAT "MA KETTLE" GAL'S GOT A BRAND NEW FELLA!



"RICOCHET ROMANCE"



starring

MARJORIE MAIN

CHILL WILLS

ALFONSO BEDOYA

PEDRO GONZALES GONZALES

RUDY VALLEE







Universal International

BENGAL BRIGADE

starring

ROCK HUDSON · ARLENE DAHL

Sensational Star of "Magnificent Obsession"!

co-starring **URSULA THIESS** with Torin Thatcher · Arnold Moss

COLOR BY Technicolor

ALL KEY CITY PLAYDATES DURING THE MONTH OF NOVEMBER FOR "BENGAL BRIGADE"

will be listed in

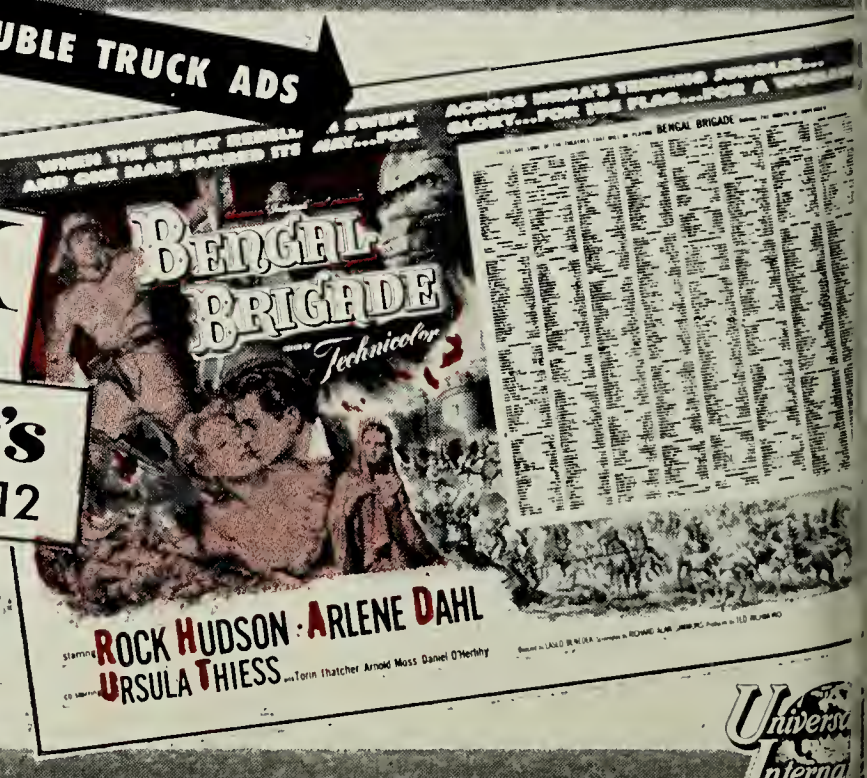
2 GREAT NATIONAL MAGAZINES

...a readership of 30,000,000!

2 COLOR DOUBLE TRUCK ADS

LOOK
Issue of Nov. 2

Collier's
Issue of Nov. 12



New Trend Develops —

Industry In Tune With Video

With the motion picture industry exploring the possibilities of selling motion pictures to the public via the use of television, home viewers in New York City and Detroit have been exposed to the excellence of current product via video shows in those two cities. The Gotham show was a one-shot replacement for a blacked-out fight telecast, while the Mid-west experiment is in the form of a 13-week series purchased by exhibitors.

Indicative of the trend toward television advertising is the saturation campaign scheduled by 20th Century-Fox for "The Egyptian." The drive will embrace 160 domestic and Canadian markets with announcements programmed around-the-clock starting around Labor Day.

The company plans to achieve an audience penetration in the millions with 20 and 60-second spots. Announcements will bracket day and evening shows, both network and local, with playdate credits included. A commensurate radio campaign has also been planned.

Zanuck "Toasted"

"The Darryl Zanuck Story," climaxed by the 20th Century-Fox studio chief's first CinemaScope production, "The Egyptian," will be highlighted on two successive hour-long Ed Sullivan "Toast of the Town" telecasts, according to the film company. The shows will be seen on Sept. 12 and 19 over the CBS-TV network.

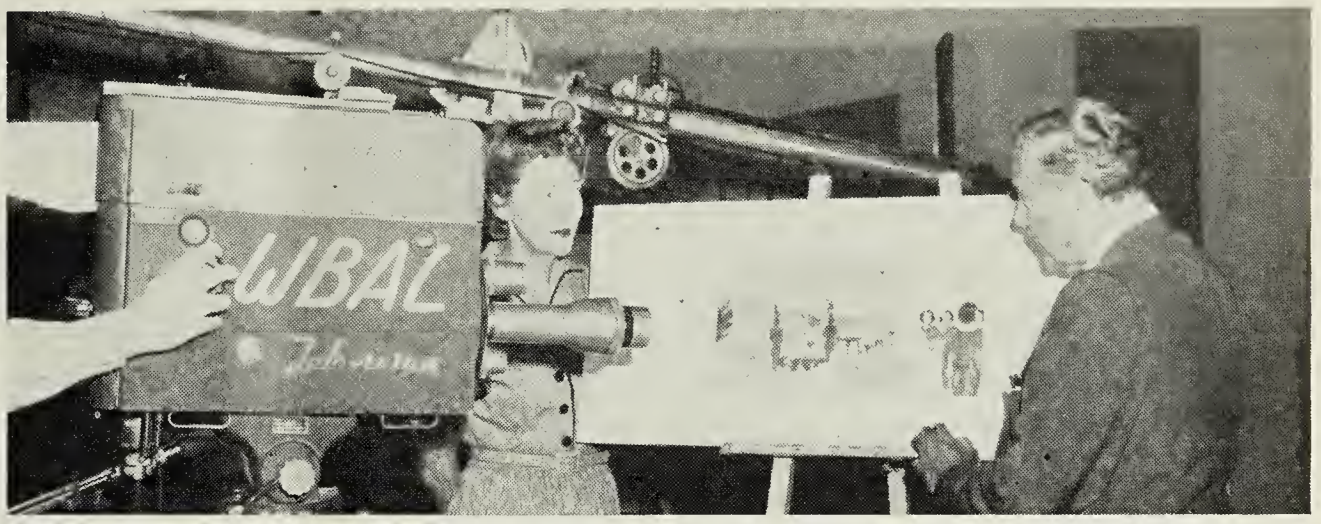
Highlights from pictures marking turning points in Zanuck's career, up through "The Egyptian," will be seen on the shows. Many will also appear on the programs. Sullivan's entire staff and crew will converge on Hollywood for the programs.

Expressing his approval of the trend toward television advertising is Trueman Rembusch, national director of Indiana Allied and prominent exhibitor leader. Rembusch stated this week that the advent of television has cut down the value of newspaper advertising, and that exhibitors should change their advertising schedules accordingly.

The exhibitor suggested that distribution establish a weekly 15 minute television program at an estimated cost of $1,000,000 a year. Rather than on a network basis, the proposed program would be purchased from individual stations in key areas at the best viewing hours for each area.



Getting a television break for Warner Bros.' "King Richard and the Crusaders" is director David Butler, being interviewed by Bill Hogan on KRON-TV's "Drama Desk."



Bert Lytel, in the midst of a public relations tour plugging 20th Century-Fox's "The Egyptian," shows an Egyptian scene on Baltimore's Kitty Dinken video show on WBAL-TV.

Rembusch explained that he is convinced of the superiority of video over newspaper advertising by his own experience with Syndicate Theatres, Inc., of which he is secretary-treasurer. He stated that TV advertising of "The Glenn Miller Story" in his area created word of mouth for that picture that other features did not get when using only newspaper advertising.

Use Film Clips

Scenes from top current films and forthcoming ones were telecast in a program called "Bits From The Hits," which constituted the WCBS-TV replacement for the regular fight telecast. Approximately three minute segments from the current "The Caine Mutiny," "Apache," "On the Waterfront," "Valley of the Kings," "Rear Window," "Living It Up," "Man with a Million" and "Duel in the Jungle" were shown.

Upcoming product boosted included "Sabrina" and "Black Shield of Falworth." The program was sponsored by Hoffman Beverages, a subsidiary of the sponsor of the regular fight series which was blacked out in New York City the night of the light heavyweight championship bout. Material for the 45-minute program was supplied by the film companies.

In Detroit, 17 second-run exhibitors have purchased a video series to run Monday through Friday at six p.m. at a reported cost of $850 per week. The program is a five-minute portion of "Detroit Deadline," a regular news program of WXYZ-TV. The program will include film clips of product currently playing at the theatres.

On Tuesday and Thursday shows, the program will feature appearances by visiting stars and personalities. Clips are coming from the distributors, while the theatres are running a trailer plugging the program. The participating theatres have named themselves Movie Preview Theatres. Included are most of the city's second run houses, with the exception of United Detroit and Cohen circuit theatres.

Both conventional and 10 drive-in theatres are co-operating in the venture, which has been undertaken under the leadership of James F. Sharkey, film buyer for Co-operative Theatres of Michigan. Sharkey noted that the program is more effective than a straight commercial because it supplies entertainment and sells indirectly.

The news program of which it is a part has been established in the Detroit area for the past two years, so that it will not be necessary to create a new audience for the show. Sharkey explained that "television is no longer a thing to fight, but something to incorporate and exploit when selling a picture."

The planning for this promotion has been in progress for more than five months, according to a statement from the exhibitors. With the new show they are hoping for a "new and different kind of promotion" and a "program that's entertaining to watch."

At the conclusion of each day's program an institutional announcement for the movies will be made.

COMPO Plans

Theatres included in the promotion are the Eastown, Harper, Mercury, Redford, Royal, Royal Oak, Wyandotte, and the following drive-ins: Bel-Air, Dearborn, East Side, Fort, Grand River, Gratiot, Oak, Town, Wayne and Westside.

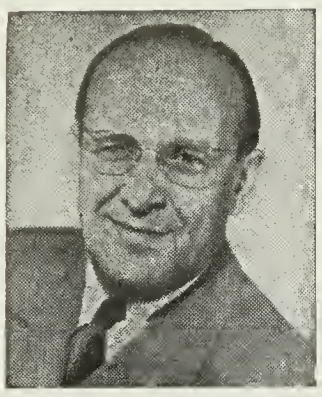
COMPO has television plans of its own, it is understood, by which it is contemplating tieing in a series of industry TV shows with its projected national audience poll. COMPO's triumvirate is also reported to be thinking of a quarterly TV show as well as presenting the poll awards before the video cameras.

The fact that television is an advertising medium and thus differs from motion pictures is the subject of the 24th advertisement inserted by COMPO in "Editor and Publisher" in the Aug. 7 issue. The ad comments on the E&P editorial that discussed the newspapers' practice of giving free space to TV listing while charging theatres premium rates.

The ad copy notes that "movies are supported entirely by money the public pays at the box office" and that "if a picture pleases the public it succeeds, if not it fails." It adds that "television, on the other hand, derives its income solely from advertising" and explains that "television gives the public free entertainment to insure an audience for its advertising message."

Universal Schedules 11 Releases Through January; Nine Tinted

Eleven major pictures, nine of them in color of which two also are in CinemaScope, will be released by Universal-International during the five-month period starting Sept. 1, it was announced this week by Charles J. Feldman, vice-president and general sales manager.



CHARLES FELDMAN

These pictures represent one of the strongest box office lineups ever released by U-I during a similar period, Feldman pointed out. Extremely diversified in subject matter, they include drama, comedy, adventure, spectacle, romance, music and action. And in virtually every case the casts are headed by names with box office pull, he added.

Included in the releases are two productions from the J. Arthur Rank Organization which already have received high acclaim in England.

Stars featured in the line-up are Tony Curtis, Janet Leigh, Rory Calhoun, Piper Laurie, David Brian, Sterling Hayden, Gloria Grahame, Rock Hudson, Arlene Dahl, Colleen Miller, Anthony Steel, Jeff Chandler, Jack Palance, Ludmilla Tcherina, Rita Gam, Marjorie Main, Gloria DeHaven, Gene Nelson, Corinne Calvet, Audie Murphy and Mari Blanchard.

The release schedule, as set forth by Feldman, is as follows:

"The Black Shield of Falworth," Technicolor CinemaScope production starring Tony Curtis, Janet Leigh, David Farrar, Barbara Rush and Herbert Marshall.

"Dawn At Socorro," Technicolor western starring Rory Calhoun, Piper Laurie, David Brian and Kathleen Hughes.

"Naked Alibi," melodrama starring Sterling Hayden and Gloria Grahame.

"Bengal Brigade," Technicolor adventure story starring Rock Hudson, Arlene Dahl and Ursula Thiess.

"Four Guns To The Border," outdoor Technicolor action film starring Rory Calhoun, Colleen Miller and George Nader.

More Films Set

"West of Zanzibar," J. Arthur Rank Organization Technicolor adventure film starring Anthony Steel and Sheila Sim.

"Sign of the Pagan," Technicolor CinemaScope story of Attila the Hun which stars Jeff Chandler, Jack Palance, Ludmilla Tcherina and Rita Gam.

"Ricochet Romance," comedy starring Marjorie Main, Chill Wills, Alfonso Bedoya, Pedro Gonzales and Rudy Vallee.

"So This Is Paris," Technicolor musical starring Tony Curtis, Gloria DeHaven, Gene Nelson and Corinne Calvet.

"Destry," Technicolor western drama starring Audie Murphy, Mari Blanchard, Lyle Bettger, Lori Nelson and Thomas Mitchell.

"The Seekers," J. Arthur Rank Organization adventure film in Eastman Color and starring Jack Hawkins and Glynis Johns.

Schine Concerns Ordered To Show 1939-54 Books; Federal Perusal Expected

Buffalo.—The five corporations bearing the Schine name plus Chesapeake Theatres have been directed by Federal Judge John Knight to produce all journals and ledgers, stock certificate books and corporate minute books for government perusal. Records for the period 1939-54 were designated in the order.

Judge Knight in the same decision ordered the compliance of Danell Theatres, Elmart Theatres and the Hildemark Corp. with the government for their respective books. Latter three corporations "have had such close connections or relations with the various Schine companies," Judge Knight said, "that it is presumably necessary that the petitioner be permitted to examine their records."

It was additionally directed by Judge Knight that the government state more clearly and concisely in a bill of particulars the financial and operating interest allegedly acquired by the defendants in the Pontiac Theatre, Ogdensburg, and the Capitol, Oswego.

Popcorn Association Sets Sales Session Curriculum

Chicago.—The curriculum for the "College of Concession Knowledge," to be held here during the combined TOA-TESMA convention and exhibition at the Conrad Hilton Hotel Oct. 31-Nov. 4 under sponsorship of the International Popcorn Association, has been announced.

More than 31 subjects will be dealt with in seven three-hour sessions during the course of the convention. Topics will comprise "a full year's education in concession operation," according to the co-chairmen, Bert Nathan of Theatre Popcorn Vending Corp. and Nathan Buchman of American Theatre Supply Corp.

Financial Notes

Tax Collections Drop

Admission tax collections as reported by the Internal Revenue Service in Washington took a drop during the fiscal year ended June 30. Figures were $271,952,000 as against $312,831,000 for the previous fiscal year of 1953. Comparisons between the two figures cannot be made since quarterly rather than monthly excise tax returns are now being filed and the admission levy rate has been reduced.

S-W Nets $1,494,900

Stanley Warner Corp. and subsidiary companies report for the 39 weeks ending May 29, 1954 a net profit of $1,494,900 after all deductions, equivalent to 64 cents per share of common stock. For the 13 week period, the net profit was $303,500, equivalent to 13 cents per share. Figures include the operating profit of the International Latex Corp., which became a wholly owned subsidiary on Apr. 30, 1954.

National Earns $1,884,636

The consolidated net income, after all charges, of National Theatres, Inc., for the 39 weeks ended June 26, 1954 was reported as $1,884,636, equivalent to 68 cents per share, and almost the same as the $1,873,521 of the same period last year. For the 13 weeks ended June 26, the consolidated net was $577,586 or 21 cents per share, which shows an increase from the $414,992 for the corresponding quarter of 1953. Net profit, less taxes on theatre sales were $57,000 for the 39-week period.

WB Lists Increase

Warner Bros. Pictures, Inc. and subsidiary companies report for the nine months ending May 29, 1954 a net profit of $2,536,000 after tax provisions, which shows an increase from the $2,129,000 of the same period last year of the old and new companies. The net profit is equivalent to $1.02 per share on the 2,474,337 shares of common stock outstanding or reserved for exchange at May 29. Film rentals and sales amounted to $49,506,002.

Exhibitors See Hilux Val All-Ratio Lenses Demonstrated

A new set of variable anamorphic lenses, the Hilux Val, developed and manufactured by Projection Optics, Inc., is now available to exhibitors following a demonstration last week at the Paramount Theatre, N.Y.C. Reaction of exhibitors, equipment dealers and press members gathered for the demonstration was favorable toward the lenses, which sell for $750 a pair.

Scenes from Warner Bros.' "Lucky Me" and M-G-M's "Knights of the Round Table" were used for the showing. The "Lucky Me" shots started at a compressed 1.33:1 ratio and then gradually enlarged to fill the CinemaScope screen. Scenes from a Universal cartoon were also used and shown in several different ratios.

With the Hilux Val pictures can be projected in all ratios, it was explained. The lens differs from the SuperScope and Super Panatar lenses in that it is cylindrical in shape. It screws directly on the objective lens without special attachments to the projector face or chassis, according to the company.

The variable prisms in the lens are individually adjusted by two independently controlled knobs in place of the gear control used on the other variable anamorphic lenses, according to Fred Aufhauser, president of the company. This allows for more precise adjustment, he stated.

With the projector aligned for normal projection, the two knobs on the Hilux Val are turned until both sides of the screen are filled. With this system, there is never any necessity to shift the projector in any direction, he pointed out.

Good light transmission is claimed for the system because of the use of high index, coated glasses. The use of this glass also permits the use of thinner prisms, which in turn further enhances light transmission and reduces weight, according to Aufhauser. Total weight of the unit is 10 pounds.

A corrector lens has been placed at the front of the unit, which means that all the light within the Hilux Val is parallel. Since all the surfaces are flat, the company claims an absence of any spherical aberration, field curvature, astigmatism or coma for the unit.

The corrector lens is a lens with the same focal length as the length of the projection throw. This means that a different lens is required for different theatres. The company will supply this lens on an individual basis

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Independent Trade Reviews

"Brigadoon"

(M-G-M) CinemaScope-AnscoColor 108 Min.

Cast: Gene Kelly, Van Johnson, Cyd Charisse, Elaine Stewart, Barry Jones, Hugh Laing, Albert Sharpe, Virginia Bosler, Jimmy Thompson, Tudor Owen, Owen McGiveny, Dee Turnell, Dody Heath, Eddie Quillan.

Credits: Produced by Arthur Freed; Directed by Vincente Minelli; Screen play by Alan Jay Lerner; Music by Frederick Loewe; Lyrics by Lerner; Based upon the musical play by Lerner and Loewe; Choreography by Gene Kelly.

In "Brigadoon" a smash hit Broadway musical has been transformed into what will certainly prove to be a CinemaScope-Ansco-Color motion picture hit of similar proportions. Solid marquee strength is provided by stars Gene Kelly and Van Johnson, while Cyd Charisse and Elaine Stewart provide glamour in the chief female roles. These principals have been surrounded by a galaxy of supporting singers and dancers who fill the CinemaScope screen with color and charm. Moreover, exhibitors will find "Brigadoon" pre-sold with audiences all over the country. In its stage version this delightful Scottish fantasy encountered a successful national tour, while those who never saw it on the stage couldn't help hearing many of the show's hit songs on the radio and juke boxes.

Filmed by producer Arthur Freed, with direction by Vincente Minnelli, this tale of an enchanted village now stands ready to warm the hearts of the nation's motion picture audience. And "Brigadoon" is heart-warming because it is a very human story which demonstrates that love can conquer all obstacles. The village of Brigadoon has been put under a spell to protect it from the evils of the outside world. When Americans Kelly and Johnson wander into it by accident, the former falls in love with Miss Charisse, but he can have her only when he is willing to renounce the outside world.

The mystical theme of the story, and its Scottish setting, have provided a field day for the costume and set designers. The whirling mist of the Scottish mountains presents a dream-like atmosphere, which is then alternated with the realistic folk-type aspects of the little village. The traditional Scotch costumes have been exploited to the fullest and are especially effective in the dance sequences.

And, when all has been said about the story, costumes and sets, there remains the wonderful score that will always be the highlight of any production of "Brigadoon." Unfortunately, several of the top songs of the show, including "There But For You Go I" and "Come to Me, Bend to Me" have been omitted from the film. Also, the principals are weakest in the vocal department. Nevertheless, audiences will love Gene Kelly's singing and dancing to such numbers as "It's Almost Like Being in Love" and "The Heather on the Hill." Kelly and Miss Charisse team for several dances and then join the chorus for the production numbers.

Here are necessary ingredients to click at the box office. Kelly is in top form throughout, while Johnson's role as the wise-cracking cynical friend provides him with a change of pace. All the world loves a big, colorful musical, and "Brigadoon" fills the requirements.



Van Johnson, Cyd Charisse, Gene Kelly in "Brigadoon," CinemaScope-Ansco Color

"A Bullet Is Waiting"

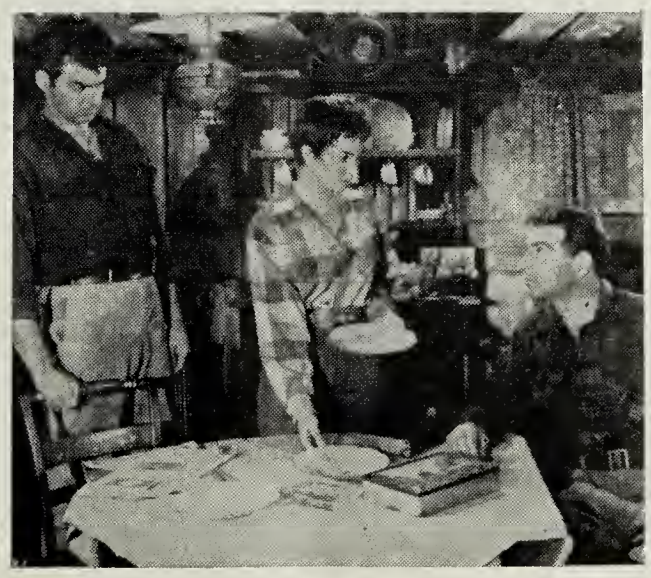
(Columbia) Technicolor 82 Min.

Cast: Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne.

Credits: Produced by Howard Welsch; Directed by John Farrow; Screen play by Thames Williamson and Casey Robinson; Story by Williamson.

A strange combination of action mixed with philosophy is the unusual offering of this Technicolor production in which the four stars comprise the entire cast. Director John Farrow has definitely concocted something different here, and whether it will prove too talky for the regular action fans, or whether it will find favor with the class audience as an "intellectual western," remains to be seen. In any case, the feature, starring Jean Simmons, Rory Calhoun, Stephen McNally and Brian Aherne, is certain to generate word of mouth. The film supplies plenty of action, as escaped prisoner Calhoun and pursuing sheriff McNally battle throughout the running time. But the brawling is sandwiched between chunks of philosophical discussion from retired professor Aherne and Miss Simmons, his daughter. Also, this must be the first action film on record in which the heroine discusses the ballet.

The stars all turn in top jobs, with Miss Simmons looking lovely in boyish clothes and close-cropped hair. Wonderful color photography and a complicated musical score help create the mood for the feature, which is set on Aherne's lonely sheep ranch out west, where Calhoun and McNally are stranded. The girl falls in love with the prisoner, even though she has been told that he is a murderer. Miss Simmons eventually learns that Calhoun killed McNally's brother in self-defense and that the sheriff is not out after justice but to revenege his brother. Tension builds to the suspenseful gun-battle climax, in which Calhoun gets the upper hand and then spares McNally's life. The latter admits his error, and the four stars return to make sure that Calhoun gets a fair trial.



Jean Simmons, Rory Calhoun and Stephen McNally in "A Bullet Is Waiting"

"The Little Kidnappers"

(United Artists) 93 Min.

Cast: Duncan Macrae, Jean Anderson, Adrienne Corri, Theodore Bikel, Jon Whiteley, Vincent Winter.

Credits: A J. Arthur Rank Organization presentation; Produced by Sergei Nolbandov and Leslie Parkyn; Directed by Philip Leacock; Screen play by Neil Paterson.

A very unusual and charming tale of two little boys in the backwoods of Nova Scotia, this Rank Organization production, filmed in the actual locale, should generate hearty word of mouth to help art house runs. The feature could also be used to give handy support on the double bill in more general situations. There is not a familiar name in the cast, but audiences, once in the theatre, will succumb to the appeal of these two little lads whose boyish desires are frustrated by their stern Scotch-Canadian grandfather. Woven into the plot is a wonderful picturization of the tough fibre of these backwoods people plus a good case of bigotry. However, the lesson, and there is one to be learned here, is never preached but presented so pleasantly that no one should mind it.

The film's mood changes often from comedy to drama, and the beautiful outdoor scenery lends itself well to these changes. Set in 1904, the picture follows the two little boys as they come to live with their grandfather when their father is killed in the Boer war. The old man is overly stern with the children, and he instills in them a hatred of the Dutch-Canadians in the town. Lacking playmates and affection, the boys find and hide a little Dutch baby, whom they plan to rear. When the baby is found, the elder boy is accused of kidnapping, but all turns out all right. The grandfather admits his mistake, and all the children are made happy.

"Khyber Patrol"

(United Artists) Color Corp. of America 71 Min.

Cast: Richard Egan, Dawn Addams, Patric Knowles, Raymond Burr, Patrick O'Moore, Philip Tonge.

Credits: A World Films Presentation; Directed by Seymour Friedman; Screen play by Jack DeWitt; Story by Richard Schayer.

This costume melodrama about a battle for control of India's Khyber Pass, in color by Color Corp. of America, serves up routine fare that will help fill the need for action programmers. Richard Egan and Dawn Addams are topcast as a British Lancer and his girl. Dancing girls, secret passageways, and codes knitted into rugs all figure in the intrigue, while skirmishes and full-scale battles between the British and the Orientals supply the feature's action. The film follows Egan, who is held in suspicion by his fellow officers because he is a Canadian rather than an Englishman, as he gets in trouble with his soldiers. He unwittingly causes the death of a large portion of them when he is duped by Raymond Burr. The film is climaxed by Egan's redeeming action, which has him save a band of outnumbered Lancers by holding off a whole army of enemies with a lone machine gun.

The script is played with the necessary bravado and the action is kept constantly on the move so that interest is maintained. The feature is set near the Indian border, which has been a source of trouble because of insurgent Afghan princes and the desire of Russia to control the pass. Egan's enthusiasm for going after the enemy is constantly checked by British diplomacy until he finally makes some rash moves on his own. This brings on the trouble, which is eventually righted when he proves his courage and loyalty. The romance with Miss Addams is an off-again on-again one until the final clinch. Production values are standard and the color adds to the effect.

(*Continued on page* 17)



BIGGEST FRID

Watch Warners' New

Atlantic City pre-relea

for Sgt. Joe Friday's fir

feature-length sensatio

JACK WEBB

WARNERCOLOR

'Frank' is in it too!
BEN ALEXANDER
as Officer Frank Smith

WITH RICHARD BOONE ANN R

IN HISTORY!

rk, Chicago and

send-off now



THE NEVER-TOLD TRACK-DOWN OF THE RED SPOT CRIMINALS—A STORY SO BIG IT HAD TO BE TOLD ON THE WIDE, WIDE SCREEN!

DRAGNET

N BY HARD L. BREEN A MARK VII LTD. PRODUCTION

PRODUCED BY STANLEY MEYER

DIRECTED BY JACK WEBB

DISTRIBUTED BY WARNER BROS.

EXHI-BITS

Fabian Anniversary

PATERSON, N.J.—A double celebration will take place here on the evening of Aug. 24 when both the Regent Theatre and Simon H. Fabian, president of Stanley Warner Corp., will have completed 40 years in show bnsiness. A special civic tribute and ceremonies will be held at the theatre in honor of the executive and the house. A reception will follow at the Alexander Hamilton Hotel.

Hollywood "Star" Preem

HOLLYWOOD. — Final arrangements have been set for the world premiere of Warner Bros.' "A Star Is Born" to take place on Sept. 30 at the RKO Pantages Theatre here. The company has announced that the Judy Garland CinemaScope starrer will be ushered in "with a gala premiere unprecedented in Hollywood or any place else in the world." Miss Garland is scheduled to return from a European vacation to attend the opening. The film is scheduled to open at the Astor Theatre, N.Y.C., sometime in October following the run of "On the Waterfront" at the house.

VistaVision At Hall

VistaVision will make its public debut at Radio City Music Hall early this fall when Paramount's "White Christmas" has its world premiere at that showcase. Announcements that the contract had been signed were made by Russell V. Downing, managing director of the Hall, and Barney Balaban, Paramount head. The same theatre was the scene of the Gotham demonstration of the new process last spring. The feature will probably follow "Brigadoon" into the theatre sometime in October.

"Contessa" To Capitol

World premiere in early October at the Capitol Theatre of United Artists' "The Barefoot Contessa" will be held under sponsorship of CARE, with proceeds going to that organization's world-wide program of relief and rehabilitation, it was announced jointly this week by Paul Comly French, CARE executive director, and Arthur B. Krim, UA president.

New Lens Invented

DENVER.—Merf Evans, manager of the Lakewood Theatre here, has developed a lens that can be fastened permanently to a projector, and by means of swinging on an axis, is reported to project any type of film, including CinemaScope. The new lens is said to cost around $150. Evans said plans were being formulated for the manufacture and they will be marketed nationally by Western Service and Supply.

Warns Against Beggars

Drive-in operators have been warned to look out for professional beggars going through the patrons' cars by Jack Braunagel, co-chairman of the TOA drive-in committee. The exhibitor leader warns that patrons usually blame the theatre for the annoyance. He adds that judging from past experience he believes that they are more prevalent in the east than elsewhere.

Republic Expands Studio Facilities; Five In Production



Republic president Herbert J. Yates says "bon voyage" to William Dieterle as the producer-director leaves for Munich, to film "Magic Fire," the life of Richard Wagner, for which Yvonne De Carlo, Rhonda Fleming, and Rita Gam have been signed.

HOLLYWOOD. — Republic Pictures will climax a three-year improvement program with a $1,000,000 expansion of studio facilities, which includes a new office building, cutting and projection rooms and technical equipment. The program will be undertaken immediately, according to Herbert J. Yates, president.

The executive explained that the additional expansion was necessitated by the company's augmented production schedule for 1954-55. He added that since he is optimistic about economic conditions within the industry, he considers the investment a wise one. He promised to continue the expansion program as needed and pointed out that Republic added four sound stages last year.

Jack E. Baker, vice-president in charge of studio operations, has just returned from a survey trip of Great Britain and the continent, Yates revealed. He added that similar trips will be made by Daniel J. Bloomberg, chief engineer and technical manager, and other executives. Republic officials should know what's happening in the film capitals of the world, he declared.

Production will begin immediately on "Timberjack," "Magic Fire" and "Rebel Island," all Trucolor, as well as a John Ford production, "The Admiral Hoskins Story" and a Frank Lloyd production. Already completed are "The Atomic Kid," "The Shanghai Story," "Hell's Outpost," "Trouble in the Glen" and "Tobor."

Films Rate Added Space

Motion pictures received more editorial space in 10 of 21 general and fan magazines during the first half of the year, according to C. John Crockett, eastern advertising manager of "Coronet" magazine. Gains were reported for "Coronet," "Collier's," "Life," "Ladies Home Journal," "McCall's," "Seventeen," "Woman's Day," "True Confessions," "Photoplay" and "Esquire."

DISTRI-BITS

RKO-Superscope Deal

HOLLYWOOD.—RKO Radio Pictures will handle the foreign distribution of Superscope, according to an announcement by J. R. Grainger, RKO president. The process is distributed in the U.S. and Canada by National Screen Service. Demonstrations of the variable anamorphic process have been set for London, Paris and Rome.

Walter Branson, RKO general foreign manager, and Joseph Tushinsky, co-inventor of the system, will leave in early September to finalize plans on these demonstrations. Additional showings are now being arranged, it was learned. The company estimates that 1,000 theatres in the U.S. are now equipped with the Superscope lens.

UA Fight Rights

United Artists has acquired the world-wide distribution rights to the film of the forthcoming 15-round world heavyweight title rematch between Rocky Marciano and Ezzard Charles, scheduled for Sept. 15, according to James D. Norris, president of the International Boxing Club and William J. Heineman, UA distribution chief. More than 5,000 bookings allegedly were set for the film of the original bout last June.

Greenblatt Resigns

Arthur Greenblatt has resigned as general sales manager of Lippert Pictures following expiration of his contract, it was announced this week. A former sales chief for PRC and Monogram, Greenblatt joined Lippert as eastern sales manager in 1947 becoming sales manager and then vice-president. No replacement has been set yet, according to Lippert.

Plan Musical "Horizon"

HOLLYWOOD.—Columbia is planning a musical version of "Lost Horizon" as one of its major productions of the coming season, according to Jerry Wald, executive producer. Columbia previously did the original film in 1937. Music and lyrics for the feature will be done by Jule Styne and Leo Robin, while Fred Kohlmar will produce. These three are now working on the company's musical version of "My Sister Eileen."

Schenck-Koch Product

Six Schenck-Koch Production pictures will be distributed by United Artists by the end of 1955, according to a joint announcement from Aubrey Schenck, president of the producing company, and Arthur B. Krim, UA head. Films in the deal include "Big House, U.S.A.," "The Swamp Story," "Desert Battalion," two westerns and a melodrama.

New Guinness Film

Columbia Pictures will release the Alec Guinness starrer, "Madam Will You Walk," being produced by Facet Productions, new British film company. The feature, based on Sidney Howard's play produced last year in New York, has a modern New York setting, making it the first such film to be made by a British company.

Independent Trade Reviews

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"Dragnet"

(Warner Bros.) WarnerColor 89 Min.

Cast: Jack Webb, Ben Alexander, Richard Boone, Ann Robinson, Stacy Harris, Virginia Gregg, Victor Perrin, Georgia Ellis, James Griffith, Dick Cathcart.

Credits: A Mark VII Ltd., Production; Produced by Stanley Meyer; Directed by Jack Webb; Screen play by Richard L. Breen; Song by Herman Saunders and Sidney Miller.

Familiar to millions over the land as a vastly entertaining radio and television program, "Dragnet," a tightly-knit exercise in crime detection, has been broght to the screen in able style by Warner Bros. As a motion picture, it can stand on its own by dint of slick direction, an engrossing story and able performances. Picture is patterned a little too closely after the television techniques which made this sleuthing series about the Los Angeles police intelligence division famous. There is intermittent narration by Jack Webb, the director, who also plays the "Sgt. Friday" character he introduced on the airwaves versions. There is also a little too much use of the video "sting" or sudden blast of music that serves to underscore a crucial narrative twist.

Nonetheless, the larger-than-video screen of the motion picture theatre and WarnerColor are utilized to telling advantage in relating how "Sgt. Friday" and "Officer Frank Smith" assemble their clues, grill their suspects and solicit the witnesses to get their man. Story, fashioned after a supposedly true occurrence, revolves around a pair of gangland murders. Events are thus charged with action, chases and a multitude of sets which TV cannot afford.

Devotees of the radio and video series will want to whet their curiosity as to how their heroes stand up on celluloid to a case of crime. They will not be disappointed. Neither will the average movie-goer, who will find in "Dragnet" a much better-than-average murder melodrama. Unlike the radio and video versions, there is a wisp of a romance inserted in between Webb and Ann Robinson, who plays a policewoman. And above all hovers the famous "da-da-da-daa" of the musical theme.

Exhibitors may notice that in the course of the narrative plugs are given to such commercial products as Chesterfield cigarettes, Kleenex cleansing tissue and Libby's strained baby food.

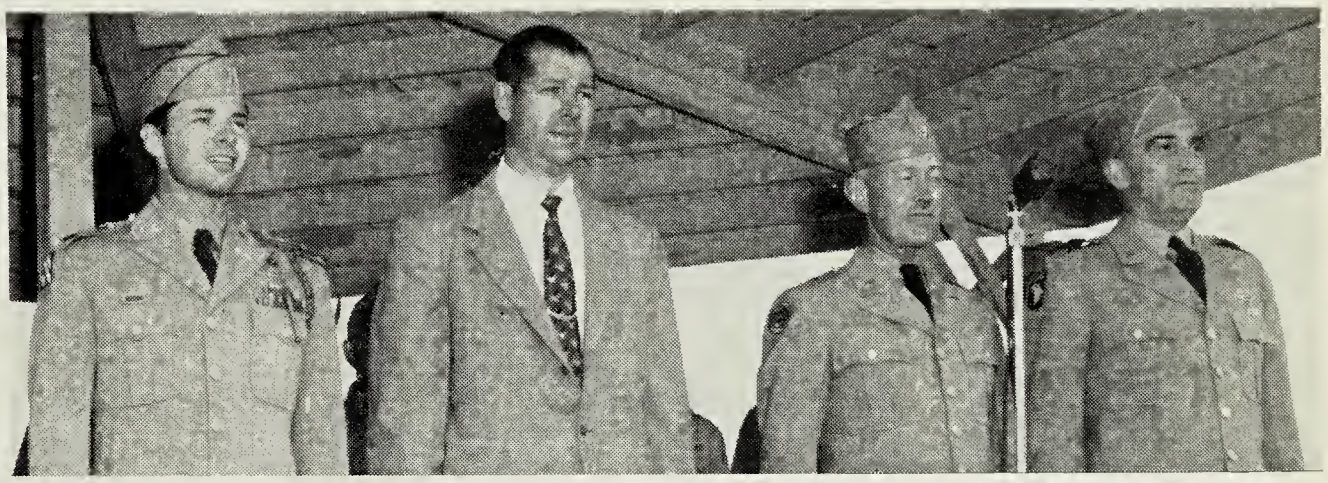
Personalities In The News



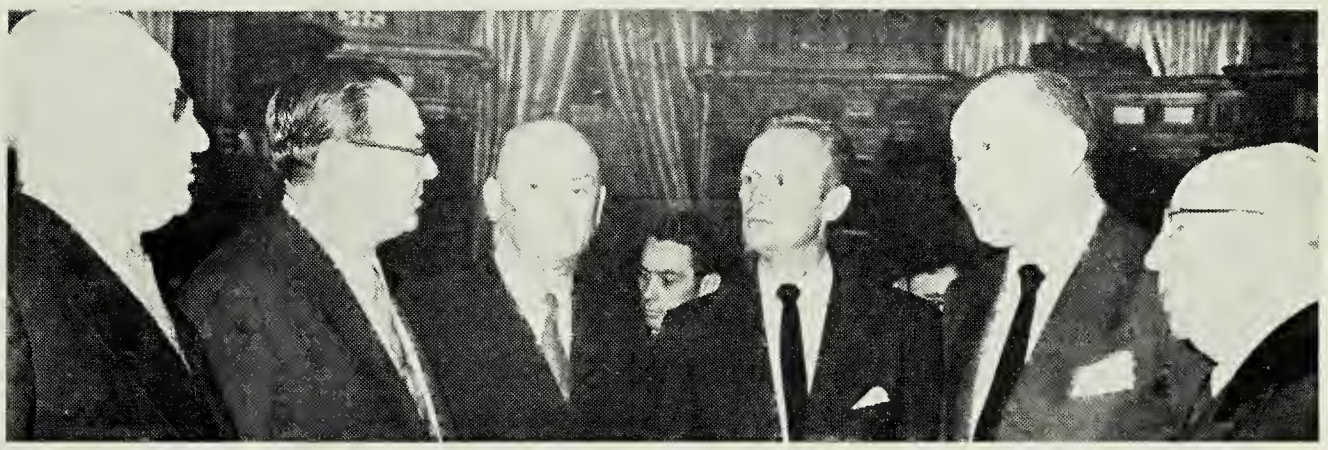
Welcoming Producer-Director John Huston (right) and Star Gregory Peck (left) on their launching in Ireland of "Moby Dick" for Warner Bros. release is William Howard Taft, III, U.S. Ambassador.



At a recording session of the title song from "Hajji Baba," written for Walter Wanger's Allied Artists CinemaScope production, are (l. to r.): Nat (King) Cole, vocalist; Dimitri Tiomkin, composer, and Ned Washington, lyricist.



Most-decorated World War II hero, Audie Murphy (left), was accorded a tremendous military accolade when more than 19,000 troops marched in his honor on his arrival at Ft. Lewis, Wash., for U-I's "To Hell and Back." Alongside are Mayor Tollesfen, Gen. Lynch and Gen. Sink.



Executives of Columbia International and Warwick Productions meet Richard Widmark in London on his arrival to play in "Prize of Gold." Left to right are Max Thorpe, Bernard Zeeman, Lacy Kastner, Widmark, Irving Allen and Joseph McConville.



Members of UTO of Illinois attacked high film rentals, print shortage, forced sale of blocks of pictures and the forcing of shorts at their annual meeting held at Rockford. Shown in front row are l. to r.: Jim Lamb, August Marchesi, Fred Le Kander, James Marchesi, John Koletis, George Kerasotes, Oscar Grandquist, Ralph Byler, George Gaughan and Dave Jones. Back row, same order: Don Johnson, William Keller, Russell Lamb, Mrs. Fred Good, Fred Good, Tyler Bastian, Emil Carpentier, O. H. Bastian, George Carpentier, Robert Danico, Hans M. Balle, Earl W. Trotter, Clyde R. Sheppard, Howard H. Lindroth, Albert Johnson, Bill House and Ben J. Kwitek.

A LOST HERITAGE THAT COUL



NLY BE CLAIMED BY GUNS!

HERBERT J. YATES
presents

UTCAST

TRUCOLOR BY CONSOLIDATED

starring

JOHN DEREK · JOAN EVANS

with

JIM DAVIS · CATHERINE McLEOD

BEN COOPER

Screen Play by JOHN K. BUTLER and RICHARD WORMSER

Based upon an Esquire Magazine Story by Todhunter Ballard

Directed by WILLIAM WITNEY

A REPUBLIC PICTURE

REPUBLIC PICTURES CORPORATION

No More Subsidy Pacts: Johnston

The MPEA has no subsidy agreements with foreign countries at the present time and none will be made again, Eric Johnston, association head, told the Independent Motion Picture Distributors Association at a luncheon meeting at Sardi's Restaurant. The IMPDA had asked Johnston to explain the details of the turning over of $350,000 to the French government in the new French pact.

Johnston explained that this sum was not being paid in the form of a subsidy but because of other commitments. He assured the independent exhibitors that the MPEA would never again underwrite the establishing of a company as IFE, which the independents claim has shut them out almost completely from distributing Italian films in the U.S.

Johnston agreed that the Italian deal which had called for first a 12½ and then a 10 percent subsidy was "probably the worst deal the American industry has ever made." He insisted that it would never be repeated. He noted that the Italians had received between four and 4½ millions of dollars in three years from that subsidy.

The MPEA has asked IFE for an accounting of this money, but so far no accounting has been received, he stated. Johnston summed up his speech by declaring that the MPEA does not want to do anything to "retard the free distribution of foreign pictures in America."

"Prairie" Birth Scenes Not Yet Out Of Woods

Following an initial difficulty with the New York censor board, Walt Disney's "The Vanishing Prairie" has been approved in its entirety in that state but has encountered similar trouble in Maryland and Chicago. Cause of the difficulty is a scene in the feature showing the birth of a buffalo calf.

Dr. Hugh M. Flick, director of the motion picture division of New York's State Education Department, reversed an earlier ruling of the board calling for the deletion of the scene. The ruling had been made while Dr. Flick was on vacation. The Disney organization is protesting the Maryland deletion order of censor board chairman Sydney Traub. The deletion has been made in Chicago.

Disney, expressing his "gratification" of Dr. Flick's reversal of the board's original decision on the two-minute sequence, stated that the scene "is presented as part of the life cycle in the animal kingdom and is not dwelt upon unnaturally or sensationally." He noted that leading religious groups have given the film a family rating.

Win Sunday Movie Ruling

CLIFTON FORGE, VA.—Judge John Eubank has ruled that Stanley-Warner's Masonic Theatre can continue to show Sunday movies despite a local ordinance prohibiting it. Judge Eubank based his ruling on the fact that the 1954 Virginia Assembly passed a law permitting Sunday movies and that a state law takes precedence over a local one.

Gratis CinemaScope Reels For Exhibition

Two specially produced CinemaScope reels, one dealing with stereophonic sound, and one describing new camera "taking" lenses plus forthcoming 20th-Fox releases, are being produced by the film company, according to Al Lichtman, distribution chief. They will be available for general theatre exhibitions at no cost to exhibitors, he stated.

A third reel, an educational subject for theatre projectionists on the best ways of presenting CinemaScope, is also being prepared, the executive disclosed. The first reel runs nine minutes, while the second runs 20 minutes. Both reels are suggested for use on regular CinemaScope programs by Lichtman. The first one should be ready by the end of this month, with the next one soon after.

In a correction of previously announced figures, Lichtman revealed that of 6,643 U.S. and Canadian theatres equipped for CinemaScope as of July 31, 2,854 are equipped with single optical sound. 3,293 use four-track magnetic sound; 128 are equipped with single-track magnetic, and 368 use sound mixers.

Settle 11 Trusts Suits; Terms Not Disclosed

CHICAGO.—Eleven anti-trust cases brought by theatres in this city against the eight majors, Balaban & Katz, and Publix, have been settled out of court, according to John Sullivan, who represented the theatres. The theatres were suing for a total of $2,613,000, but the terms of the settlement were not disclosed.

With all theatres suing for single damages, houses involved included the Alex, suing for $191,000; Norwal, $72,000; Savoy, $230,000; Bell, $260,000; Avenue, $300,000; White Palace, $300,000; California, $300,000; Homan, $360,000; Langley, $122,000; Villard, $214,000, and DuPage, $264,000.

Show Features Drive-Ins

MILWAUKEE.—A post season drive-in exhibit will be a feature of National Allied's Silver Anniversary Trade Show, scheduled for Oct. 12-14 at the Schroeder Hotel here. Purpose of the exhibit is to give ozoner operators ideas for improving their theatres for next year's operation. It is estimated that two-thirds of the theatre men who will attend the convention are engaged in operating drive-ins as well as conventional theatres.

Crescent Reorganizes

NASHVILLE.—Stockholders of the Crescent Amusement Co. have been meeting this week to vote on a proposal to surrender the corporation's existing charter and re-incorporate. Kermit C. Stengel, company president, explained that the changes proposed "provide that the general nature of the business to be transacted by the company shall be an amusement company, a real estate company and a holding company."

ForeigNotes

Britain

LONDON.—The first three British CinemaScope pictures have been announced by J. F. Pattinson, managing director of 20th Century-Fox's International Corp. in Great Britain. First will be "That Lady," starring Olivia de Havilland, to be followed by "Long John Silver," starring Robert Newton, and "The Black Prince," Errol Flynn starrer. The film company is encouraging independent British CinemaScope production by offering both financing and worldwide distribution to producers. There are 461 theatres equipped for CinemaScope in the United Kingdom, he revealed.

Brazil

Because of an acute shortage in seating capacity in Brazil, there will be a big surge in theatre construction in that country within the year, predicted Ned Seckler, RKO sales chief in Brazil, while conferring with James R. Grainger, RKO president, in Hollywood. At present there are 100 theatres in Rio de Janeiro and 125 in Sao Paulo, he stated, with one in each city equipped for CinemaScope.

Japan

Gross receipts for Japanese theatres in 1953 amounted to 60,000,000,000 yen, which were amassed from only 62 percent of the domestic market. There are now 3,734 theaters showing 35-mm. films with a total seating capacity of 1,900,000. The number of entertainment films shown in Japan in 1953 totalled 497 of which 302 were Japanese films and 195 foreign films.

A Japanese producer has estimated that a low-budgeted film costs from 38,000,000 to 40,000,000 yen to produce. (360 yen equals U.S. $1.00). Japan, because of the shortage of competent actors, has almost inevitably developed the star system. With respect to co-production between U.S. and Japanese film companies, Japanese film officials are not enthusiastic, pointing to discouraging and unprofitable experiences in the past.

Mexico

As of Dec. 31, 1953 there were 2,459 theaters in Mexico with a total seating capacity of 1,591,140, serving a population of 25,809,964 people. Insofar as can be ascertained, all of these theaters are equipped for the exhibition of 35-mm. films. The importation from the U.S. amounted to 333 feature films, representing about 60 percent of the total films exhibited.

Mexican theatres are no longer allowed to sell standing room because of a new law signed by President Ruiz Cortines. Theatres are now prohibited from selling tickets beyond the capacity of the house, thus causing the end of the "Standing Room Only" sign in this country.

Finland

There are 547 motion picture theatres in operation in Finland exhibiting 35-mm. films, according to the Finnish Motion Picture Theater Owners' Association in Helsinki. These theaters have a total seating capacity of 153,054. In 1953 there were 384 feature films shown in Finnish theaters, of which 233 or about 60 percent were U.S. productions.

Cinerama Emphasizing Expansion Abroad: Fabian To Stockholders

OYSTER BAY.—With the second Cinerama production completed, the company will now emphasize expanding in the foreign field, S. H. Fabian, president of Stanley-Warner, told Cinerama stockholders at the company's annual meeting here. Fabian noted that because of the need for long runs, the current attraction "This Is Cinerama" could open in only about four more U.S. houses.

The first Cinerama production is currently playing in 13 houses in this country. Openings are contemplated in London in September, Paris in October, and then in Tokyo, Rome, Milan and West Germany. Stanley Warner has invested $5,000,000 in the new process and is prepared to spend more on it, according to the executive.

"Cinerama Holiday" will debut in one U.S. theatre in October or November but not in the others until business slackens on "This Is Cinerama." The new film, when sneak previewed in Boston, received preview card ratings of 83 percent excellent and 14 percent good, according to producer Louis de Rochemont.

"Holiday" Sneaked

The film was sneaked in a 1,300-seat house and 915 preview cards were returned, he revealed. Of these, 66 percent liked the new film better than the first Cinerama production, while 28 percent liked it as well.

Next Cinerama feature scheduled is the one Warner Bros. is planning about Lewis and Clark. A Cinerama film, "The Seven Wonders of the World," which was started by Merian C. Cooper, may be finished by Stanley Warner, Fabian noted.

The meeting elected Wentworth Fling, engineering vice-president of Cinerama, Inc., a director of the corporation, succeeding the late Joseph Bernhard. Fling conducted the meeting in the absence of Hazard E. Reeves, president, who was in a hospital. Fling, reading Reeves' report, echoed the theory that further expansion in the U.S. would of necessity be limited. John Hartley, treasurer, revealed that royalty receipts for the first half of the year were trailing the same period of 1953 by about $159,000.

Theatres Sue Truck Line For Boosted Rate Charge

COLUMBUS.—Suit has been brought against the Huntington Cincinnati Trucking Lines by six Ohio theatres for recovery of overcharges which the company has allegedly made on film shipments. Theatres claim an overcharge of 20 cents in each case where a print arrived in more than one can.

The houses also contend that if two pictures or a short came from the same exchange, Huntington would overcharge 60 or 80 cents in both shipping directions. An additional claim is that while some houses had been granted the $11 weekly maximum stipulated in the tariff prior to June 1953, others had been paying by the pound.

Suit was filed in the Sciotto County Common Pleas Court, Portsmouth. Treble damages of $10,500 are asked. Theatres involved are the Fayette, Washington Center; Atomic Drive-In, Waverly; State, Ironton; Markay and Kamar, Jackson, and the Louvee.

Industry Revived By TV: Grainger

PORTLAND, ORE.—"Television was the greatest shot in the arm the movie industry had; it woke us up and put us to work," exclaimed James R. Grainger, president of RKO Pictures, at last week's opening of the New Fox Theatre, latest unit of Evergreen Theatres, a subsidiary of National Theatres. The film company head declared that the opening of this million dollar house points to a new upsurge of optimism in the film industry.

This same jubilant theme was carried through an editorial in the "Portland Oregon Journal," which noted that the film industry believes that "the best defense is an attack." The paper stated that despite the glamourous opening prepared, "the biggest part of the story is the refusal of movie magnates to believe that any other type of entertainment can diminish the public's interest in movies seen in a movie theatre."

Editorial Praises Skouras

The editorial pointed out that president Charles P. Skouras is fighting TV competition by offering "superior movies on the latest type screen." This has resulted in the opening of the theatre with the second largest screen in the U.S. designed for Cinerama, VistaVision and MagnaScope as well as CinemaScope, the paper explained.

The gala opening of the theatre, which will be managed by Oscar Nyberg, was attended by a host of industry executives and stars. A two-hour pre-opening show was held on a large stage erected in front of the theatre. Among the stars attending were Edward Arnold, Merle Oberon, Van Heflin, Johnny Ray, Rex Allen and Mamie Van Doren.

The 1,536-seat theatre has a 100-ton air-conditioning plant delivering 30,000 cubic feet of air per minute.

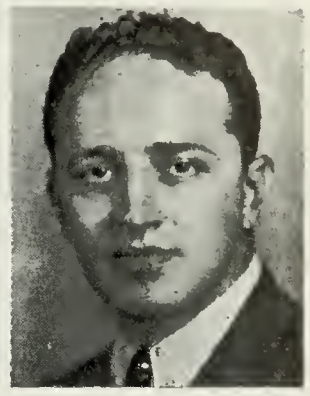
The house also contains a large theatre-TV screen equipped for color. Three sizes of screen are used on stage for the regular show.



Harry Brandt, Brandt Theatres president, (center) hosted a luncheon at "21" for United Artists executives who defeated Brandt Theatres players at baseball at the circuit head's Portchester estate. Arthur B. Krim, UA president, (left) accepts the trophy. Robert S. Benjamin, UA board chairman, looks on.

New Posts

LOUIS FORMATO was promoted to district manager of M-G-M's Philadelphia office after serving for 11 years as branch manager at that exchange. WILLIAM A. MADDEN, formerly company city circuit sales manager at Boston, takes Formato's post of branch manager. Formato succeeds Robert Lynch, retiring, after having joined the company in 1941 as a salesman. Madden joined the company in 1929. Madden is a graduate of M-G-M's executive training course in the class of 1949.



LOUIS FORMATO

EUGENE S. GREGG was elected president of the Westrex Corp. succeeding Frederick W. Bierwith, who is retiring. Gregg has been vice-president and general manager of the company, a Western Electric subsidiary, since 1941.

LYMAN E. G. SUITER was named assistant to the vice-president of the Fairchild Recording Equipment Co. Suiter will assist in general manufacturing problems caused by the company's rapid expansion in high fidelity and theatre equipment fields. For the past 14 years he worked in the radio division of Westinghouse Electric Corp.

ARTHUR TOLCHIN was appointed successor to Bertram Lebhar, Jr., as director of the Loew's owned station WMGM in New York City starting Aug. 31, when the latter leaves the company. Tolchin has been a sales executive of the station for many years.

Distributors Slate Eight "Editor & Publisher" Ads Backing COMPO Series

The series of industry advertisement currently being inserted by COMPO in "Editor and Publisher" will be backed up by a series of page ads placed by the eight major companies in the Aug. 21 issue of the publication. Each of the companies will devote a page to announcing their product line-ups. Companies include United Artists, Universal, Columbia, M-G-M, Paramount, Republic, 20th-Fox and Warner Bros.

These advertising pages will follow directly behind the COMPO page and will be a one-shot proposition. Idea originated with Oscar Doob of M-G-M and was adopted by the COMPO press relations committee, headed by Harry Mandel of RKO Theatres. Ad copy will be in dignified, restrained style in keeping with the COMPO series.

The fact that the film industry covers the world in its search for stories, talent and locations is the subject of the 25th ad in the COMPO series. Headed "The Big Story," the ad copy plays up the international aspect of motion pictures. It also advises "E&P" readers of the coming series of product announcements.

Book, Magazine Tie-Ups Spear "Magnificent Obsession" Datings

Magazine and book tie-ups along with letter contests and record promotions are being used by exhibitors to bally runs of U-I's "Magnificent Obsession," following full-scale campaigns worked on behalf of the film's world premiere in Cleveland and the New York opening. While local exhibitors can not make use of star appearances and some of the other stunts worked for these two important openings, they can gain ideas from these drives.

Star Jane Wyman, producer Ross Hunter and Agnes Moorehead all participated in the ceremonies attending the Cleveland opening at the RKO Palace, while Barbara Rush had made a special presentation to the mayor of the city earlier in the campaign. The producer, a native son of the city, made a round of TV and radio appearances.

In connection with the premiere, Mayor Anthony J. Celebreeze proclaimed a "Magnificent Obsession Week." Miss Wyman was tendered a special reception and tea by the Motion Picture Council of Greater Cleveland. A second reception preceded a motorcade to the theatre for the opening, which ceremonies were televised and broadcast.

Cleveland stores joined in the promotion with the 26 Kroger grocery stores running a contest that was publicized via six newspaper ads. Contestants were asked to name the stores' "magnificent value." Other local stores saluted the premiere with special promotions.

Album Launched

The premiere marked the launching of the new Decca album of the sound track of the picture. Decca dealers were involved in a promotion tieing in with the premiere of the picture and the album.

For the Gotham opening, at the Loew's State Theatre, a series of appearances and giveaways were arranged. Miss Moorehead appeared in the theatre lobby in the morning to sign autographs, and she was followed by Bill Thomas, the film's costume designer, who has been making a tour of key cities on behalf of the film. Thomas appeared at the theatre to offer free consultations on fashions to patrons.

A New York fashion model was chosen "Miss Magnificent Obsession," and she modeled some of the dresses worn in the picture and presented "Magnificent Obsession" roses to the first 100 women attending the opening. She later distributed 600 vials of Charbet perfume to early arrivals and copies of the Pocket Book edition of Lloyd C. Douglas' novel, on which the film is based.

Gotham's book shops promoted through special window displays both the Grosset and Dunlap dollar edition and the Pocket Book edition of the novel, while crediting the playdate. Newsdealers and news trucks displayed special "Woman's Home Companion" posters highlighting the condensation of the novel that appeared in that national magazine.

Similar book and magazine tie-ups were affected for runs at the RKO Memorial Theatre, Boston, and the Loew's Poli, Hartford. The Uptown and Villa Theatres, Salt Lake City, asked for letters expressing "a most cherished wish" with two guest tickets presented daily for the most interesting letters.



Ross Hunter, producer of Universal-International's "Magnificent Obsession," visited Washington last week in connection with the advance promotion of the picture there. He is seen here with (left) Harry Saltz, U-I's Washington Branch manager.

TOA Surveys Newspaper Ad Rate Discrimination Via Nation-Wide Study

The majority of newspapers with smaller circulations and in smaller towns have the same rates for theatre advertising as for other local merchants, according to the first returns from the questionnaire sent out by TOA to its membership. The trend further indicates that in metropolitan areas the rates tend to be higher for theatre advertising, according to the exhibitor organization.

In almost every category there was some percentage of newspapers, although almost under 10 percent, that charged theatres less than other local merchants for advertising. This first report covers 224 newspapers in 154 cities from 36 states. The TOA report made it clear that final results must await further returns.

The report includes only daily newspapers, and no analysis of Sunday editions or of wecklies has been made. From these papers surveyed, TOA has estimated the percentage of newspapers that are co-operative with exhibitors. It estimates 26 percent as good, 43 percent as fair, and 31 percent as poor.

Almost 90 percent of the papers with a circulation of over 250,000 charge theatres premium rates, while the percentage runs to about 70 percent for papers with a circulation from 100,000 to 250,000. In contrast with this, about 75 percent of the papers with circulation under 10,000 charge theatres the same rate, while 10 percent of them charge theatres less than other merchants.

McCarthy Forms Combine

John G. McCarthy, former vice-president in charge of foreign affairs for the MPAA and MPEA, has formed International Affiliates, Inc., a group which will be active in the international field.

Walsh Victorious In IATSE Vote

(*Continued from page 6*)

done an expert job in helping give a new look to films. He said they should take sharp issue with reports to the contrary, which he called groundless.

In his progress report, Walsh devoted much time to video. He said that there are currently more IA members employed in TV than belong to any other union covering production technicians. Raids by rival unions in that field, he warned, would be vigorously opposed.

The president noted the progress IA locals have made in negotiating pension and welfare plans. He predicted that "more and more such plans" would be formulated as "time goes on."

Walsh explained that a study which might have led to an overall pension-welfare plan had been rejected eight years ago but would receive his support today if delegates decided to reactivate the formula.

In the course of balloting, re-elected as vice-presidents were James J. Brennan, New York; Carl Cooper, Los Angeles; Harry J. Abbott, Philadelphia; Orin M. Jacobson, Tacoma, Wash.; Hugh J. Sedgwick, Hamilton, Ont.; Albert S. Johnstone, New Orleans; William Donnelly, Minneapolis; John A. Shuff, Akron, Ohio, and Miss Louise Wright, Dallas, Texas.

Returned to office as trustees were William C. Scanlan, Lynn, Mass.; R. E. Morris, Mobile, Ala., and George W. Brayfield, Denver, Colo.

A.F.L. delegates re-elected were Thomas V. Green, Newark, N.J., and James McNabb, Seattle, Wash.

H. W. Lackey of Calgary, Alta., was chosen delegate to conventions of the Trades and Labor Congress of Canada, following his selection by a Canadian caucus.

The officers were installed by former international president William F. Canavan.

Exhibitors See Hilux Val, New All-Ratio Projection Lenses, In Demonstration

(*Continued from page 12*)

as required by the purchaser. An incidental function of this plate is to help keep the prisms clean.

The rear surface requires no cleaning because it is fastened to the objective lens itself when in use. A threaded cap is supplied to cover the back of the unit when not in use. The lenses are packaged in a fibre covered, wooden box which acts as a combination carrying and storage case. Supports are usually not necessary but are available for the unit, Aufhauser stated.

The unit can be used with all normal lenses and projectors, including speeds from f 6 to f 1.8, according to the company. It can be used with either the standard 2 25/32" diameter lens or the high speed four inch diameter lens, a quality which the executive stated is unique with his lens.

Exhibitors ordering the Hilux Val will receive the lens within six to eight weeks, according to Aufhauser. The lenses are already in production, and the company is now making deliveries on orders placed before the New York demonstration.

Tushinsky Bros.' Variable Anamorphic

SUPERSCOPE* Lens!

"is far superior"

says Trueman Rembusch

TRUEMAN T. REMBUSCH, nationally-known exhibitor leader, former co-chairman, COMPO; former president; Allied States Assn.; former president, Allied Theatre Owners of Indiana.

BATESVILLE, INDIANA
GIBSON THEATRE
COLUMBUS, INDIANA
CRUMP, MODE AND RIO
INDOOR THEATRES
COLUMBUS DRIVE-IN
THEATRE
RADIO STATION AM WCSI FM
ELWOOD, INDIANA
ELWOOD AND VOGUE
THEATRES

SYNDICATE THEATRES, INC.

JOSEPH P. FINNERAN, PRES.
TRUEMAN T. REMBUSCH, SEC'Y AND TREAS.
55½ EAST COURT STREET
FRANKLIN, INDIANA

FRANKLIN, INDIANA
ARTCRAFT AND FRANKLIN
THEATRES
OAKLAND CITY, INDIANA
STORM
THEATRE
WABASH, INDIANA
EAGLES AND COLONIAL
INDOOR THEATRES
13-24 DRIVE-IN
THEATRE

June 9, 1954

Mr. Herman Robbins
National Screen Service Corp.
1600 Broadway
New York 19, N. Y.

Dear Herman:

We have just completed some exhaustive tests on the Tushinsky lens. Comparisons were made with other anamorphic lenses, both fixed and of the variable type. Our conclusions are that the Tushinsky lens is far superior in every way to any of the other lenses tested. Particularly, its flexibility features are outstanding.

Please ship the other pair on order, at your earliest convenience, and enter our order for two more pairs. We are enclosing our check in the amount of $700.00 as a payment on the new order.

Congratulations on taking on the Tushinsky lens, you have performed a real service for the exhibitors.

Kindest regards,

SYNDICATE THEATRES, INC.

Trueman

Trueman T. Rembusch
Secretary-Treasurer

TTR:DW
enc.
cc: A. Myers

THE BEST LENS AT THE LOWEST PRICE!

ONLY $700 PER PAIR

available from

NATIONAL SCREEN SERVICE

At Your Local Exchange



*Trade Mark Reg. and Patents Pending

"Brigadoon" Fashion Contest Sparks Advance Promotion

A national program tie-up, involving "Harper's Bazaar" and some 200 department stores throughout the country, has been arranged by M-G-M on behalf of its upcoming CinemaScope-AnscoColor musical, "Brigadoon." The August issue of the fashion magazine has devoted 10 pages of special fashions in color to the film and the clothing designed from costumes worn in the picture.

Following through on the magazine publicity, the film company is conducting a contest for department stores to focus attention on the picture. The contest will also highlight the special " 'Brigadoon' Fantasy Fashions" created by designer Greta Plattry. Prizes will be given for the best advertising and display campaigns, with five free trips to Scotland as the awards.

Special Kit Prepared

To activate its field press representatives, M-G-M has prepared a special kit with a line of advertising, publicity and exploitation ideas. Included in the kit, which is going to the 200 stores joining in the "push," is a reprint of the 10-page magazine section, a set of scene stills, a blueprint for promotion of the fashions, a list of contest rules, radio spots, ideas for TV commercials and various newspaper ads.

To give an extra fillip to "Brigadoon" promotions, the M-G-M publicity department is seeking to discover a community in the U.S. which believes itself to be completely happy, with the world premiere of the film to be held in this Brigadoon, U.S.A. Plans call for this town, if found, to change its name to that of the film's title.

At press time 92 department stores had purchased the Greta Plattry merchandise and had declared that they were entered in the contest, while 100 more stores were scheduled to join in the promotion. The contest is to be judged on photos of window and interior displays and tearsheets of newspaper ads and publicity stories.

Each piece of material submitted in the contest must properly credit the musical and the fashions. The ads must also credit Scandinavian Airline System, which is helping with the contest. The stores are to be divided in three categories, depending upon volume of business, with one trip going to the winning store in the bottom category, and two trips apiece to the other two categories.

Screenings Arranged

M-G-M's field staff and theatre managers will help the stores with the promotion by arranging screenings of the film for personnel, supplying the store with stills, synopses, music and special material, such as blow-ups, etc. The field staff will place newspaper photos and art, including star Cyd Charisse photographed in one of Miss Plattry's designs.

The company will help also to tie in "Brigadoon" promotions with local radio and TV programs scheduled for exploitation of the film, will assist at fashion shows, will help arrange theatre lobby displays and fashion shows on theatre stages, and will obtain costumes from the picture as well as authentic Scotch outfits for windows.

The field representatives will also tie in the store with distributors of the fashion magazine via stands, will act as liaison between S.A.S. and travel agencies with the stores, will include a star or player from the picture, if available, on a tour in the city for promotion, and will help with "Brigadoon Day" promotions.

The latter would probably include such stunts as bag-pipers parades, a meeting of the clans, highland fling dances, and other activities involving a Scotch theme. These promotions would be climaxed at the time of the local release of the picture in the various cities. Stores entered in the contest are located in the country's key cities.

The film company notes that it "would be most desirable should stores wish to promote the 'Brigadoon' fashions simultaneously with the release date in August or September." It adds that advanced promotions would still make the store eligible for the contest.

The suggested ads all include copy designed to promote interest in the film as well as the store fashions. The model newspapers ads make use of stills from the musical, while suggested radio and TV copy features some of the songs from the production. In all cases, co-operation between the department stores and the theatres is suggested.

New Color Stills For "Brigadoon"

M-G-M is going out for more color stills for lobby displays. Constantly seeking improvements in this direction, now, with "Brigadoon," a new color process has been advanced which brings sharper contrast and color pigments to the fore. These "Brigadoon" stills in color stand out and are quite effective in lobby frames.

Passes For "Broken Lance" Awarded Letter Writers

Spencer Tracy, star of 20th Century-Fox's "Broken Lance," provided the focal point of a letter-writing contest used by the Roxy Theatre, N.Y.C., to bally its run of the CinemaScope feature. The theatre awarded free passes for the best letters on the subject of "What I Consider Spencer Tracy's Best Role Prior to 'Broken Lance.' "

In other openings, the film is being backed by national TV and radio advertising campaigns scheduled by the film company. The promotional drive calls for the blanketing of 160 key domestic markets with special announcement at least 10-days in advance of openings. Open-end TV trailers are being employed, with half a dozen title identifications per day being slated during the campaign period.

Complementing the TV campaign is a barrage of radio announcements, of 20, 30 and 60 seconds, on key outlets across the country. The radio segment of the drive is also on a saturation basis starting 10 days before "Broken Lance" engagements begin.

Circus Motif Gets Attention in "Ring"

The circus motif of Warner Bros.' "Ring of Fear," in which Clyde Beatty and his troupe is prominently cast, has provided an exploitation springboard for exhibitors to use in publicizing runs of the CinemaScope film. The atmosphere of the big top was recreated in detail for the film's world premiere at the Fox Theatre, Phoenix, which was attended by many of the film's stars.

Colorfully garbed clowns heralded the arrival of the stars and entertained the premiere audience in front of the theatre's entrance, which was transformed to resemble a circus tent for the occasion. Live caged lions were paraded to the theatre to add to the effect.

The New York Paramount Theatre gave a circus atmosphere to its inner lobby by using a series of overhead pennants describing the film. The house admitted free on the opening afternoon anyone wearing a circus costume. In addition the wearers of the two best costumes were each awarded a $25 U.S. Savings Bond.

Mechanical Elephant Used

The Gotham opening was heralded by a self-propelled mechanical elephant nine feet high by 15 feet long that walked up the Main Stem with huge playdate credits on its sides. The elephant, with its own internal combustion system, headlights and fog horn, was ridden by two women wearing circus costumes.

Beatty plugged the picture's simultaneous playdates at the Beach Theatre, Miami Beach; Paramount Theatre, Miami, and Gables Theatre, Coral Gables, Fla., via long distance phone calls to newspaper and radio editors from British Columbia, where he is now performing with his circus.

Other highlights of the South Florida campaign included circus fronts on all theatres, complete with clowns and a touring calliope. Midget clowns and circus beauties distributed balloons and novelty cards with copy on playdates at all beach hotels, swimming pools and night clubs. Miniature circus rides for children have been set up in front of all the theatres.



A clown entertains newsboys at a party given by the Indiana Theatre, Indianapolis, for "Star-News" carriers. Film's circus motif provided theme of the party, which helped bally the opening.

OUR COMPLIMENTS, MR. H. - -

You were so right!

IN TWO SECTIONS—SECTION ONE

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A Motion Picture Reviewing Service
Devoted Chiefly to the Interests of the Exhibitors

Its Editorial Policy: No Problem Too Big for Its Editorial Columns if It is to Benefit the Exhibitor

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SATURDAY

Vol. XXIX

"Duel in the Sun" with Jennifer Jones, Gregory Peck, Joseph Cotten and Lionel Barrymore

(Selznick Rel. Orgn., *no release date set; time, 135 min.*)

A review of a picture of this magnitude hardly serves any purpose, for no matter what faults a trade-paper reviewer may find in the story no picture-patron will be dissuaded from seeing it; with such stars as Gregory Peck and Jennifer Jones, and with two million dollars set aside for its exploitation and advertising, "Duel in the Sun" becomes a "must" picture, and no exhibitor can afford to pass it up.

The picture is a "glorified" Western, produced on an immense scale. Its theme is violent love-making, with tragic consequences. There are powerfully dramatic situations interspersed throughout, the most powerful situation being that in the end, where Jennifer Jones sets out to find and kill Peck, a hunted murderer, so that he might not have an opportunity to kill his brother. The production is a spectacle. The scenes that show the gathering of the Lionel Barrymore clan for the purpose of stopping the railroad people from laying rails on his property are highly spectacular. Riders on horses converge from all directions, gathering into one spot. Some of the photographic shots are extremely effective; they make the picture look immen[illegible].

The story is male adult fare—it is d[illegible]. women will relish the sight of a wo[illegible]. before the man who is infa[illegible]. that marriage is n[illegible]. ing role of [illegible]. Pec[illegible] nes, [illegible] she [illegible] ing. [illegible] nc[illegible].

...AND STILL ARE!

DAVID O. SELZNICK'S

DUEL in the SUN

IN Technicolor

is AGAIN

Going like THE WIND!

SELZNICK RELEASING ORGANIZATION

IN A TRADITION OF QUALITY

REGIONEWS

ALBANY

Retirement on pension of Fred G. Sliter, for 22 years connected with 20th Century-Fox in Albany and other cities was followed by promotion of John Wilhelm from head booker office manager to salesman, and appointment of Harold Ironfeld, Jr. as Wilhelm's successor. . . . The Schine interests sold the 400-room Ten Eyck Hotel where many industry people are guests to the Sheraton Corp. of New York.

Paramount held a housewarming at its new offices on the sixth floor of 545 Broadway. . . . "The Caine Mutiny," which had its first exchange district showing at Fabian's Palace, drew a $1 top. Other theatres booking the Columbia release also advanced prices. . . . The Avon, Bainbridge, has been closed. . . . Jerome Fuller cut the admission at the Spar Drive-in, Saratoga, from 60 to 50 cents.

ATLANTA

The Palms Theatre building in W. Palm Beach, Fla., has been sold for $135,000. Present lease has until 1959 to run. . . . C. E. Beach had a beauty contest on the stage of his Ilan Theatre, Fernandina, Fla. and winner was given a week's stay at Daytona Beach. . . . Martin Theas. Etowah Theatre, Attalla, Ala., managed by Jack Brown, received a CinemaScope installation and wide screen costing some $10,000. . . . Florida Theatre at St. Augustine has been sold to Sam A. Newton of Jacksonville, Fla. . . . The Skyway Drive-In at Oxford, Ala. completed a remodeling program and is featuring a free playground for the kiddies. . . . Vance Theatre at Chipley, Fla. undergoing a facelifting.

Joseph Gibson, former theatre mgr. in Marietta, Ga., named mgr. of the Lake at Tavaries, Fla. Kenny Sears transferred from the Lake to Movie Garden Drive-In at Eustis, Fla. . . . James Howell opened his new 238-car ozoner at Brundidge, Ala. . . . Norwood Theatre, Florence, Ala., is sponsoring a children's program on six successive Friday mornings. A 50¢ ticket admits the holder to all six shows and $25 in prizes will be given away each week. . . . Whiteburg Drive-In, Huntsville, Ala. has just installed CinemaScope and will soon open. It is owned by Acme Investments Co. . . . Florida State's Empress, one of the oldest theatres in Jacksonville, closed its doors. Former mgr. John Thomas will take over at the Imperial.

Premiere of "Valley of the Kings" celebrated completion of the $30,000 improvement program at the Downtown Theatre in Mobile, Ala., managed by Kenneth Montiel. . . . Quick action by firemen brought under control a fire which started in the office of mgr. John Smith at the Strand Theatre in Athens, Tenn., while Mrs. Smith was working on a popcorn machine. . . . Marvin Walker appointed mgr. of Floyds Midway Drive-In at Tarpon Springs, succeeding Lester Persall, Jr., now at the Tarpon Theatre. Persall replaced Floyd Bowman, who left to manage the Florida at Sebring, Fla. . . . Moonlight Drive-In at Evergreen, Ala. has been taken over by Olin Evans from Bert Gorum and will be managed by Jack Rudd who formerly managed theatres in DeFuniak Springs, Fla.

The WOMPI's scheduled their annual dinner for Aug. 26 at the Variety Club. They have just elected Nell Adams of Wilby-Kincey Theas. pres. and named Laura Kenny, Nell Adams and Mildren Castleberry delegates to the first national convention, to be held in Dallas, Tex., Sept. 18-19. One of the new executive board members is Christine Smith, Atlanta's movie censor. . . . Pres. Wm. Richardson of Capital Releasing reports "Duel In The Sun" is booked solid on the Wilby-Kincey circuit. . . . Crescent's Princess Theatre, Nashville, Tenn., installed CinemaScope and new front curtains to go with the new screen. . . . Georgia Theas. acquired the Starlite Drive-In, Brunswick, Ga., from E. H. Diemmer.

The local branch of Astor Picts. is celebrating the 50th anniversary of pres. Bob Savini in the film business. . . . Skyview Drive-In, Anniston, Ala., reopened after a paint job on the screen and addition of new speakers and exits. . . . Mr. and Mrs. J. M. Lakeman installing CinemaScope in their Dixie Theatre. . . . As a salute to local business, Frank Sparrow, mgr. of the Ritz, Winter Haven, Fla. is issuing guest cards to their employees, good for any Monday show. . . . Roy H. Delbler, Jr., former asst. mgr. of Dale Mabry Drive-In, Tampa, Fla., was found guilty of the May 23 theft of $2,053 in theatre receipts. . . . The daughter of Cliff L. King, mgr. of the State, Plant City, was one of two Florida girls selected to represent Florida at the American Legion meeting in Wash. D.C. this month.

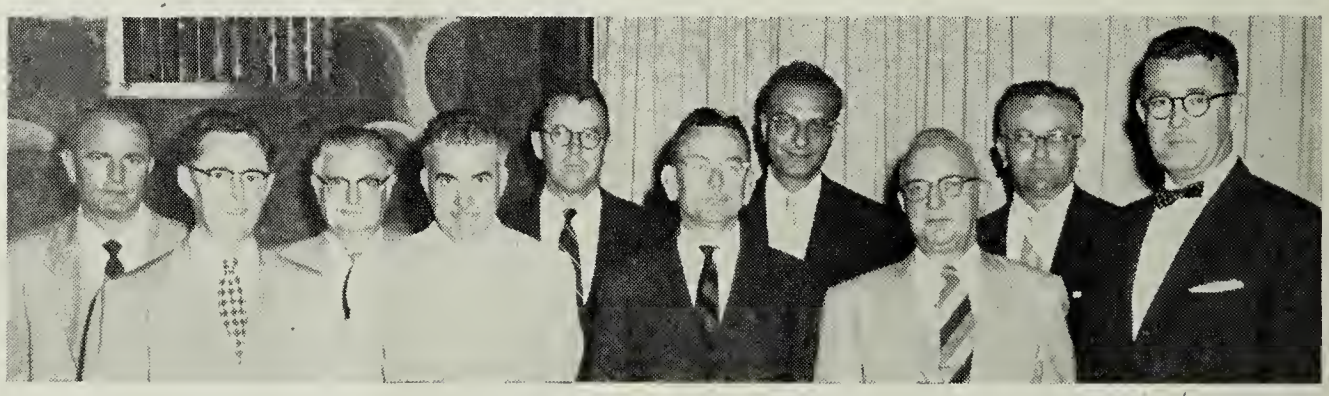
In its first four days at the Rialto, Atlanta, "Susan Slept Here" grossed 20% above average weekly receipts for the past several years. For the same four days, the Savannah Theatre, Savannah, recorded an average week's business. . . . Arthur C. Bromberg, pres. of Allied Artists Southern Exchanges was married on Aug. 17 to Clarine Curtis. They will make their home in Bayou La Batre, Ala. . . . Ed H. Hays, for the past 34 years on film row, resigned as office mgr. of Lippert-Realart to become sales mgr. of Atkins Personal Service Co.

BOSTON

The Scholarship Committee of the M.P. Salesmen's Club, chairmaned by Maynard Sickles of National Screen, decided upon an essay contest, to start Nov. 1, for high school seniors related to industryites, with prizes to apply to college expenses. Others on the committee are Jack Gubbins, Irving "Mac" Farber, John Peckos and Arthur Gerome. . . . Joseph E. Levine, pres. of Embassy Picts., hosted a luncheon for Hal R. Makelim to present his package plan to exhibitors in the area. Levine also announced that Embassy is handling distribution of "LaRonde" in the New Eng. territory. . . . Edward Scully, son of former Universal div. mgr. John J. Scully, has taken over operation of the State Theatre, Pittsfield.

Parkway Theatre, No. Wilbraham, is staging free weekly wrestling matches on Wednesday nights and then inviting patrons to watch the film program from their cars. The second week's matches attracted some 1400 cars, with as many turned away, and co-owner Nicholas Zeo, who promoted the stunt, reports that the concession business was more than quadrupled. . . . Lyman O. Seley, regional mgr. for Manley Popcorn, has set up a sales contest in his Northeast Regional division, with the winning salesman to receive an all-expense trip for two to San Juan, Puerto Rico, for one week. . . . Sylvia B. Sternburg, daughter of the Robt. Sternburgs, has set Sept. 5 for her wedding to George L. Spoll of Mt. Vernon, N. Y. at the Statler Hotel.

The V F W Parkway Drive-In, W. Roxbury, newest ozoner under the Redstone banner, opened on Aug. 5 to turn-away biz. Opening night receipts were turned over to the Jimmy Fund, of which Michael Redstone is treas., enriching it by $1,600. . . . Fried shrimp rolls at 30¢ have been put into the concession stand at Hoosac Drive-In, Adams, Mass., and becoming a popular addition, according to mgr. Arthur Rosenbush. . . . Guido DiPillo is the new asst.



James F. Mahoney, gen. mgr. of Interstate Theatres and chairman for the drive-in theatres in the 1954 Jimmy Fund campaign, meets with the committee to plan for the forthcoming drive. L. to R.: Ray Canavan, E. M. Loew Theatres; Ernest Fitzgerald, Interstate; James Dempsey, American Theatres; Ray Feeley, Independent Exhibitors, Inc.; Mahoney; Erwin Neumann, Interstate; Theodore Fleisher, general chairman of the 1954 Drive; Henry Johnson, Interstate; Nick Lavidor, E. M. Loew; and Chris Joyce, Interstate. Other committee members not able to attend are Edward Lider, Yamins Theatres; Edward Redstone, Redstone Theatres; and Sam Rosen, Lockwood & Gordon Theatres.

BOSTON (cont'd.)

mgr. at Loew's State, while Michael Petrowicz has been added to the staff as a student asst. mgr. . . . Al Swerdlove, head of Lippert Picts., introduced Stanley Hawes, producer-in-chief, of the Australian Film Board to local film critics. Hawes is in town for "Queen In Australia," which Swerdlove is distributing here.

BUFFALO

Basil's Lafayette enjoyed four record weeks of "Magnificent Obsession" in spite of a six month's boycott of the theatre imposed by Diocesan officials in protest of the management's showing of "The French Line" earlier this year. The Lafayette introduced its new CinemaScope and stereo equipment with a sneak preview one evening during the run of "M. O." . . . Schine Corp. closed the 812-seat West End at Rochester and reopened the 1,000-seat Regent at Geneva. . . . Elizabeth Drzewiecka, 12-year-old winner of the "Heidi" coloring contest sponsored by Buffalo "Evening News" and UA accepted a $1,000 check in place of a ten-day all expense trip to Switzerland.

Arthur Krolick, Paramount dist. mgr. reports that "Living It Up" toppled all records for the local Paramount with a three week showing. . . . Keith and McKeever, owners of the Randolph at Randolph have closed their theatre temporarily for two weeks this month. . . . Buffalo area blondes who measured 5′ 6″ were guests of the Century Theatre during showing of "Pushover" which starred Kim Novak of the same measurements, through the courtesy of mgr. Robert Murphy. Miss Novak and Phil Carey her co-star were on hand to autograph photos and attend a round of personal appearance festivities. . . . Marvin Atlas owner of the Capitol at Niagara reports that it is being dismantled.

CHARLOTTE

CinemaScope installations are being made by Roy Champion in the Starlite Drive-In, Wilson, N. C.; by Walter Bond in Bond's Auto Drive-In, Bennettsville, S. C. . . . The State, Hertford, N. C., boasts a new wide screen. . . . Richmond Gage resigned as mgr. of the Carolina, Charlotte, after supervising the house for over four years. He is replaced by Sterling Wray, formerly of Wilson, N. C. . . . Harris Theatre Supply of Charlotte installed CinemaScope and wide screen in the Pageland Theatre, Pageland, S. C. . . . Murray Starr back at his desk at National Screen after a spell in the hospital. . . . J. A. and J. J. Cooper closed the Riverside Drive-In, Burnsville, N. C., while a nearby church was holding a revival. . . . Marvin Jones of Belvedere, S. C. is new owner of the Booker T Drive-In at N. Augusta, S. C., taking over from Eugene Phillips and Henry A. Howard.

CHICAGO

Jack Cooney reopened the 800-seat Avo Theatre at 436 E. 61st St. and Sol Best reopened the 800-seat Holly at 1500 Fullerton Ave. . . . The former Essaness Julian Theatre at 918 Belmont Ave. opened last week as the Chicago Gospel Center. . . . Sam Chernoff of I.F.E. elected pres. of Cinema Lodge of B'nai B'rith. . . . International Harvester Co. here is raising a fund to buy a 1954 car for Joe Swerdie, who supplies



L. to R.: Lou Sorenson, Universal's Chicago branch mgr.; George Nikolopulos, managing director of the Grand Theatre, and Van Nomikos, head of the Van Nomikos circuit, greet Tony Curtis at the world premiere in Chicago of Universal-International's "The Black Shield of Falworth," in which he is starred.

free movies to Variety Club's heart project, the LaRabida Sanitarium. Swerdie's present car is of vintage 1940. . . . The Eastside Theatre is under new management of Charles C. Christackos. House has received latest CinemaScope equipment and stereo sound and front is done over in modernistic manner. . . . Despite The Tribune's refusal to accept ad copy for "LaRonde," which opened at the World Playhouse, other Chicago newspapers have taken the ads.

Cinerama is trying out a morning show in addition to the regular afternoon and evening performances. . . . Downstate theatres are booking "Gone With The Wind" for two week runs based on similar successful runs in other key spots. Latest to book are Lincoln Theatre, Decatur; Rialto, Champaign, Ill.; and B&K's Colfax in South Bend, Ind. . . . Lou Kravitz, ad mgr. for Filmack, was elected v.p. and director of sales. . . . The CinemaScope installation at 20th-Fox's exchange has been completed. . . . Abe Fisher was named sales mgr. for RKO exchange. . . . Chicago theatre tax collections for July show an increase of $2,600 over same period last year.

Schoenstadt's Picadilly, Peoples, Atlantic, Midway and Brighton theatres now have CinemaScope and stereo sound. . . . B&K installed Bell & Howell anamorphic lenses in the Chicago, Nortown, Southtown and United Artist theatres with fine results. Spectrasound equipment was added at the United Artist for opening of "Gone With The Wind" on Aug. 27. . . . Kermit Russell resigned as gen. mgr. of Schoenstadt circuit. . . . Skokie Theatre, Skokie, Ill., owned by Wm. Lavin, has been air-conditioned. . . . Pirtle Theatres gradually installing CinemaScope and stereo sound in all houses. Latest to get the works is the Stadium in Jerseyville, Ill. . . . Frank Larkin named mgr. of Pekin Outdoor Theatre, Pekin, Ill. . . . The Eighth St. Theatre at Wabash Ave. is being modernized in every department.

During its first week at the Woods Theatre, RKO's "Susan Slept Here" equalled the business of the top grossing regular admission pictures in that theatre's history. . . . Lambert and Felix report that "Three Coins" outgrossed "The Robe" at both their Vogue nad Adelphi theatres. . . . JLS's McVickers Theatre is breaking house records with "Seven Brides" and it looks like a long loop run. . . . Lawrence Stewart named mgr. of Oakland Square Theatre, Chicago. . . . B&K's Coronet booking "Martin Luther" for a second run. . . . Whiteway Electric Sign Co. drawing plans for one of the largest sign installations in this area for Essaness' Woods Theatre. Whiteways is installing new Slimeline type attraction boards at the Chicago and other B&K houses and has also taken over distribution of Wagner Glow Flow attraction boards.

CINCINNATI

Fred May, of the Royal Theatre, Carrollton, Ky., equipped his theatre with CinemaScope. . . . Mrs. Rosali Hilling, of the Ludlow Theatre, Ludlow, Ky., closed her house several days during the past week, to install wide screen. . . . Mark Cummins' Blue Grass Auto Theatre, Georgetown, Ky., opened on August 8, with CinemaScope. . . . Robert Urling, who opertaed the Kenova, W. Va., has disposed of the house to Earl Hale.

All of the Fox salesmen have been re-equipped with new company-owned cars. . . . R. L. Letsinger, of Amherstdale, W. Va., has taken over operation of the Man Theatre, Man, W. Va., which recently closed. He will reopen the house sometime this month. . . . UI has two new salesmen—both from Atlanta, Ga.—Bill Appel, and Jim Kirby, who will travel in Kentucky and West Virginia territory. . . . The Committee for the Annual Golf Day, which the local Variety Club is holding on August 30th, is requesting members and friends who plan to attend to notify the Committee as promptly as possible. Proceeds are used for the Variety Charity Fund. . . . The Camargo Theatre, Madeira, owned by Robt. Strauss, was closed for movies on Sunday, Aug. 1, to assist the American Legion Benefit Festival, held on the theatre property. The theatre will reopen for movies with a 3-feature, family vacation special showing, Monday, Tuesday, and Wednesday evenings, and a special children's matinee presentation on Tuesday afternoon, at 2 o'clcok.

DENVER

Russell Allen is building a new 350-car drive-in at Farmington, N. M., where he owns other theatres. The new CinemaScope equipped drive-in, to be named the Valley, is scheduled to open about Sept. 1, with "Th Robe." . . . Helen York, Universal publicist, was in for the campaigns on "Magnificent Obsession" at the Paramount, and "Black Shield" at the Denver. . . . Eddie Specht, mgr. of the Ritz, has been moved to Salida, Colo., where he will be city mgr. for Atlas Theatres. Pres. C. U. Yaeger, placed managership of the Ritz under George Hodges, who also manages the Gothic. . . . Walter Wright, asst. mgr. at the Wadsworth drive-in, succeeds Leroy Ramsey as mgr. Ramsey resigned.

The new Evans drive-in, costing about $150,000, with 592-car and 130 walkin capacity, opened here last week. The ozoner will be managed by R. L. Stanger, who also

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DENVER (cont'd.)

owns the Windsor, Windsor, Colo. . . . Wm. Heineman, UA v.p. in charge of distribution, was in to pickup M. R. Austin, branch mgr., and Alex Murphree, critic of the Denver Post, for a trip to Rapid City, S. D., for world premiere of "Sitting Bull" at the Elks. . . . Murray Perotin has been added as asst. booker at Universal. He is new to the business.

Frank Peloso resigned as gen. mgr. of Albuquerque Exhibitors Inc., and his duties have been taken over by George Tucker, who will add them to his chores as booker and buyer. . . Joe Giordano, owner the Main, Walesburg, Colo., is building a 250-car drive-in west of Walsenburg, and hopes to have it open in a month. . . . The building recently vacated by Warner Bros., next door to National Theatre Supply, will be shared by NTS and Civic Theatres. National will take over part of the first floor and all of the second, with civic taking the remainder. . . . Mr. and Mrs. L. H. Mills bought the El Capitan, the El Rio, and the Chico drive-in, Espanola, N. M., from Fidel Theatres Inc. . . . L. E. (Buck) Winans, sound engineer, is father to a new daughter, . . . V. J. Dugan, 20th-Fox branch bgr. went to Rochester, Minn., for a checkup at the Mayo clinic.

DES MOINES

Paul Swanson of Maxwell has leased the theatre in Collins and will operate it as well as the one in Maxwell. He will name the Collins house The Comet. . . . Horace S. Waldorf, 64, former operator of the Palace in Vinton, died July 26 of a heart condition. . . . Charles Peterson, head of management of the Windsor Theatre in Hampton for the past 37 years, recently celebrated his birthday with a dinner party, attended by relatives and friends. . . . Mr. and Mrs. Bev Mahon, owners of the Pella Theatre and co-owners of the Varsity in Des Moines, have a new son. . . . The Strand in Cedar Rapids has been sold by Harold Wright to the Footlighters Community Theatre, Inc.

The Capitol Theatre in Hartley has a new 24 foot screen. . . . Jack Compston, owner of the Forest Theatre in Forest City, announced installation of a 27-foot screen and special lens for the projection camera. The Ritz and Majestic houses in Centerville, managed by Harold Johnson, are both ready for CinemaScope movies. Grinnell's Strand reopened following installation of a new giant, curved screen. The new equipment neeessitated cutting of new exits in the building, according to George Mart, manager.

DETROIT

Joseph J. Cavanaugh, realty owner, and associates are taking over the RKO Uptown, operated by RKO since 1926. Lou Lutz is returning as house mgr. and Matt Plunkett, manager for several years, will move to the Ohio division of RKO. . . . Butterfield Theatres filed for an appeal hearing on the grant of TV channel 12 at Flint to WJRT. . . . Thomas W. Ryan, mgr. of the Rouge in River Rouge, gave away 2,000 bananas in a grocery store tieup to sell "Top Banana." . . . Charles Zack, mgr. of the West Side Drive-In, arranged a tieup with a dealer who gave away a car in an eight-week promotion.

Joseph Ellul in town from his home at Hollywood, Fla., to inspect the Empress Theatre here, which he still operates. . . . Don McKenzie, owner of the Richard Theatre at Flint, reports serious diffieulty from the print shortage there. . . . Ed Lane, state salesman for Paramount, is leaving to go into the insurance business at Sparta, with booker Ken Guibord taking over his post. . . . Thomas H. Ealand, veteran Detroit theatre man, who was at one time gen. mgr. of the famed Mile Theatre Circuit—now out of business, died July 30. He had operated the Ferndale Theatre in the suburb of that name since 1931. . . . William Flemion reports that "Genevieve" broke all house records at the Studio Theatre, which he manages.

Watch These Dates!

Aug. 23-24: White Sulphur Springs, W. Va. —Allied Board Meet—Greenbrier Hotel.

Aug. 24: Orange, Conn.—MPTO of Connecticut golf tournament — Racebrook Country Club.

Aug. 24-25: White Sulphur Springs—West Virginia Allied annual convention — Greenbrier Hotel.

Aug. 31: Wausau, Wisconsin—AITO of Wisconsin regional meeting — Hotel Wausau.

Sept. 6: Westchester—Vernon Hills Country Club annual golf tournament of the N. Y. entertainment industry.

Sept. 21-23: Kiamesha Lake, N. Y.—Allied Theatre Owners of N. J. convention—Concord Hotel.

Sept. 22-24: San Antonio—Texas Drive-In Theatre Owners Assn. convention—Plaza Hotel.

Sept. 28: Missoula, Montana — Montana Theatre Owners Association.

Sept. 28-29: Kansas City, Mo. — Kansas-Missouri Theatre Association — Hotel President.

Oct. 10-11: Milwaukee—Allied States Assn. fall board meeting—Schroeder Hotel.

Oct. 12-14: Milwaukee—Allied States Assn. annual convention — Municipal Auditorium.

Oct. 27: Kansas City—Allied ITO of Kansas-Missouri—Hotel Aladdin.

Oct. 30-Nov. 4: Chicago — Theatre Owners of America convention—Hilton Hotel.

Oct. 31-Nov. 4: Chicago — TESMA Trade Show—Conrad Hilton Hotel.

Nov. 7-8: St. Louis-Missouri-Illinois Theatre Owners convention—Chase Hotel.

Nov. 14-16: Charlotte—Theatre Owners of N. and S. Carolina—Hotel Charlotte.

Nov. 16-17: Indianapolis — Allied Theatre Owners of Indiana fall convention—Marott Hotel.

Nov. 17: New York—Motion Picture Pioneers annual dinner—Hotel Astor.

Nov. 21-23: Jacksonville—Motion Picture Exhibitors of Florida convention—Roosevelt Hotel.

Dec. 5-7: Oklahoma City—Theatre Owners of Oklahoma convention.

Dec. 6-8: Memphis, Tenn.—MPTO of Arkansas, Mississippi and Tennessee — Gayoso Hotel.

Don J. McKenzie, owner of the Richard Theatre at Flint, is returning to active management of the house after spending several months building himself a home. . . . James F. Sharkey, film buyer for Co-operative Theatres, is heading up a joint promotional program for 17 second run houses, using a daily five-minute television show. . . . Charles Howard, manager of the Rie at Richmond has started weekly publication of a "Richmond Area Shopping and Entertainment Guide," running up to 32 pages. . . . Rene Germani, owner of the Majestic at Monroe, has been named "Boss of the Year" by the Monroe Junior Chamber of Commerce. . . . A testimonial dinner will be sponsored by the Detroit Variety Club at the Sheraton Cadillae on Aug. 26, honoring M-G-M branch mgr. Frank Downey prior to his retirement.

HOUSTON

Fixtures of the Playhouse Theatre will be auctioned by agents of the Federal Bureau of Internal Revenue to pay back federal admission taxes. . . . Music Hall, Houston, undergoing a face lifting. Theatre will boast a new wing in addition to other improvements. . . . "Gone With The Wind" at King Center shown for first time in Houston to a Drive-In audience. Film is also playing at eight neighborhood theatres. . . . Lease has been signed for Channel 13 by John T. Jones, Jr. pres. of Houston Consolidated Television Co. Channel 13 will be the third TV Station here.

KANSAS CITY

Elmer Rhoden, Jr. has cut the film, "Corn's-a-Poppin'," to 58 minutes and will release it on states-right basis. . . . Bob Walters, mgr. at Crest Drive-In, installed a TV set in the patio for men who want to watch the fights while their families enjoy a movie. . . . Winners of Fox Midwest's good showmanship contest for mgrs. are Leon Robertson, district mgr.; H. W. Bills, K. C.; Jerry Hayes, Beatrice, Neb.; W. J. Souttar, Springfield, Ill.; Roy Monzingo, Dodge City, Kans., and Joe Ruddick. Sedalia, Mo. . . . Allied Artists' new address is 130 W. 18th on Film Row. . . . Universal's attractive new bldg. is at 1700 Wyandotte.

Electric Theatre managed by Bill Scott has a new marquee. . . . Co-ed, Topeka, Kans., is being dismantled. . . Dickinson's 69 ozoner at Pittsburg, Kans. was robbed of receipts in the safe. . . . Village at Sunflower, Kans. has new wide screen and CinemaScope. . . The Gauntier and Jayhawk, Kans., have new equipment. . . . Dickinson's Tampico, Spanish language theatre, is to re-open about Sept. 1. . . . For a recent one-day opening Sara Garcia and Emma Roldan were stage artists, and "Stars and Guitars" the film. . . . M. A. Levy, division mgr. of Fox Midwest, spoke at the screening of Darryl Zanuck's film on CinemaScope at the Orpheum.

Lyric Theatre, Boonville, Mo., celebrated its 97th anniversary. It is believed to be the oldest theatre west of the Allegheny Mts. still in entertainment use. CinemaScope and stereophonic sound have been installed. . . . E. D. Parkhurst of Triplett, Mo. has rented Ridge Theatre at Breckenridge, Mo. from the American Legion for Sat. shows. . . . Ritz Theatre in Topeka has been purchased from Dickinson by Wm. Bradshow, former mgr. David Forbes is building an ozoner near Crockett, Mo. . . . Mrs. Walter Lovan and associates are constructing a 300-car ozoner with in-car heaters at Eldorado Springs, Mo.

KANSAS CITY (cont'd.)

. . . Family Drive-In, Dexter, Mo., was robbed of concession receipts.

Dickinson has leased and closed Towne Theatre in Olathe, Kans., where the firm has the Trail. . . . Commonwealth will open Ritz at Garden City, Kans. to share extended runs and art screenings. . . . Walter H. Kirkman, head booker for Commonwealth, died July 27. . . . Elbert Wentworth Leighton-Floyd, one-time owner of a theatre in Jerusalem, died in Independence, Mo. at 63. . . . The Fall convention of Kans.-Mo Theatres Assn. has been scheduled for Sept. 28-29 in K. C., Mo. . . . A large monkey in the Grand Island, Nebr. Drive-In's zoo chose a night when "Ivory Hunter" was thrilling the crowd to escape. Attendants captured him in a nearby field.

MIAMI

Roy Ritzell of the Wometco Art Shop had a showing of his caricatures at the Mayfair-Art Theatre. . . . Alex Moffat is back at the Royal as assistant manager. . . . Wometco employees are all out for the Dade County Blood Bank; any employee giving a pint of blood gets a $5.00 bill in the pay envelope. . . . A new studio was just completed outside Winter Haven with two sound stages and can be rented. At present the owners, Avalon Film Productions, are filming a series starring Bill Penn of 'Stalag 17" fame. . . . Tom Casey and Ed. Leftwich are preparing a feature production to be filmed in Florida. . . . Pete Seaborn, mgr., is conducting an essay contest at the Trail, tied in with showing of "Apache," with bicycles as prizes. . . . At the Royal and Variety during run of "About Mrs. Leslie," hand bags were prizes for the best jingles mentioning Leslie of Miami. . . . Jack Miller of the Shores Theatre won another watch for highest popcorn sales. . . . Lee J. Behi is installing CinemaScope in his Sunset Theatre, Miami, managed by Gene Fernette.

MILWAUKEE

Business in downtown Milwaukee has been very good. All houses are playing holdovers for three or four weeks, which may, however, result in a product shortage in the delux houses over Labor Day. . . . The New York philharmonic-symphony orchestra's opening concert will be telecast Oct. 7 at the Warner theatre here. Top admission price will be $2.20. . . Arnold Keskitalo opened his Marquette Drive-in, Marquette, Aug. 18 He also has the ozoner at Ishpeming, Mich. . . . The Century theatre here, owned by Mr. John Freuler, closed Aug. 8. . . Leon Hubert, booker at Columbia, has a new baby girl, Jennifer Ann. . . . The Wisconsin Variety Heart Collection is going very well and may reach its goal of $50,000.

Ben Marcus, Sig Goldberg and Harold Pearson will attend the National Board meeting at White Sulphur Springs, West Virginia, Aug. 23-24. . . . Marlen Korfta, cashier at the Republic exchange, left to raise her family. Taking her place is Elvah Swainston, formerly a contract clerk. . . . Jake Eskin, Eskin Theatres, is back at work, recovered from a recent illness. . . . Lonis Lutz, supervisor for Gran Ents., resigned to return to Detroit. He will again manage the Uptown theatre there for the corporate owners of the Uptown building in suburban Highland Park. Harold Janecky is replacing Lutz as supervisor for Gran.

MINNEAPOLIS

Opening of MACO's new Empire Theatre at Bismarck, N. D., has been set for Sept. 2. House will seat about 1,200. The circuit also operates the State in Minot. . . . CinemaScope and stereo sound have been installed in the Warren at Warren, Minn., and the Grand at Baudette. . . . Construction started on the new one-story exchange building of Universal Pics. . . . Sam Idelkope is new booking clerk at Paramount. . . . James Schmidt is new booker at Columbia having been transferred here from Milwaukee. . . . Ed Linder, manager of the loop Gopher, was married to Bunny Schwartz, former asst. mgr. of the Roosevelt at Miami Beach. . . . The Grand at Williston, N. D., and the Lyric at Rugby, N. D., are installing Polalite 3-D equipment. . . . Don Swartz' Independent Film Distributors is handling the Selznick's re-release, "Duel in the Sun," in the Minneapolis and Milwaukee film zones. Earl Perkins rejoined IFD and will be in charge of sales of the picture.

Joe Podoloff, owner of the neighborhood Vogue, has taken over the 600-seat American from Minnesota Amusement, cutting the circuit's Mpls. operation to six theatres. . . . Edward Knaus and Stanley Trost of McKinley, Minn., will build a new theatre at Aurora, Minn. . . . Herman Jochims closed his Pix, Luvenne, Minn., but is still operating his Palace there. . . . Donald Dawson purchased the interest of his partner, L. A. Kaercher, in the Orpheum at Ortonville, Minn. . . . Walter Leistico, Waconia, Minn., has joined Jack Mowry in operation of the Time at Kenyon, Minn. . . . Norm Zimmer completed remodeling of the Paradise at Howard, S. D. . . . The Lyric at Lakefield, Minn. reopened after remodeling. . . . Wilbur Addelman installed a new air conditioning system in his Rocket theatre at Lake Crystal, Minn.



Returning to New York from a 6-week trip to Europe, where he set international premieres of "The Egyptian," Charles Einfeld, 20th Century-Fox vice-president, is pictured above (left to right) with Mrs. Einfeld and daughters, Linda and Lise.

NEW HAVEN

Stanley-Warner reopened the Commodore Hull Theatre at Derby, Conn. after a year's shuttering. Harry Corlew, former asst. mgr. at the Circuit's Hartford Strand, was named mgr. . . . Lou Cohen, mgr. of Loew's Poli, Hartford, will be honored at a testimonial dinner on Oct. 4 at the new Statler Hotel, Hartford, in observation of his 35th year in show business and his 35th wedding anniversary. James F. McCarthy, Stanley-Warner dist. mgr., is serving as general chairman. . . . Ernest A. Grecula, office manager of the Symphony Society of Greater Hartford for the past several months, has resigned. Grecula had previously served as ad-pub director of Hartford Theatre Circuit, and mgr. of the Colonial for nine years.

A new screen, measuring 36x18 has been installed at the E. M. Loew's Hartford. . . . The Bernie Menschells of Community Amuse. Corp. and Manchester Drive-In Theatre Corp., Hartford, were given a surprise supper party to mark their fourth wedding anniversary—arranged by John Calvocoressci, Sol Karp, Bob Maurello and other CAC-Manchester execs. . . . Car capacity at the East Hartford Family Drive-In, South Windsor, is being increased from 700 to 950.

Sal Adorno, Sr., gen. mgr. of M&D Theatres, Middletown, marked his 50th year in show business and 75th birthday with Open House festivities at the Palace, Middletown, flagship of the M&D interests. The half century mark is also being noted as "Sal Adorno Diamond Jubilee" through bookings of quality releases into the three M&D houses.

NEW YORK

"Cangaceiro" ("The Bandit"), first Brazilian film to be shown in the U. S., will be presented by Columbia Pictures at the Trans-Lux Normandie following completion of the engagement of "Robinson Crusoe." . . . Bertram Lebhar, Jr., director of radio station WMGM, owned by Loew's, will sever his connection with the station at termination of his contract on Aug. 31. Arthur Tolchin, WMGM sales exec, will succeed him. . . . Michael Rose Productions, which operates the Holiday Theatre on Broadway, has brought an anti-trust action in the U. S. Federal Court against the eight major distributors, charging them with depriving the Holiday of first-run product. Amount of damages in unspecified and injunctive relief is sought. . . . Spyros S. Skouras, Jr. pres. of Skouras Theas. became a father with arrival of George Alexander Skouras.

Offices of the Walter Reade Theatres will henceforth be located at Mayfair House, Deal Road, Oakhurst, N. J. . . . A long term lease for the Fair Theatre in Jackson Hts., L.I., has been consummated by realtors Berk & Krumgold for veteran exhibitor Herman Sterm, who contemplates immediate installation of large screen and CinemaScope projection, as well as complete rehabilitation of premises. Jackson Operating Co. is the lessor. . . .The Stanley Theatre, Atlantic City, N. J., reports a gross

NEW YORK (cont'd.)

for the first three days on "Susan Slept Here" of 85% of an average summer week's business.

The annual golf tournament of the New York entertainment industry, combining motion picture, radio-television and stage personalities, will take place at the Vernon Hills Country Club in Westchester on Sept. 16. The committee is headed by Charles Alicoate, with Marvin Kirsch as co-chairman, and Ed Fabian, William German, Ed Lachman, Martin Levine, Burton Robbins, Ted Sullivan and Max Youngstein representing the motion picture division.

PHILADELPHIA

UA is building a new completely air-conditioned brick and granite structure at the intersection of Juniper and Vine to accommodate the company's booming sales activities. It will house the staff of branch mgr. Mort Magill and serve as headquarters for eastern dist. mgr. John Turner. Completion is scheduled for Sept. 15. . . . Exploitation Pictures Inc., a new national film distributing company, has been organized here to handle special films here and abroad. Every picture distributed by the firm will be packaged with both national and local promotion campaigns. Officers are Louis W. Kellman, pres.; Jack H. Harris, v.p., and Michael Freedman, treas.

The new marquee at Steel Pier, Atlantic City, N.J. was damaged in a fire with losses to Steel Pier estimated at $200,000. George Hamid, Sr. said that principal damage inside the pier was to the Ocean theatre on the second floor. During the fire, about 500 patrons of the Casino Theatre at the north end of the pier were ushered to safety. . . . Wm. I. Greenfield is reported ready to open the Erlanger Theatre, long shuttered and famous for its role in the Goldman case, as a burlesque-film house. . . . Ben Babb, Selznick Releasing Organization ad-pub head, was in to confer with Screen Guild execs. concerning publicity and exploitation campaign on "Duel in the Sun." . . . Esther Lazar, formerly with Boxoffice, is now associated with John Schaeffer, who is handling Realart in this area. . . . The Park, Wilmington, Del., is now being serviced by DeLuxe Theatre. . . . "Bob" Lynch, with Loew's for 37 years and one of the first franchise holders and the last one to dispose of his interest in the exchange here, will retire effective September 1. It is expected that the local film colony will honor him at a special dinner. . . . Ralph Moyer, well known here, is now connected with the Pickfair in Los Angeles. . . . Loge No. 22 of Colosseum of M.P. Salesmen is trying to get members for the newly organized "Colosseum Social Club." Annual membership fee is $1.00.

Bob Weiner, a Columbia field man in Chicago and son of local div. mgr. Harry Weiner, was in town recently with Carol Sable, his new bride. . . . New Jersey Messenger Service loses its two-story garage which it has been renting. The garage is part of the site of the new medical center to be built by the Philadelphia Central Labor Union, which should enhance realty values in the Vine St. area. . . . Jack Hexter, 68, who with his brother Clarence operated the Pastime and Point Breeze theatres, died. He is survived by his wife, a son, and a daughter, as well as a sister, Mrs. Jack Beresin.



M-G-M Records supplied its own bride, model Jackie Joyce, to exploit the musical score of M-G-M's "Seven Brides For Seven Brothers." Here's Jackie letting WMGM's disc jockey Ted Husing kiss the bride. Jackie visited all the New York radio and TV stations.

PORTLAND

Some 23 committees handled the extravagant plans for the formal, invitational opening of Evergreen's New Fox Theatre in Portland on Aug. 12. A score of Hollywood stars were on hand, headed by Charles P. Skouras, pres. of National Theatres, with which Evergreen, is affiliated. Oscar Nyberg is mgr. of the new house. . . . W. D. Thrall, owner mgr. of the Valley Theatre, Junction City, Ore., has installed CinemaScope and will have a special fall opening early in Sept. . . . Another downtown Portland Theatre, The Music Box, is being remodeled for commercial use and will shortly be occupied by a dress shop. . . . James Bailey, mgr. of the Midway Drive-in reported a loss of $100 in early morning hours by robbers who overlooked the safe containing $2,000.

PROVIDENCE

The brothers Erinakes are putting the finishing touches on their new Hill Top Drive-In which recently opened near East Greenwich. . . . Willard Mathews, Majestic mgr., secured an exploitation break for "The Egyptian," which plays his house next month, when the Providence Sunday Journal gave over the entire front page of its Amusement Section to stills and a glowing endorsement of the film. . . . Mgr. Nelson Wright of the Avon Cinema continues the policy of pleasing his patrons by playing pictures picked after polling their preferences. . . . Mgr. David Levin presented 100 of the new "Magnificent Obsession" roses to the first 100 females attending opening of the film. They were obtained through cooperation of the Campus Florist Shop. . . . Quick action on the part of members of Loew's State staff saved the life of a youngster who was choking on a piece of candy. Mgr. Wm. Trambukis and chief-of service Robt. Peterson, with the aid of asst. mgrs. Robt. Walker and Anthony Andruzweski removed the obstruction and applied artificial respiration to the unconscious lad before arrival of an ambulance.

Bill Trambukis, Loew's State manager, has added two usherettes to his staff, Barbara Rouche and Eleanor Murphy. Other new State appointments include John Coyle, engineer; Alice Reeder, relief cashier; and Frank Hall, relief electrician. . . . Local theatremen extended condolences to Phil Engle, Fox exploiteer for this area, upon hearing of the death of his wife in Boston. . . . Providence Sunday Journal devoted the entire front page of the Amusement Section to a pictorial feature on the summer stock theatres, which are enjoying their biggest year in this territory. . . . Gabby Hayes made a personal appearance at nearby Lincoln Park. . . . A 'sneak preview' featuring "Seven Brides for Seven Brothers" drew a packed house at Loew's State. . . . Surrounding Drive-Ins are enjoying one of their best seasons in years, probably resulting from accelerated advertising and exploitation.

ST. LOUIS

Fanchon & Marco-St. Louis Amusement Company's Missouri Theatre, 3558-seat de luxer, reopened August 6 after being dark for a week due to a breakdown in the air-conditioning system. . . .The St. Louis police ordered nude swimming scenes cut from the Swedish film "One Summer of Happiness" currently playing Fanchon & Marco-St. Louis Amusement Company's Pageant Theatre. . . . The Vita Theatre, 360-seater at Warrenton, opened recently after being closed down temporarily for the installation of CinemaScope equipment. William Zimmerman owns and operates. . . . The former Congress Theatre, 898-seater, which closed as an amusement place on July 31 with showing of a Wild West film, some ten hours later reopened with Sunday services for the New Testament Baptist Church. The religious organization has entered into a short-term lease on the theatre with the Congress Investment Co., headed by David Litvag.

At Wood River, Ill., installation of a 16½-foot high and 35-food wide screen for the presentation of CinemaScope pictures recently was completed at the Wood River Theatre, a unit of the Public Great States circuit. The opening presentation in CinemaScope was "How To Marry A Millionaire." . . . William C. Earle, and National Theatre Supply, recently moved into their new home on Duke Avenue in Hathaway Hills, in the suburban area of St. Louis County. . . . Attorney General Dalton of Missouri recently ruled that the machine called "Joker," having no place for insertion or discharge of coins, is "Not a lottery under the Missouri laws." All that the player can exact from it is free games. . . . Advance reservations for the annual meeting of TOA at Chicago, Oct. 31-Nov. 4 include Lester R. Kropp, St. Louis, president, Missouri-Illinois Theatre Owners, and his wife. Mrs. Nel Kropp; Tom Bloomer, Belleville, past president of MITO, and Bill Powell, district manager for Midwest Drive-in theatres. MITO will have a special train arrangement out of St. Louis the morning of October 31.

KSTM-TV is the second UHF station in Eastern Missouri to stop operations this year. Earlier Station KACY at Festus, Mo., folded and is now in the Federal courts with a reorganization plan. . . . An out-of-court settlement has also been reached as to the exhibitor defendants, Frisina Amusement Co., Springfield, Ill., and Frisina-Mexico Theatres, in the anti-trust suit of Louis, Sam L. and S. Zanvic Sosna that had been pending in the local Federal court for several years. Settlements

ST. LOUIS (cont'd.)

had been reached with the distributor defendants Loew's, Inc., Vitagraph (Warner Bros.), RKO, 20th-Fox, Paramount, Universal, Columbia and United Artists. . . . At Casey, Ill., the K-B Drive-In Theatre on U.S. 40 which had its screen tower blown over and wrecked by a tornado on July 14, reopened for business July 24 and has been enjoying fine patronage since. Total damage to the drive-in was about $10,000. It is owned and operated by Leroy Baston, who purchased the interests of his former partner in the theatre.

At Athens, Ill., the Alvin Theatre, 400-seater, owned and operated by W. J. Rodell & Son, was reopened August 20. . . . At Royalton, Ill., Ermon Russell, an automobile mechanic of Mount Vernon, Ill., reopened the 425-seat Royal Theatre on July 18. . . . The Congress Theatre, 898-seater here, was closed after the final show July 31, for an indefinite time. . . . At East St. Louis, Ill., a Walker Seamless widescreen and a Panatar anamorphic lenses were installed in the De Luxe Theatre by National Theatre Supply. A. B. (Buzz) Magarian of Magco, Inc., is owner and operator of the theatre. . . . Teen-agers were blamed for two recent burglaries at the Skyview Drive-in Theatre at Belleville, Ill. Wesley Bloomer, one of the partners in the Bloomer Amusement Co., owner of the drive-in, estimated the loss in merchandise stolen and the destruction of vending machines, etc. at about $1000. The first burglary took place July 16 and netted the intruders $11.60 in cash, some candy and other merchandise. Early the next morning the second burglary took place, some $10 in cash being taken from a cash register, and an undetermined amount from cigarette and candy vending machines. . . . Cahokia Downs race track opened for business near here the night of July 27 under the auspices of the East St. Louis Jockey Club.

SALT LAKE CITY

A local bride and groom will receive a honeymoon trip to the Last Frontier Hotel in Las Vegas, Nev. in the exploitation worked out by mgr. Robert Workman of the Center Theatre with the A.C.M.I. Dept. Store on "Seven Brides for Seven Brothers." . . . Dean Wilson, former M-G-M booker, is making his first trip on the road for Republic, according to branch mgr. James Ecker. . . . Kenneth K. Lloyd of the local 20th-Fox Branch is back from a business trip to N.Y. "The Egyptian" will soon be shown at the local Uptown Theatre, managed by Duane Grant. . . . Utah Drive-In Theas. Corp. report that "Ring of Fear" will show at three of its houses simultaneously.



Promotional plans of I.F.E. Releasing Corp. are outlined by Bernard Jacon, v.p. in charge of sales (center), at the first national convention of that distributing organization. Shown with him are E. R. Zorgniotti, executive v.p. (left), and Jonas Rosenfield, Jr., v.p. and ad-pub-exploi. chief.

Five copies of the book, "The Caine Mutiny" have been added to the list of prizes in a contest conducted in connection with the film, which opened to record breaking crowds at the Lyric Theatre, managed by Matt Knighton. . . . Marvin George regretfully will conclude the highly successful run of "Gone With the Wind" only because of pre-engagement of the stage show "The King and I," which opens Aug. 25 for a four day run. . . . The Arcade Theatre is adding a half hour of cartoons at the beginning of its first show only. . . . In a tie-up arranged by mgr. Duane Grant of the Uptown Theatre, U-I branch mgr. "Buck" Wade and the local Deseret News-Evening Telegram on "Magnificent Obsession," first prize winner was Mrs. Agnes Anderson with others shortly to be announced.

SAN FRANCISCO

The Boyes at Hot Springs, owned by Mr. and Mrs. G. O. Cowley, shuttered August 3. . . . Management changes include that of Charles Coovert, who went from asst. at United-California's Uptown to mgr. of the chain's El Rey. . . . Les Smith, veteran head booker, M-G-M, who resigned some weeks ago is now mgr. of the Encino Drive-in at Santa Cruz for Dave Bolton. . . . Charles Kurtzman, Loew's theatre executive, arrived here August 13 from Boston. . . . John A. Ettlinger, one time publicist for United-Paramount, called on the local staff as part of a 35 city national sales survey for Cheryl TV (TV subsidiary of Realart Pictures).

Jack Tillman, Columbia div. mgr., was scheduled to leave for New York August 16 to attend conferences regarding sales of "On the Waterfront" and "The Caine Mutiny." . . . Lippert Pictures of Northern Calif. have changed their plan to move and will remain at 255 Hyde St. . . . Mike Feinstein, has been promoted to head shipper at 20th-Fox, replacing Teddy Greenfield, head shipper for the past 36 years. . . . Max Bercutt, Warner field man, planned to be in S.F. the week of August 16 to set up campaign for "Dragnet" to open at the Golden Gate in Sept. . . . Mike Vogel was scheduled to make a guest appearance on "Drama Desk," local TV show over station KRON August 17 in behalf of "The Black Shield of Falworth." Clips from the film were also to be shown.

SEATTLE

Robert H. Adams and Darrel Snyder have purchased the Rex Theatre at Newport, Wash. from Mr. and Mrs. Charles Bishop. . . . El Rancho Drive-In is a new 600-car ozoner opened at Kent, Wash. by Oscar Chiniquy of Seattle and Mr. Fay Honey of Richland. A press preview was one of the features of the opening. . . . Country Drive-In has been opened by "Bud" Anderson at Yakima, Wash. It has a 500 car capacity. . . . Herbert B. Sobottka, exec. v.p. of John Hamrick Theas., has been appointed to succeed Maurice Saffle as a member of the Board of Theatre Supervisors by Mayor Allan Pomeroy.

Theatre Owners of Wash., No. Idaho and Alaska will celebrate its 35th anniversary on Oct. 3. James (Jim) Hone, present executive secretary founded the organization in 1923 and has served as secy. for nearly 32 years. It has the following 13 directors: Mike Barovic, Fred D. Nessel, W. B. McDonald, F. M. Higgins, Erwin Fey, Joe Rosenfield, Chester Nilsson, Fred Mercy, Jr., Will J. Connor, L. O. Lukan, B. F. Shearer, Frederic A. Danz and William Thedford. H. B. Sabottka is treasurer. Headquarters are in Seattle. . . . Mildred Bishop Wall, owner of all the motion picture theatres in Lewiston Idaho, died recently. She was a member of the Board of Directors of Theatre Owners of Wash., No. Idaho and Alaska.

FILMS TELEVISED Aug. 7 to 20

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original release date
Another Man's Poison	Bette Davis	UA 1-7-52
The Big Cat	Preston Foster	Eagle Lion 4-26-49
Born Lawmen	Johnny Mack Brown	
The Champ	Bob Steele	
Charlie Chan in Shanghai	Warner Oland	Fox 10-14-35
The Guardian Angel	John Latimer	
Guns and Fury	Leo Carillo	
Heartbeat	Ginger Rogers	RKO 5-1-46
Hell's Harbor	Jean Hersholt	
Her Favorite Patient	John Carroll	
Joanna Godden		
A Killer Walks	Susan Shaw	
The Man From Texas	James Craig	Eagle Lion 11-29-47
Scotland Yard Inspector	Cesar Romero	Lippert 1-1-52
The Shipbuilders	Clive Brook	British Nat. 1-28-44
South of Rio Grande	Duncan Renaldo	
Tulsa	Susan Hayward	Eagle Lion 3-21-49
The Unfinished Story	Valerie Hobson	
The Wallet	John Longdon	

Eastman Kodak Earnings Spurt With Lower Taxes

Consolidated net earnings of the Eastman Kodak Co. for the 24 weeks ending June 13, 1954, were $28,134,192, an increase of nearly 25 percent from $22,531,833 in the first half of 1953, the company reports. Net earnings are equal to $1.60 per share, compared with $1.28 per share for the period last year.

Increase in net profits was attributed primarily to the removal of the excess profits tax by Thomas J. Hargrave, chairman, and Albert K. Chapman, president. Consolidated sales were $278,132,132, down about three percent from the first half of last year's record high, the report disclosed. Earnings before taxes were $59,919,674, down about 15 percent from last year.

Columbia Estimates $75,000,000 Gross For 1954 Business

Columbia Pictures Corp. is estimating its gross income for the 1954 fiscal year ended last June in excess of $75,000,000, according to an announcement by Harry Cohn, president of the company. This indicates a gain of more than 25 percent over fiscal year 1953, the firm's previous record high year, when the gross income reached $60,274,000.

In his statement, which reviewed the steady rise of the company in the last 20 years, Cohn said: ". . . we at Columbia realize that throughout the history of the company's growth, the occasional great picture or a grouping of good pictures has made invaluable contribution not only to the gross income from year to year, but frequently was to mark the difference between profit and loss in particular years."

The announcement added that each year since 1934 when the gross income was $11,178,000 has been a profitable one in the operation of the company.

The statement went on to list the outstanding productions that have become the company's milestones during the past 20 years of progress, from "It Happened One Night" in 1934 until last season's "Eternity."

Top Films Listed

Cohn listed the current "The Caine "Mutiny" and "On The Waterfront" and the forthcoming "Phffft" as the company's leading product for this season and added that Columbia already has a standout film for 1955 in "The Long Gray Line."

The list of milestone films indicated in the announcement included: "One Night of Love," 1935; "Mr. Deeds Goes to Town," 1936; "The Awful Truth" and "Theodora Goes Wild," 1937; "Lost Horizon," 1938; "You Can't Take It With You," 1939; "Mr. Smith Goes To Washington" and "His Girl Friday," 1940; "Penny Serenade" and "Here Comes Mr. Jordan," 1941.

Also, "My Sister Eileen," 1942; "The More The Merrier," 1943; "Cover Girl," 1944; "A Song To Remember," 1945; "Gilda," 1946; "The Jolson Story," 1947; "The Loves of Carmen" and "The Fuller Brush Man," 1948; "All The King's Men," 1949; "Born Yesterday," 1950; "Ten Tall Men," 1951; and "Salome," 1952.



Max Fellerman of the Astor and Victoria Theatres, N.Y.C., visits Cary Grant at Paramount studios on the set of Alfred Hitchcock's "To Catch a Thief," being filmed in VistaVision.

HOLLYWOOD ...on the wire

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A musical version of "Lost Horizon," one of Columbia Pictures' greatest all-time hits, is planned as an "AA" production for the forthcoming season, executive producer Jerry Wald has announced. Jule Styne and Leo Robin, currently at Columbia writing the score for the musical version of "My Sister Eileen," will be assigned to the lyrics and music for "Lost Horizon," Wald stated. A name writer will shortly be assigned to prepare the screenplay. Fred Kohlmar, who is producing "Eileen," will also produce "Horizon."

* * *

The original schedule for Leonard Goldstein Productions under United Artists release will continue as planned, it was jointly announced by vice-presidents Robert Goldstein and Robert Jacks and United Artists president Arthur Krim. The company will retain the name of the late producer and the decision of what two stories will go before the camera first will be announced shortly. The original United Artists releasing deal with Leonard Goldstein Productions called for 10 pictures. Already finished shooting and in the cutting room are the Edward G. Robinson starrer, "Black Tuesday," which Hugo Fregonese directed and "Stranger on Horseback," starring Joel McCrea and directed by Jacques Tourneur. Both pictures were produced by Robert Goldstein.

* * *

Brian Donlevy was inked for a starring role in "The Big Combo," which Security Pictures and Theodora Productions are making for Allied Artists release with Sidney Harmon producing and Joseph H. Lewis directing. Donlevy joins cast toppers Cornel Wilde, Jean Wallace and Jack Palance in the feature. Scren play is by Philip Yordan. . . . Robert Roark signed for the role of "Insignia," the strong comedy part in "Mr. Roberts," which will be an Orange production for Warner Bros. with John Ford directing and Leland Hayward producing. Also added to the cast of James Cagney, Henry Fonda, William Powell, and Ward Bond was Harry Carey, Jr.

* * *

Myrna Hansen, who won an Universal-International contract as a result of being chosen Miss United States in the Miss Universe contest a year ago, signed a new long-term U-I contract. She just completed an important role in "Man Without A Star," which stars Kirk Douglas, Jeanne Crain and Claire Trevor. . . . Diana Lynn is the femme lead in Allied Artists' "The Annapolis Story," which also stars John Derek and Kevin McCarthy. The feature is being filmed in Technicolor with Don Siegel directing for producer Walter Mirisch.

* * *

Howard Keel and Cyd Charisse will be co-starred in an original romantic comedy, "Weekend at Las Vegas," at M-G-M. Set in the Nevada city, the story features the show business side of the community's night club activity with the co-stars portraying performers who became the sensations of the famed Strip with a song and a dance act. Joe Pasternak will produce the film, much of which will be filmed in Las Vegas. Isobel Lennart is scripting.

* * *

Joe Hoffman has been signed by Sam Katzman at Columbia to write the screen play of "The Creature with the Atom Brain," from an original story by Curt Siodmak, which Katzman plans as a top buget science-fiction thriller for 1955. . . . Stars in Pine and Thomas' production of "Lucy Gallant" are now Jane Wyman, Charlton Heston, Claire Trevor and Thelma Ritter. Robert Parrish directs the film, which will be lensed in Technicolor. It is a modern day adventure romance dealing with an oil boom town in Texas. . .

* * *

Edward Dmytryk will direct 20th Century-Fox's "The Gun and the Cross," the story of Fra. Junipero Serra's mission-establishing trek though California. Charles Brackett will produce the film. This picture will be Dmytryk's first under his non-exclusive one a year contract with the studio, which runs for four years. Dmytryk is now in England directing Coronado Productions' "The End of the Affair," which stars Deborah Kerr and Van Johnson for Columbia release.

* * *

"Law Man," novel by Les Leighton, which recently won the Western Writers of America award as the best western novel of 1953, was purchased by Universal-International. Albert Zugsmith has been assigned to produce. It will be made in Technicolor as a major entry on the studio's 1955 schedule. The story, set in the old west, deals with a sheriff who defies both sides of the warring ranchers and farmers in order to hang a murderer in a lawful manner.

* * *

Joan Camden has been cast in Warner Bros.' "Strange Lady in Town," a Mervyn LeRoy production which stars Greer Garson and Dana Andrews. Miss Camden played the femme lead opposite Francis Lederer in "Stolen Identity," which was filmed in Vienna. LeRoy is producing and directing the CinemaScope-WarnerColor picture for Warners.



Doris Day and Frank Sinatra rehearse with Director Gordon Douglas (right) for "Young at Heart" which Henry Blanke is producing for Warner Bros. in CinemaScope-WarnerColor.

Curtis Bernhardt Finds

American Films Stress Action; Biographies Make Top Pictures

By Richard Bernstein

"There is a difference between European direction and American direction in motion pictures," Director Curtis Bernhardt explained in his M-G-M office, where he is preparing "Interrupted Melody," the filmization of the life of opera star Marjorie Lawrence.

"The European approach deals with the poetry of the story, and the mood of a picture is just as important as the action," the director explained. "In the American film, action is everything."

Bernhardt just returned from London, where he directed "Beau Brummell," for M-G-M. This film stars Elizabeth Taylor, Stewart Granger and Peter Ustinov. "The story deals with the life of Brummell from the moment he meets the Prince of Wales until his death," the director said. The film was shot in Eastman color for wide screen.

"The pace of the studio in London and the tempo of the crew is slower than in the United States, but they are hard working," Bernhardt explained.

Bernhardt believes that biographical films contain the ingredients of top box office. Of "Interrupted Melody," he says, "this can be compared in a way to 'The Stratton Story.' It is the story of a triumph over handicap. It is an inspiring story."

The director pointed out that Eleanor Parker will play the courageous Marjorie Lawrenee in the picture, which will be filmed in color and in CinemaScope. There will be quite a bit of post-production work on the film with a number of operas being worked into the film as post-production.

Glenn Ford Cast

Miss Parker's co-star will be Glenn Ford. Of Ford's role, Bernhardt says, "It is a very warm part. A difficult emotional part."

In "Interrupted Melody," Bernhardt plans to tell the story of great human eourage of a woman who sings half paralyzed because she doesn't know the meaning of the word, "quit." He will also have an array of the most beautiful operatic melodies in the world today.

Every pieture has its speeial problem and Bernhardt agreed that his biggest chore on "Interrupted Melody," will be keeping a feeling of intimaey throughout the film, which is being done in CinemaScope.

In Europe, Curtis Bernhardt directed Marlene Dietrieh, starting with her first film, "The Woman Every Man Desires." He also directed Maurice Chevalier and Jean Gabin. In England, he had his own producing eompany—British Unity Pictures.



CURTIS BERNHARDT

He eame to the U. S. in 1940 and directed "My Love Came Back," and "The Lady With Red Hair." In 1941, he megged "Million Dollar Baby," and, in 1942 "Juke Girl."

In 1943, he directed the musical, "Happy Go Lucky," which starred Betty Hutton. Then eame a succession of other hits, "Devotion," "Conflict," "My Reputation," "A Stolen Life," "Possessed," "High Wall," "The Doetor and The Girl."

Bernhardt directed the Jane Wyman hit for RKO, "The Blue Veil," and also Bette Davis in "Payment On Demand" for RKO release. At Columbia, he directed Humphrey Bogart in 'Sirocco." Another M-G-M hit was his "The Merry Widow," which starred Lana Turner, while last year, he directed the successful Rita Hayworth starrer at Columbia, "Miss Sadie Thompson."

Ability With Stars

Bernhardt is internationally known for his skill at getting top performanees from top stars. Asked just how he does this, the director smiled. "Since I work as I do on the story of a film, I know each scene. I have a clear eonception of each character's part. I believe in letting the aetor have individuality. I don't believe in pushing him into a straitjacket of conventionality."

The director pointed out that motion pictures now have a chance to discover new talent aside from motion pictures. Star material ean be drawn from TV, he stated. Unknown people can get into TV and motion pictures can seout TV for outstanding performers, who have motion picture potential. He also added that TV ean also supply motion pictures with some young directors too.

"Direetors should go on the road and meet the public," the direetor said, "In fact, anybody who is eonneeted with the making of motion pictures should have an interesting story to tell the public about the making of motion pietures."

Title Change

M-G-M: "**Paris Story**" is the new title for "The Loved and the Lost." (Stars Anne Baxter and Steve Forrest; Mitehell Leisen direets).

HOLLYWOOD...

Gerald Mayer signed with M-G-M to direct "The Marauders," a western adventure story. The film will be based on the novel by Alan Marcus. Arthur Loew, Jr. is producing from a Jack Leonard screen play. . . . Howard Duff signed for the male lead in Bryan Foy's Columbia production, "Women's Prison." He recently completed the lead in Filmakers' "Private Hell 36." . . . David Butler will direct Warner Bros.' forthcoming "Jump Into Hell," a drama of the Indo-China war. David Weisbart is producing the film for the studio. . . . Mary Costa has been signed by Producer Stirling Silliphant to co-star with Guy Madison in "5 Against the House," which will be directed by Frank Tashlin for the producer.

* * *

Lillian Gish has been set to make her return to films as Rachel in "Night of the Hunter," Producer Paul Gregory announced. This will be her first film in eight years since her starring roles in "Duel in the Sun" and "Portrait of Jenny." Shelley Winters and Robert Mitchum will co-star with Miss Gish in the film version of the best-selling Davis Grubb novel.

* * *

U-I announced that it has purchased "Dead Man Pass," the "Saturday Evening Post" serial by Peter Dawson. Howard Christie will produce the film version of the story. . . . Paramount signed Fredric March for one of the top roles in William Wyler's "The Desperate Hours," to be filmed in VistaVision. March joins Humphrey Bogart, who was previously signed for the film version of the Joseph Hayes' novel.

* * *

Parliament Pictures, headed by Allan J. O'Keefe, began production on its first pieture, "The Break in the Cirele," based on the best selling novel by Robert Westerly, on Aug. 16 with Forrst Tucker starring and Eva Bartok as the femme lead. The picture, which will be lensed in London and Germany, also has in the cast Michael Medwin and Herbert Lom. Val Guest is directing. . . . Yvonne De Carlo arrived back in Hollywood for huddles with William Dieterle on her upcoming role in Dieterle's "Magic Fire," which he will make for Republic release.



At signing of contracts for United Artists' "Night of the Hunter" are Paul Gregory, producer (seated, (left) and Robert Blumofe, vice-president in charge of West Coast operations for UA. Looking on are (l. to r.): Director Charles Laughton, Evelyn Varden and stars Robert Mitchum, Shelley Winters and Billy Chapin.

SHORTS—Calendar of Releases

(As far ahead as it is possible to obtain them)

COLUMBIA

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
All Star	6414	Doggie In The Bedroom	2	Jan. 7	16½
"	6415	Tooting Tooters	2	May 13	17
"	6416	Two April Fools	2	June 17	17
Stooges	6403	Goof on the Roof	2	Dec. 3	16½
"	6404	Income Tax Sappy	2	Feb. 4	16½
"	6405	Spooks (2-D)	2	Mar. 18	16
"	6406	Pardon My Backfire (2-D)	2	Apr. 15	16
"	6407	Musty Musketeers	2	May 13	16
"	6408	Pals & Gals	2	June 3	17
Color Favorites (Tech.) (Re-Issues)	6605	Skeleton Frolic	1	Dec. 17	7½
"	6606	Tree For Two	1	Jan. 7	7½
"	6607	Way Down Yonder In The Corn	1	Jan. 28	7
"	6608	Dog, Cat & Canary	1	Feb. 28	6
"	6609	The Egg Yegg	1	Mar. 31	7½
"	6610	The Way of All Pests	1	Apr. 15	7½
"	6611	Amoozin' But Confoozin'	1	Apr. 29	8
"	6612	A Cat, A Mouse and A Bell	1	May 13	7
"	6613	The Disillusioned Bluebird Calypso Joe	1	May 27	7
"	6614	Mr. Moocher	1	July 8	7
"	6615	The Herring Mystery	1	July 22	7
Assorted-2-Reel Favorites	6423	Strife Of The Party	2	Dec. 17	16
"	6424	Oh Baby	2	Feb. 11	18½
"	6425	Two Nuts in a Rut	2	Mar. 11	18
"	6426	She Snoops To Conquer	2	Apr. 29	17½
World of Sports	6804	Battling Big Fish	1	Dec. 17	11
"	6805	Gauchos Down Uruguay Way	1	Feb. 18	11
"	6806	Tee Magic	1	Mar. 25	9
"	6807	Racquet Wizards	1	Apr. 22	9
"	6808	World's Soccer Champions	1	May 20	10
"	6809	Diving Cavalcade	1	June 24	10
"	6810	Target Tricksters	1	July 29	.....
Screen Snapshots	6854	Hollywood's Great Entertainers	1	Dec. 24	10½
"	6855	Memories In Uniform	1	Jan. 2	10½
"	6856	Hollywood Stars To Remember	1	Feb. 25	10½
"	6857	Hollywood Goes to Mexico	1	Mar. 25	10½
"	6858	Hula From Hollywood	1	May 6	10½
"	6859	Hollywood's Invisible Man	1	June 10	9
"	6860	Hollywood Grows Up	1	July 15	.....
Thrills of Music	6953	Claude Thornhill & Orch.	1	Dec. 24	11
"	6954	Machito Orch.	1	Feb. 4	10½
"	6955	Charlie Barnet & Orch.	1	Apr. 1	10½
"	6956	Skitch Henderson & Orch.	1	June 3	10
Candid Microphone	6552	No. 2	1	Dec. 10	9½
"	6553	No. 3	1	Feb. 18	9½
"	6554	No. 4	1	Mar. 18	10
"	6555	No. 5	1	May 20	10
Comedy Favorites (Re-Issue)	6432	Meet Mr. Mischief	2	Dec. 17	16
"	6433	Love At First Fright	2	Jan. 14	16
"	6434	Get Along Little Hubby	2	Feb. 25	19
"	6435	Slappily Married	2	Mar. 4	16½
"	6436	Fiddling Around	2	July 8	17½
Mr. Magoo	6701	Magoo Slept Here	1	Nov. 19	7
"	6702	Magoo Goes Skiing	1	Mar. 11	7
"	6703	Kangaroo Courting	1	July 24	7
U.P.A. Cartoon Specials	6510	The Tell-Tale Heart	1	Dec. 17	8
U.P.A. Assorted (Tech.)	6501	Bringing Up Mother	1	Jan. 14	7
"	6502	Ballet Oop	1	Feb. 11	7½
"	6503	The Man On The Flying Trapeze	1	Apr. 8	7
"	6504	Fudget's Budget	1	June 17	7
Topnotchers	6901	Canine Crimebusters	1	Apr. 15	10
"	6902	Push Back the Edge	1	May 27	10

1954-55

All Star	7411	The Fire Chaser	2	Sept. 30	.....
Three Stooges	7401	Knutsy Knight	2	Sept. 2	17½
Color Favorites (Tech.)	7601	Imagination	1	Sept. 2	8
Assorted Favorites	7421	His Hotel Sweet	2	Sept. 18	17½
World of Sports	7801	Argentine Athletes	1	Sept. 16	10
Screen Snapshots	7851	Hollywood Marches On	1	Sept. 23	.....
Thrills of Music	7951	Ted Weems & Orch.	1	Sept. 9	10½
Candid Microphone	7551	No. 1	1	Sept. 23	11
U.P.A. Assorted Tech.)	7501	Haw Haw Boing Boing	1	Sept. 9	.....

METRO-GOLDWYN-MAYER

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Cartoon (Tech.)	W-534	Life With Tom	1	Nov. 21	8
" "	W-535	Three Little Pups	1	Dec. 26	7
" "	W-536	Puppy Tale	1	Jan. 23	7
" "	W-537	Posse Cat	1	Jan. 30	7
" "	W-538	Drag Along Droopy	1	Feb. 20	8
" "	W-539	The Impossible Possum	1	Mar. 20	7
" "	W-540	Hic-Cup Pup	1	April 17	6
" "	W-541	Billy Boy	1	May 8	6
" "	W-542	Little School Mouse	1	May 29	7
" "	W-543	Sleep Time Squirrel	1	June 19	7
" "	W-544	Homesteader Droopy	1	July 10	8
" "	W-545	Bird Brain Bird Dog	1	July 31	7
" "	W-546	Baby Butch	1	Aug. 14	8
Pete Smith Spec. (Technicolor)	S-553	Landlording It	1	Nov. 7	9
"	S-554	Things We Can Do Without	1	Dec. 5	9
"	S-555	Film Antics	1	Jan. 2	8
"	S-556	Ain't It Aggravatin'	1	Feb. 6	8
"	S-557	Fish Tales	1	Mar. 13	8
"	S-558	Do Someone A Favor	1	Apr. 10	9
"	S-559	Out For Fun	1	May 8	10
"	S-560	Safe at Home	1	June 12	8
Gold Medal Reprint (Cartoons (Tech.)	W-562	Springtime For Thomas	1	Nov. 7	8
"	W-563	The Bear That Couldn't Sleep	1	Dec. 5	9
"	W-564	Northwest Hounded Police	1	Dec. 19	8
"	W-565	The Milky Waif	1	Jan. 9	7
"	W-566	Uncle Tom's Cabana	1	Feb. 6	8
"	W-567	Trap Happy	1	Mar. 6	7
"	W-568	Solid Serenade	1	Apr. 3	7
Fitzpatrick Travel Talks	T-512	In The Valley of The Rhine	1	Nov. 28	9
"	T-513	Looking At Lisbon	1	Dec. 26	9
"	T-514	Glimpses of Western Germany	1	Feb. 13	9
CinemaScope Musical Gems (Technicolor)	K571	Merry Wives of Windsor	1	Jan. 15	9
"	K572	Poet & Peasant Overture	1	Mar. 19	9
"	K573	MGM Jubilee Overture	1	June 25	10

PARAMOUNT

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Popeye (Tech.)	E13-3	Floor Flusher	1	Jan. 1	6
"	E13-4	Popeye's 20th Anniversary	1	Apr. 2	8
"	E13-5	Taxi-Turvey	1	June 4	8
"	E13-6	Bride and Gloom	1	July 2	6
"	E13-7	Greek Mirthology	1	Aug. 13	7
"	E13-8	Fright To A Finish	1	Aug. 27	6
Pacemaker	K13-2	Society Man	1	Dec. 25	9
"	K13-3	The Room That Flies	1	Mar. 26	10
"	K13-4	What's Wrong Here	1	Apr. 30	10
"	K13-5	Million Dollar Playground	1	May 5	10
"	K13-6	Touchdown Highlight	1	Aug. 20	10
Sportlight	R13-2	Mother Was A Champ	1	Nov. 6	9
"	R13-3	Choosing Canines	1	Nov. 13	9
"	R13-4	Rough Ridin' Yougsters	1	Dec. 4	9
"	R13-5	Water Swimphony	1	Dec. 18	9
"	R13-6	Angling For Thrills	1	Jan. 22	9
"	R13-7	Kids on a Springboard	1	Feb. 26	10
"	R13-8	Riding The 'Glades	1	Mar. 12	9
"	R13-9	Rough and Tumble Stick Games	1	Apr. 30	9
"	R13-10	The Men Who Can Take It	1	June 18	9
"	R13-11	Untitled	1	July 23	9
"	R13-12	One Hundred Usual Boys	1	Aug. 6	9
Topper	M13-2	Uncommon Sense	1	Jan. 29	10
"	M13-3	Wings in the North	1	Feb. 19	10
"	M13-4	Bear Jam	1	Mar. 19	10
"	M13-5	Three Wishes	1	Apr. 9	10
"	M13-6	The Darkest Florida	1	July 9	10
Caspar (Tech.)	B13-2	Boos and Saddles	1	Dec. 25	7
"	B13-3	Boo Moon (3-D)	1	Mar. 5	8
"	B13-4	Zero The Hour	1	Mar. 26	7
"	B13-5	Casper Genie	1	May 28	7
"	B13-6	Puss'n Boot	1	July 16	7
Noveltoon (Tech.)	P13-1	Huey's Ducky Daddy	1	Nov. 20	7
"	P13-2	The Seapheme Court	1	Jan. 29	7
"	P13-3	Crazy Town	1	Feb. 12	6
"	P13-4	Hair Today, Gone Tomorrow	1	Apr. 16	7
"	P13-5	Candy Cabaret	1	June 11	7
"	B13-6	The Oily Bird	1	July 30	7
Herman & Katnip (Tech.)	H13-1	Northwest Mousie	1	Dec. 18	7
"	H13-2	Surf and Sound	1	Mar. 5	9
"	H13-3	Of Mice & Menance	1	June 25	7
"	H13-4	Ship-A-Hooey	1	Aug. 20	7

RKO-RADIO

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
RKO-Pathe Specials	43103	The Magic Streetcar	2	Dec. 18	20
"	43104	Taming the Crippler	2	Mar. 26	16
Walt Disney (Technicolor)	44103	Working for Peanuts	1	Nov. 13	7
"	44104	How to Sleep	1	Dec. 4	7
"	44105	Canvas Back Duck	1	Dec. 25	7
"	44106	Spare the Rod	1	Jan. 15	7
"	44107	Donald's Diary	1	Mar. 5	7

SHORT SUBJECT RELEASES (CONTINUED)

REPUBLIC

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Serial	5383	Trader Tom of the China Seas	12 Ep.	Jan. 11	.....
"	5384	Manhunt in African Jungle	15 Ep.	April 7	.....
"	.....	Man With the Steel Whip	12 Ep.	July 19	.....
Short Subjects	9225	Hong Kong	1	Jan. 15	9
" "	9226	Formosa	1	May 10	9
" "	5385	Ireland	1	Aug. 1	.....
Commando Cody Adventures	5279	Captives of the Zero Hour	3	Aug. 7	30

TWENTIETH CENTURY-FOX

1953

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Terrytoon (Tech.)	5325	Mighty Mouse in Spare the Rod	1	December	7
" "	5326	Terry Bears in Growing Pain	1	December	7
Movietone (New Camera)	6304	Impact of Tragedy	1	October	10
"	6305	Calamity Strikes	1	November	10
"	6306	Focus On Fate	1	December	10
Sport	3304	Unusual Sports	1	October	9
"	3305	Laurentian Sports Holiday	1	October	9
"	3306	The Golden Glover	1	December	9

1954

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Terrytone (Tech.)	5401	Little Roquefort in Runaway Mouse	1	January	7
" "	5402	Dimwit In How To Relax	1	January	7
" "	5403	The Helicopter (Re-release)	1	January	7
" "	5404	Heckle & Jeckle the Talking Magpies in Blind Date	1	February	7
" "	5405	Nonsense Newsreel	1	February	7
" "	5406	Much Ado About Nothing (Re-release)	1	February	7
" "	5407	Mighty Mouse in the Helpless Hippo	1	March	7
" "	5408	Terry Bears In Pet Problems	1	March	7
" "	5409	The Frog and the Princess (Re-release)	1	March	7
" "	5410	Little Roquefort in Prescription For Percy	1	April	7
" "	5411	Heckle and Jeckle the Talking Magpies in Satisfied Customers	1	April	7
" "	5412	Mighty Mouse in the Wreck of the Hesperus (Re-release)	1	April	7
Sport	3401	Touchdown Trophies	1	April	8
"	3402	Untitled	1		
See It Happen (Movietone)	6401	Accent on Courage	1	April	9
"	6402	Untitled	1	April	.....
CinemaScope (Tech.)	7402	Dancers of the Deep	1	Jan.	6
"	7405	Polovetzian Dances	1	Feb.	8
"	7406	Tournament of Roses	1	Feb.	18
"	7407	The New Venezuela	1	Mar.	10
"	7408	Haydn's Farewell Symphony	1	Mar.	9
"	7415	Roger Wagner Chorale	1	Apr.	8
"	7416	New Horizons	1	April	10
"	7417	Land of Legend	1	May	9
"	7410	First Piano Quartet	1	May	10
"	7411	Motion Picture Stunt Pilot	1	May	17
"	7418	Piano Encores	1	July	10
"	7409	A Day On a Jet Aircraft Carrier	1	Aug.	19

UNIVERSAL

1953-54

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Musical Featurette	9101	Carnival In April	2	Nov. 10	15
" "	9302	David Rose & His Orch.	2	Dec. 24	15
" "	9303	Hawaiian Nights	2	Jan. 22	15
" "	9304	Jimmy Wakely's Jamboree	2	Feb. 26	15
" "	9305	Rhythm and Rhyme	2	Apr. 23	15
" "	9306	The Four Aces Sing	2	May 28	15
" "	9307	"Tennessee Ernie" Ford and Molly In Corral Cuties	2	June 21	15
Variety View	9341	Byways To Broadway	1	Nov. 16	8
"	9342	Bow River Valley	1	Jan. 4	8
"	9343	Brooklyn Goes To Chicago	1	Feb. 22	8
"	9344	Moving Thru Space	1	Apr. 12	8
Woody Woodpecker Cartune (Tech.)	9322	Socko In Morocco	1	Jan. 18	7
"	9323	A Horse's Tale	1	Feb. 15	7
"	9324	Alley to Bali	1	Mar. 15	7
"	9325	Under the Counter Spy	1	May 10	7
"	9326	Dig That Dog	1	Apr. 12	7
"	9327	Hay Rube	1	June 7	7
"	9328	Hot Rod Huckster	1	July 5	7
"	9329	Broadway Bow Wows	1	Aug. 2	7
"	9330	Real Gone Woody	1	Aug. 30	7
Color Parade	9381	Go South Amigos	1	Feb. 8	9
" "	9382	Royal Mid-Ocean Visit	1	Mar. 1	9
" "	9383	Rolling in Style	1	Apr. 12	9
" "	9384	Fair Today	1	May 10	9
" "	9385	Talent Scout	1	June 14	9
" "	9386	Star Studded Ride	1	July 19	9

VITAPHONE

1953-54

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Technicolor Specials	1004	Don't Forget To Write	2	Dec. 5	17
"	1005	Winter Paradise	2	Jan. 9	20
"	1006	Hold Your Horses	2	Feb. 6	20
"	1007	Monroe Doctrine	2	Mar. 6	20
"	1008	Continental Holiday	2	Apr. 10	20
"	1009	Declaration of Independence	2	May 15	20
"	1010	Silver Lightning	2	July 17	20
"	1011	Frontier Days	2	June 12	20
"	1012	Who's Who in the Zoo	2	Aug. 21	20
Featurettes	1102	They Were Champions	2	Jan. 23	20
"	1104	This Wonderful World	2	Apr. 3	20
"	1105	California Jr. Symphony	2	May 29	20
"	1106	This Was Yesterday	2	July 31	20
Blue Ribbon Cartoons (Tech.)	1303	Birth of a Nation	1	Nov. 7	7
"	1304	Eager Beaver	1	Nov. 28	7
"	1305	Scent—imental Over You	1	Dec. 26	7
"	1306	Of Fox and Hounds	1	Feb. 6	7
"	1307	Roughly Squeaking	1	Feb. 27	7
"	1308	Hobo Bobo	1	Mar. 27	8
"	1309	Gay Antis	1	Apr. 24	7
"	1310	The Cat Came Back	1	June 5	7
"	1311	One Meat Brawl	1	July 10	7
"	1312	Along Came Daffy	1	July 24	7
"	1313	Mouse Menace	1	Aug. 14	7
Joe McDoakes Comedy	1402	So You Want to be an Heir	1	Dec. 19	10
"	1403	So You're Having Neighbor Trouble	1	Jan. 30	10
"	1404	So You Want to be Your Own Boss	1	Mar. 13	10
"	1405	So You Want To Go To A Night Club	1	May 1	10
"	1406	So You Want To Be A Banker	1	July 3	10
Sports Parade (Tech.)	1504	Arabians in the Rockies	1	Dec. 12	9
"	1503	Born to Ski	1	Jan. 16	10
"	1505	When Fish Fight	1	Feb. 20	10
"	1506	Heart of a Champion	1	Mar. 20	10
"	1507	Carvinal in Rio	1	Apr. 24	10
"	1508	Off To The Races	1	June 26	10
"	1509	G. I. Holiday	1	Aug. 7	10
"	1510	Hunting Dogs At Work	1	May 22	10
Vitaphone Novelties	1603	Magic Movie Moments	1	Dec. 26	10
"	1604	I Remember When	1	Apr. 3	10
"	1605	Thrills From The Past	1	May 8	10
"	1606	When Sports Were King	1	June 19	10
"	1607	Wild Boar Hunt	1	Aug. 28	10
M. M. Cartoone (Tech.)	1707	Punch Trunk	1	Dec. 19	7
"	1708	Dog Pounded	1	Jan. 2	7
"	1709	I Gopher You	1	Jan. 30	7
"	1710	Feline Frame-Up	1	Feb. 13	7
"	1711	Wild Wife	1	Feb. 20	7
"	1712	No Barking	1	Feb. 27	7
"	1713	Design For Learning	1	Mar. 27	7
"	1714	The Cat's Bah	1	Mar. 20	7
"	1715	Bell-Happy	1	Apr. 17	7
"	1716	Dr. Jerkyl's Hide	1	May 8	7
"	1717	Claws For Alarm	1	May 22	7
"	1718	Little Boy Boo	1	June 5	7
"	1719	Muzzle Tough	1	June 26	7
"	1720	The Oily American	1	July 10	7
"	1721	Satan's Waitin'	1	Aug. 7	7
"	1722	Stop, Look & Hasten	1	Aug. 14	7
Bugs Bunny Specials (Tech.)	1724	Robot Rabbit	1	Dec. 12	7
"	1725	Captain Hareblower	1	Jan. 16	7
"	1726	Bugs and Thugs	1	Mar. 13	7
"	1727	No Parking Hare	1	May 1	7
"	1728	Bewitched Bunny	1	July 24	7
"	1729	Devil May Hare	1	June 19	7
"	1730	Yankee Doodle Bugs	1	Aug. 28	7
Melody Master	1803	Rhythm of the Rhumba	1	Jan. 2	9
"	1804	Songs of the Range	1	Feb. 27	9
"	1805	Jammin' The Blues	1	Apr. 17	9
"	1806	Cavalcade Of Dance	1	July 3	9

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THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

EWS

LOEW'S SPLIT EFFECTED

ALLIED COMMITTEE GATHERS DATA FOR FEDERAL CONTROLS

GROWING NUMBER OF EXHIBS SWING TO INDIE FILMING

JUBILANT AA GEARS 1955 PRODUCTION TO 34 PICTURES

FOX EARNINGS RISE IN FIRST 1954 HALF

BOOSTED PRODUCTION KO'S M-G-M CONFAB

REVIEWS

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[illegible], No. 4 September 4, 1954

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HOT POTATO!

THIS week marks the end of an era in the industry. With the divorcement at Loew's consummated, there are no longer any direct financial ties between any major production and distribution companies and a domestic theatre circuit.

It is a time for taking inventory. What has been accomplished? Where is the industry going?

For more than a decade, the INDEPENDENT has maintained that divorcement would not cure the ills of the industry. As a matter of fact, our editorial pages predicted that it would create new headaches for exhibition . . . and it certainly has.

Today, exhibitor competition is fierce for quality product. Competitive bidding is responsible for this condition. A mediocre film goes begging. The pro-

(See Page 5)





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Vol. 34 No. 4

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

ducer-distributors, without ties to the theatres, are no longer obligated to furnish a continuous flow of product. Nor are they concerned about terms sought from their former affiliates. In the desire to produce important pictures, these film companies have cut back on production. This is the basic reason underlying the shortage of product and demands for high film rentals.

It is unfortunate that, with business on the ascendancy and with part of the Federal tax eliminated, the exhibitor is still finding it extremely difficult to make a profit despite increased grosses. This is cause for alarm and calls for a solution.

Allied, in a "declaration of emergency" detailing harsh and oppressive selling policies, has directed its counsel to draft a bill for presentation to Congress that would result in Federal regulation of the industry. This course of action is dangerous and unwise.

Apparently Allied knows that this can be a "hot potato" and that exhibition, in pursuing this remedy, can once again get a lot more than it has bargained for. That is why the Allied declaration itself urges that the proposed legislation "*afford a minimum amount of regulation* . . . to preserve the theatres of the U.S."

This industry is not of the public utility type and, once the government stepped in, there is no telling how broad regulation might be. The idea of going to Congress for legislation is pictured as the work of desperate men as a matter of last resort with nothing to lose. We believe there is plenty to lose.

When the Federal Statutory Court brought in its decision in the industry anti-trust suit, it was hailed in many quarters as an exhibitor victory. But many far-sighted theatre owners held to the view, that "another victory like that and we'll be out of business."

If there is persistence and success in this foolish move to set up government control, it can be that victory.

Allied recently presented evidence to the Senate Small Business Committee. After hearings, this Congressional unit recommended the adoption of an arbitration system as the most efficient means of settling trade disputes. However, arbitration is stymied because the distributors will not include film rentals as an arbitrable subject and Allied will not go along unless it is.

There can be no doubt that many of the trade practises complained of today could be speedily disposed of by effective arbitration. If a proper forum existed for the arbitration of clearance disputes, at this time, there would probably be a definite easing of the print shortage and exhibitors would not miss out on availabilities to which they are rightfully entitled.

Sixteen years of industry anti-trust litigation in the Federal courts have come to an end and the exhibitor is still behind the eight ball. A new era of government regulation is not the answer. An era in which the exhibitors and distributors get together and arrive at an appreciation and understanding of mutual problems can furnish the solution. It can't be done overnight. It will take time. Arbitration is no panacea but it does furnish a constructive starting point.

Self Help

Two new companies have been formed which are especially worthy of exhibitor attention and approval.

Exhibitor William Goldman announced the formation of Gregory-Goldman Enterprises Inc. in Philadelphia last week, to produce motion pictures. In New York, Fred J. Schwartz, president of Century Circuit and the newly formed Distributors Corporation of America, ably assisted by veteran sales executive Charles Boasberg, outlined even more ambitious plans for their new production-distribution company. (See page 8). At least 30 exhibitors have already invested in the company.

These theatre owners should be congratulated for constructive leadership in showing a concrete way to help solve a most perplexing problem — the product shortage.

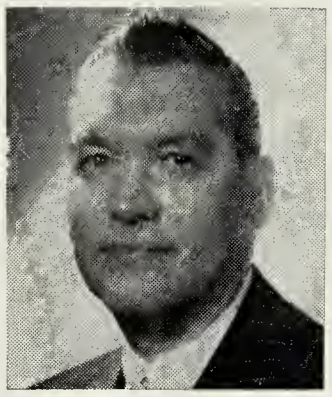
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Loew's Divorcement Effected

Production-Distribution (Loew's, Inc.)


NICHOLAS M. SCHENCK


CHARLES C. MOSKOWITZ


CHARLES M. REAGAN


HOWARD DIETZ


DORE SCHARY

The last act in the consent decree drama, in which the eight major production-distribution-exhibition corporations and the government have been the main characters for 16 years, took place this week when Loew's, Inc., fulfilled its requirements by separating production and distribution from domestic theatre operations.

The move saw the creation of a new theatre holding company, incorporated under the name of Loew's Theatres, Inc., and the production-distribution company continuing under the Loew's, Inc., banner.

Nicholas M. Schenck, president of Loew's Inc., continues to head the production-distribution company while Joseph R. Vogel, head of Loew's Theatres, was named president of the domestic theatre company.

In line with the split, Loew's, Inc., held a board of directors meeting at which several top echelon changes were effected. Charles M. Reagan, general sales manager, was elected to the board and named a vice-president; Benjamin Melniker, attorney, was also made a board member. Jesse Thurston Mills, the comptroller, was named a vice-president; Irving H. Greenfield was elected secretary, and Marvin Atlas was elected assistant secretary. Resigning from the Loew's, Inc., board were Vogel and Leopold Friedman, vice-president and secretary.

Executive line-up at Loew's, Inc., now reads as follows: Schenck, president; Charles C. Moskowitz, vice-president and treasurer; Edgar J. Mannix, Howard Dietz, Marvin H. Schenck, Joseph J. Cohn and Benjamin Thau, vice-presidents; Dore Schary, vice-president in charge of production; Greenfield, secretary; Louis K. Sidney, vice-president; Mills, vice-president and comptroller; Atlas and Nicholas Nayfack, assistant secretaries, and Chales H. Phelan and Dolph Schadler, assistant treasurers.

The revamped Loew's, Inc. board now consists of: Schenck, Moskowitz, G. Rowland Collins, William A. Parker, Eugene W. Leake, F. Joseph Holleran, George A. Brownell, Reagan, J. Robert Rubin and Melniker.

The board voted also to increase the quarterly dividend from 20 cents to 25 cents. This dividend is payable Sept. 30 to holders of record Sept. 14.

Officers of Loew's Theatre Companies, besides Vogel, are: Leopold Friedman, vice-president and treasurer; Harold J. Cleary, vice-president and comptroller; Eugene Picker, vice-president; John Murphy, vice-president; Eliot Rosenthal, secretary; Archie Weltman, assistant secretary; Leonard Pollock, Matt J. Madden and Jacob Stillman, all assistant treasurers.

The theatre firms' board will be composed of six members: Vogel, Friedman and Cleary, all of whom have been active in the business for years, and Thomas J. Connellan, retired vice-president of the National City Bank; Thomas L. Norton, dean of the Bernard M. Baruch School of Business of the College of the City of New York, and Frank Pace, Jr., former Secretary of the Army and now executive vice-president of General Dynamics.

Connellan, Norton and Pace, Jr., required the approval of the U.S. District Court to become board members until a distribution of the stock has been made.

Ownership of the stock of the present theatre subsidiaries, it was pointed out, will remain with Loew's, Inc., until shares in the new theatre holding company are distributed to the Loew's, Inc., stockholders. When the time comes for this distribution, ample notice will be given stockholders.

Loew's, Inc., last of the majors to effect distribution-exhibition separation, signed its consent decree with the government on Feb. 6, 1952. During the ensuing two years, the company was to divest itself of 24 theatres outright and almost an additional 50 conditionally.

According to terms of the decree, Loew's and the new theatre company must be operated independently of each other. Companies can have no common officers, directors, employes or agents.

Another provision notes that within six months from the date that theatre company stock is distributed to Loew's stockholders, all directors, officers and agents of Loew's, or any employe owning one-half of one percent or more of Loew's common stock, must either sell—or deposit their stock in the new theatre company with a trustee appointed by the court.

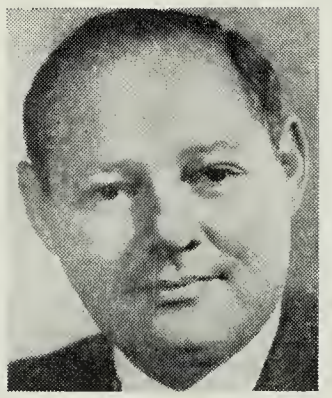
Provisions of the decree enable the trustee to vote and sell the stock if it is not disposed by its owner within one year from the time it is given over to the trustee.

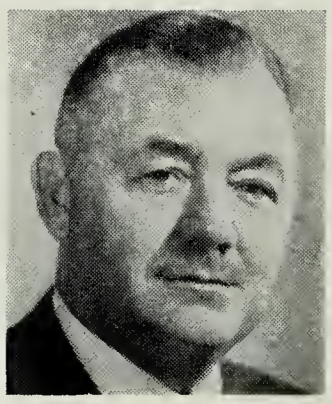
While the stock is trusteed, however, the owner can collect dividends. A similar arrangement is prescribed for directors, officers, agents or large stockholders of the new theatre company regarding Loew's stock.

Domestic Exhibition (Loew's Theatres, Inc.)


JOSEPH R. VOGEL


LEOPOLD FRIEDMAN


EUGENE PICKER


JOHN MURPHY


HAROLD J. CLEARY

Allied Committee Gathers Data For Federal Controls

National Allied's top level decision to secure Federal legislation that would regulate the practices of distribution was speeded into action this week. Members of a specially formed emergency defense committee began the collection of data necessary for the drafting of a bill to achieve their organization's goal.

Decision to seek such government aid evoked various reactions within the trade. Strongly in favor were a number of Allied regional units, which had gone on record in support of such a decision a month ago. Frankly pessimistic was Walter Reade, Jr., president of Theatre Owners of America.

Meanwhile, officials of TOA conducted a series of meetings with sales managers of the major distributors. Questions discussed revolved around such issues as the current product shortage and the lack of sufficient prints.

Highlight Product Shortage

Following the sessions, Walter Reade, TOA president, reported that unquestionably the product shortage would be a major topic at the autumn convention of his organization. He also reaffirmed his support of the Makelim plan, which is being sponsored by National Allied.

Regarding Allied's decision to seek government regulation of distribution practices, Reade, speaking from his own experience as a theatreman, said that he has never known exhibition to come out victorious in dealings with the government. He added that he thought distribution was doing its utmost in attempting to solve the print shortage in the manner it knew best.

The print shortage, coupled with certain other alleged trade abuses such as distributor infidelity after promising to adjust contract prices and refusal to raise rental ceilings to allow for upped grosses resulting from tax revision, were paramount among the complaints that engendered the Allied decision.

Allied leaders had met with sales chiefs of the major distribution companies in efforts to iron out these problems, then journeyed to White Sulphur Springs, West Va., to report before the Allied board.

National Meet Upcoming

Convening in closed session for two days, that organization's board came up with a resolution recommending that the Allied national convention, which meets Oct. 12-14 in Milwaukee, authorize the drafting of a bill to be submitted at the next session of Congress calling for Federal regulation of motion picture sales policies.

It was thus evident to observers that Allied participants in the sessions with the distribution executives had come away unsatisfied.

When news of the White Sulphur Springs decision reached New York, distribution representatives appeared shocked. Many said they were at a loss to understand the board's attitude since, in their opinion, the Allied delegates had appeared friendly. Doubt was expressed as to what the board hoped to accomplish by its action.

Added fuel was supplied meanwhile by George Kerasotes, vice-president of United Theatre Owners of Illinois, a TOA affiliate, who told his organization that "film selling has become decadent."

Kerasotes maintained in a speech at Champaign-Urbana, Ill., that the present sales policies of the major film companies were disintegrating their own sales organizations and not of a calibre strong enough to keep small town theatres open.

He called the film salesman of today nothing more than "a robot" and said that his status could be improved by employers if they were to afford him "an opportunity to participate in the profits of their company."

Kerasotes said that "the net result of this policy would actually increase the revenue of the film company in the long run and result in a healthy condition for all parties concerned."

Powers Enumerated

The emergency defense committee created by the Allied resolution is empowered to discuss and consider any suggestions or promises from distributors that would alleviate the product shortage. Allied considers that situation as the heart of the emergency.

The committee is authorized also to consider distributor suggestions that would lighten film rentals, which Allied considers both "harsh and oppressive."

Such discussion or consideration, the resolution pointed out, should not be "inconsistent with or in impairment of the positive action provided for in previous sections." The phrase "positive action" was inserted in reference to the preparation of the resolution for Congress.

Spokesmen for the Allied board additionally pointed out that the resolution authorizes Abram F. Myers, general counsel of the organization, to draft and present for convention approval a final proposal calling for Government intervention.

An introduction to the resolution states that "the companies' refusal to give the committee any assurance of relaxation of the harsh and oppressive selling policies and practices which are fast making impossible the profitable operation of theatres of all classes, creates an emergency unparalleled in the history of the industry and demands the immediate adoption of effective measures for dealing with (it)."

In the resolution, regional Allied units are asked to form committees to co-operate with the emergency committee by collecting and supplying pertinent information.

Members named to the emergency committee are Ben Marcus, National Allied president; Myers, Ben Berger, Jack Kirsch, Horace Adams, Irving Dollinger, Abe Berenson, Rube Shor, Wilbur Snaper and Nathan A. Yamins. Myers will serve in a consultative capacity.

According to the resolution, the drafting of the bill "suitable for introduction in the next session of Congress" should contain provisions that would "afford the minimum amount of regulation necessary in the public interest to preserve the theatres of the U.S. for the use and enjoyment of the American people."

The resolution points out the October convention as one that should "determine once and for all whether, judged by the conditions then prevailing, the film companies can curb their stupidity and continue free or whether this industry must submit to Government regulation for its preservation."

Termed the basic evil of all trade practices by the resolution was "the artificial film shortage." The resolution hopes that the situation can be corrected.

Support of the Makelim production plan

(*Continued on page* 17)

Cite Distrib Reactions To Allied Overtures

Three sales chiefs received Allied's complaints favorably and offered some promise of relief but two distributor heads reacted in the negative, according to the text of the exhibitor organization's resolution, released this week, summing up the recent Allied committee sessions with the major sales toppers. M-G-M, 20th-Fox and RKO Pictures were on the positive side; Columbia and Warners were said to have shown "callousness" and "hostility."

Proponents Of COMPO's Group Insurance Plan, Tax Elimination Campaign Receive Setback

Proponents of the drive to gain further Federal admission tax relief for the industry, as well as those who look with favor on the plan to institute a group insurance plan for personnel of motion picture concerns, received setbacks at the hands of the National Allied board. Both the tax relief campaign and the insurance setup have been proceeding under the COMPO banner.

It is understood in the trade that without unanimity a new chapter of the tax relief drive could not easily be written. Final decision regarding Allied's policy on the tax will be made in October, when that group's national convention meets in Milwaukee. Stand of the Allied board was seen as based on an apprehension that a fresh move to kick out the remaining 10 percent box office levy would upset the Congressional balance against the industry.

The group insurance plan also needs unanimous support if it is to succeed but the Allied board attitude has been definitely unfavorable thus far. The negative stand was explained as stemming from the belief that a group plan was outside COMPO's jurisdiction. Prior to the Allied board meet, a number of Allied officials had expressed individual approval of the plan.

Growing Number Of Theatremen Swing Over To Indie Production

The trend of theatremen-turning-producers became more evident this week in the wake of announcements which heralded the formation of two new companies organized for the express purpose of bringing quality pictures to the screen. Meanwhile, participation in the Makelim production plan by theatre companies formed as a result of the Paramount consent decree was okayed by the Justice Department.

Distributors Corporation of America was incorporated in New York with Fred J. Schwartz, head of Century Theatres, as president, and Charles Boasberg, formerly distribution chief of RKO Pictures. as vice-president and general manager. Among the investors are approximately 30 theatremen.

In Philadelphia, Goldman-Gregory Enterprises, Inc., was chartered by William Goldman, pioneer exhibitor in that city, and Paul Gregory, stage and film producer currently at work on "Night of the Hunter" for United Artists release.

The Schwartz-Boasberg operation possesses a slate of 10 properties budgeted between $8-9,000,000 and scheduled for release during the ensuing two years.

The Goldman-Gregory firm, in which Charles Laughton, actor-turned director, is associated, intends to produce both motion pictures and stage attractions. "The Naked and the Dead," best-selling war novel of several seasons back, has been acquired as the first production. Filming is scheduled to begin next June for release Thanksgiving.

Makelim's Green Light

Regarding theatre company participation in the Makelim plan, it was pointed out by the producer, Hal R. Makelim, that the government's green light would enable him to sign up at least 4,000 to 5,000 theatres. Already 2,400 theatres have come into the fold since May, he said.

Under conditions of his plan, the producer will turn out a guaranteed 12 pictures to participating houses on flat rental.

A Justice Department spokesman said there doesn't seem to be any reason why circuit theatres can't buy the Makelim package if it is sold on a true competitive basis.

Enthusiasm was the order of the day at DCA headquarters where Schwartz and Boasberg held their initial press conference. Group intends to enter the distribution field in a novel manner, establishing branch offices rather than exchanges in New York, Chicago, San Francisco, Atlanta and Dallas.

Only major motion picture product would be handled by the firm, Schwartz added, with emphasis strictly on quality film. CinemaScope will be aimed for in all future productions since both Schwartz and Boasberg are convinced of the powerful drawing factor of this medium.

DCA pictures, the officials maintained, would be handled in their primary 4,000 engagements directly by the executives. Subsequent run bookings would be contracted either by sub-distributors in the various exchanges or by area exhibitor organizations.

Latter plan, still in the talking stages, would see the creation of committees by each exhibitor organization for purposes of working out suitable terms for second runs.

Purpose, explained Schwartz, would be to minimize cost of area bookings for all parties concerned. Exhibitor associations, he added, might see their way clear to derive a profit from such arrangements, thus enabling themselves to become self-sustaining.

Schwartz, who disclosed that approximately 30 exhibitors are participating thus far in the financing of DCA, maintained that none of these theatremen would receive preferential treatment in DCA booking.

Shares in DCA, he explained, are being sold at a cost of $100 each in minimum batches of $5,000-worth. Preferred is being tendered along with common in a ratio of five preferred to three common in each purchase. Thus far, $1,000,000-worth has been sold but the idea, Schwartz added, is to expand stock sales to a greater volume.

In the Goldman-Gregory operation, headquarters will be made in Hollywood, with regional offices in New York and Philadelphia. Goldman is president. Gregory is vice-president in charge of production.

The first property, "Naked and the Dead," will be rendered in color and for wide screen. Gregory stated that it is expected that five male stars, including Robert Mitchum, and four females will headline.

In neither corporation will stock be available to the general public.

At DCA, stockholders will elect a board of directors. Martin Newman was made treasurer and the firm of Herbert Schrank-Mitchell Klupt appointed counsel. Monroe Greenthal, Inc., will handle the advertising while Albert Margolies Co., Inc., has been assigned the first two releases for publicity.

Primary two picture, Schwartz revealed, are "Long John Silver" and "Hunters of the Deep." The firm, according to Boasberg, hopes to have these releases in theatres by November or December.



Fred J. Schwartz, head of Century Theatres and the newly organized Distributors Corporation of America (right), and Charles Boasberg, vice-prexy and general manager of DCA.

"Silver," a sequel to "Treasure Island," was shot on location in Australia with Joseph Kaufman producing and Byron Haskin directing. Robert Newton is starred.

Picture was filmed in CinemaScope with one extra negative in the Academy screen ratio, and was rendered in Technicolor. Arrangements have been completed by DCA whereby Eastern Hemisphere distribution will be handled by 20th Century-Fox.

"Hunters of the Deep" was described as a true-life documentary in color, produced by Alan Dowling.

The company has also completed negotiations for release of "Lelia," the story of novelist George Sand, to be produced in France by Bernard Luber from the best-selling novel by Andre Maurois.

One of the major items on the schedule will be "Finian's Rainbow," screen version of the successful stage musical, which the firm will co-produce soon.

Another co-production, which will be photographed off the coast of Norway, will be "The Viking," from the best-seller by Edison Marshall. Property, acquired from Milo

(*Continued on page* 17)



Principals of the newly formed Gregory-Goldman Enterprises, Inc., are (seated, l. to r.): William Goldman, exhibitor and president, and Paul Gregory, vice-prexy in charge of production; (standing, l. to r.): Samuel H. Levy, William Zimmerman and Gordon Youngman, attorneys from Philadelphia, New York and Los Angeles, respectively. Zimmerman was elected a vice-president.

20th Century-Fox's

FREE

CINEMASCOPE

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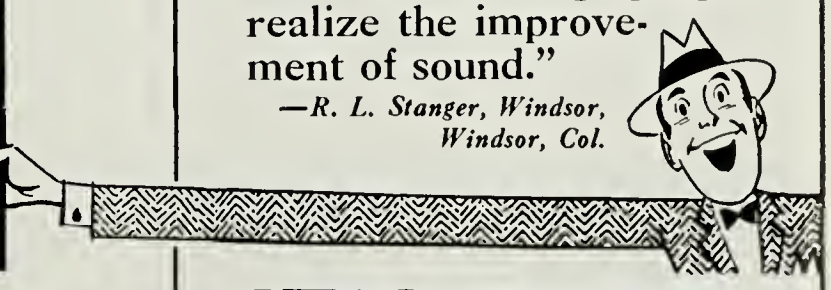
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Independent Trade Reviews

"White Christmas"

(Paramount) VistaVision Technicolor 120 Min.

Cast: Bing Crosby, Danny Kaye, Rosemary Clooney, Vera Ellen, Dean Jagger, Mary Wickes, John Brascia, Anne Whitfield.

Credits: Produced by Robert Emmett Dolan; Directed by Michael Curtiz; Written by Norman Krasna, Norman Panama and Melvin Frank; Lyrics and music by Irving Berlin.

A mammoth entertainment, loaded with Irving Berlin tunes and topcasting Bing Crosby and Danny Kaye, is unfolded in Paramount's first venture in VistaVision. Because of the overall importance of these factors, "White Christmas" should become one of the biggest money-makers of the year. Picture is, moreover, enlivened by the buffoonery of Kaye, with Crosby, appearing as his side-kick, never better. Contributing greatly to the musical scene are Rosemary Clooney and Vera Ellen. In all, 13 songs are staged in "White Christmas," providing a workout for all concerned and a pleasure for all who watch. Miss Clooney delivers a standout in "Love, You Didn't Do Right By Me." In the top dance sequence of the film, Miss Ellen and Kaye join talents for "The Best Things Happen While You're Dancing." Also colorfully and imaginatively presented are two old standbys: "White Christmas" and "Mandy." Michael Curtiz' direction keeps the film moving and holds attention throughout while the two male stars knit a slim plot together by dint of their clowning.

"White Christmas" receives a standout boost from the new VistaVision process. The system possesses a clarity of color and definition that is extremely impressive. Its use serves as a strong asset for the picture. VistaVision is also responsible for a sense of vastness in that it lends a strong visual impact to the proceedings in delivering steady picture quality at the various wide-screen ratios. Paramount recommends the use of 1.85-1 screen sizing. Another plaudit for the VistaVision system in this film should go to Loyal Griggs, the cameraman. With his help, VistaVision is being launched with a flying start. It is obvious from its employment in "White Christmas" that the new system will play an important role in the future of the industry. Its debut was highly successful.

Story line in the film casts Crosby and Kaye as Army buddies who join forces after the war and eventually become a top team, producing their own stage musicals. They happen onto a sister act team of the Misses Ellen and Clooney and end up in a rural area where Dean Jagger, their old general, is quietly going broke running an inn. With the aid of the girls, the buddies stage a show that helps Jagger recoup. Miss Ellen and Kaye clinch, with Crosby getting Miss Clooney.



Danny Kaye, Vera Ellen and Bing Crosby in "White Christmas," VistaVision-Technicolor.



Jean Simmons, Peter Ustinov, Victor Mature, Edmund Purdom in "The Egyptian," CinemaScope-DeLuxe Color.

"The Egyptian"

(20th-Fox) CinemaScope—Color by DeLuxe 140 Min.

Cast: Jean Simmons, Victor Mature, Gene Tierney, Michael Wilding, Bella Darvi, Peter Ustinov, Judith Evelyn, Henry Daniell, John Carradine, Carl Benton Reid, Tommy Rettig, Anitra Stevens.

Credits: Produced by Darryl F. Zanuck; Directed by Michael Curtiz; Screen play by Philip Dunne and Casey Robinson; From the novel by Mika Waltari.

The wide popular appeal of the ancient civilization on the Nile is fully exploited by Darryl F. Zanuck in his first personal CinemaScope production of "The Egyptian." Strong box-office returns may be expected from this expensively mounted adaptation of Mika Waltari's best-selling novel which recreates the turbulent era of 33 centuries ago of the Pharoah Akhnaton who believed in the worship of one God.

Of course, certain historical sacrifices were necessary for modern tastes and convention since men of that time were rarely over five feet tall and wore makeup while women wore nothing but a necklace above the waist and shaved their heads bald.

Otherwise great care for authenticity results in a lavish illusion of ancient Egyptian life with much of its color, pageantry and drama. In this connection, the CinemaScope cameras and color by De Luxe add to the breadth of the spectacle.

The lush physical aspects of the production are matched by an impressive cast. Edmund Purdom, in the title role as the young physician in search of truth, is most capable as the pivotal character of this episodic narrative which abounds in action, religion, conflict, intrigue, lust, romance and emotion. The film runs 140 minutes despite a tightly-knit screen play by Philip Dunne and Casey Robinson. Michael Curtiz handled the directorial reins.

As a young man, Purdom, healer of the poor, rises to a position of power as physician to Pharoah, Michael Wilding. He spurns the love of tavern maid Jean Simmons to woo a faithless Babylonian courtesan, Bella Darvi, who takes him for all his worldly possessions. Degraded and exiled because of his neglect for the royal family, Purdom wanders aimlessly with his self-appointed slave, Peter Ustinov. Redeeming himself in medicine, Purdom, wealthy and famous, returns to his native land with a sword made of iron, a metal of which the Egyptians did not know. Forgiven by the ailing Pharoah, a monotheist, he is welcomed by his old friend Horemheb, Victor Mature, the son of a cheese maker who has become an ambitious warrior. Wilding's sister, Gene Tierney, dreams of power and reveals to Purdom that he is Wilding's brother and successor to the throne which she offers to share with him. Purdom meets Simmons and learns he has fathered her son. She is killed in one of Mature's raids on the city of Thebes. Purdom, intent on seizing power, poisons Wilding but, in a change of heart, spares Mature, who takes the throne with Tierney. Purdom is exiled and goes out among the people to spread the teaching of one God.

"Rogue Cop"

(M-G-M) 92 Min.

Cast: Robert Taylor, Janet Leigh, George Raft, Steve Forrest, Anne Francis, Robert Ellenstein, Robert F. Simon, Anthony Ross, Alan Hale, Jr., Peter Brocco, Vince Edwards, Olive Carey, Roy Barcroft, Dale Van Sickel, Ray Teal.

Credits Produced by Nicholas Nayfack; Directed by Roy Rowland; Screen play by Sydney Boehm; Based on the novel by William P. McGivern.

Metro has a hard-hitting cops-and-robbers melodrama in "Rogue Cop," which relates how a corrupt detective wreaks vengeance on the mob that murders his brother. With Robert Taylor, Janet Leigh and George Raft starred, the film presents a marquee lure that should transcend the obvious action house booking limitations for this type of feature. Grosses in wide market should be handsome. Loaded with crackling dialogue, grim situations and plenty of roughhouse, the film pulls no punches in detailing the inside workings of the corrupt law officer's deals with mobsters. Taylor, as the "fixed" detective, plays his role to the hilt to deliver a highly convincing portrayal. Raft is well cast as a king-pin mobster and Anne Francis is a standout as his mistress. Sketching in a sideline romance are Steve Forrest and Janet Leigh, while supporting players add extra distinction to the proceedings.

When Taylor and Forrest, brothers working out of the same police barracks, nab a murder suspect, word comes from Raft that the culprit must be freed. Taylor, in Raft's pay, agrees but fails to make Forrest, an honest patrolman, see the light. Taylor then works on Miss Leigh, Forrest's girl, to convince him. Raft meanwhile has Forrest killed. The death alerts the police commissioner to Taylor's corruption and his resignation from the force is demanded. Working against time, Taylor tracks down the killer, then shoots Raft in a gun duel and, lying wounded, openly admits the error of his ways.

"High And Dry"

(Univ.-Int'l.) 93 Min.

Cast: Paul Douglas, Alex Mackenzie, James Copeland, Abe Barker, Tommy Kearins, Hubert Gregg.

Credits: A J. Arthur Rank Organization Presentation; An Ealing Studios Michael Balcon Production; Produced by Michael Truman; Directed by Alexander Mackendrick; Screen play by William Rose; Original story by Mackendrick.

A warm and amusing tale of the misfortunes which befall an American millionaire in his dealings with an eccentric Scottish river boat captain is unspooled in this British production which boasts Paul Douglas as its name draw. Because of the cute and winning appeal of the story and its characterizations, "High and Dry" should ring the bell at art houses across the land. The Douglas name, plus the warm qualities of this film, should endear it also to the folds of a wider audience. Story runs a little too long and tends to become repetitious in the middle portions but the overall quaint appeal of the film should pull it through.

Film begins on a touching note in depicting the proud but impoverished crew of a Scottish "puffer," an antiquated river boat, as they take on a cargo belonging to Douglas, an American millionaire. When the boat gets snarled in the river, a newspaper gives the incident a series of humorous stories which infuriate Douglas. His intervention and subsequent clashes with Alex Mackenzie, who plays the captain, provide the humor. Before the tale reaches its happy conclusion, Douglas undergoes a character transformation whereby he grows to understand human values different from his own.

(*Continued on page* 19)

EXHI-BITS

Free Parking Lauded

BOSTON.—Exhibitors are jubilant over the decision of the Metropolitan Transit Authority to offer four of its largest parking spaces for free parking downtown three evenings a week. Spaces have facilities for 2,150 cars and are on the fringe of the city. A cost of 25 cents per car was charged heretofore on these lots.

According to a speculation of one downtown theatre manager, the new service could easily produce a 15 percent box office gain on the free parking nights. Attendants will be placed in charge of the lots from 5 p.m. to midnight.

S-W Divests Three

WASHINGTON.—Stanley-Warner has completed divestiture of 3 theatres in a special category which they were required to divest by August 31, according to Justice Department officials. The circuit had to dispose of three theatres in Albany and Troy, N. Y., and Johnstown, Pa. Fabian took control of the theatre company formed under the Warner consent decree.

Coded Tickets Scored

LOUISVILLE, KY.—A lower court decision invalidating the coded system of admission tickets known as the "Standard Cryptix Numbering System" as in violation of Treasury regulations and at the same time upholding the government requirement of the use of serially numbered tickets with arabic numbers has been passed down by the U.S. Court of Appeals.

Free Movies Fought

COLUMBUS, O. — An outbreak of free movies in various parts of the state has been reported in the latest bulletin of Independent Theatre Owners of Ohio. One drive-in operated by a religious group in Columbus showed Warner Bros. "One Foot in Heaven" but received no additional WB films following a call to New York by ITOO's Bob Wile, executive secretary.

DST Opposed

SEATTLE.—Sharing an opinion that all forms of Daylight Saving Time are confusing to the public and contrary to the interests of all types of theatres, Theatre Owners of Washington, Northern Idaho and Alaska will join forces in opposing a measure for creating more daylight time as sponsored by the Seattle Junior Chamber of Commerce. DST has been abolished in Washington since 1953, when a popular vote was taken.

3-D Illusion Achieved

WEST HOLLYWOOD, FLA.—A process for theatrical projection of color film which gives what its inventor claims as an illusion of 3-D has reportedly been developed by Frank Kricker, owner of the West Hollywood Drive-In Theatre here. Idea for the process, Kricker reports, came about accidentally after many months of research work. He said that in his system clarity and depth are achieved without the employment of polarized spectacles by the viewer.

Jubilant AA Schedules 34 Features For '55 Production; Rodgers Signed

Vista Vision Discussed At Para Sales Meet

A three-day, top-level Paramount sales conference devoted principally to VistaVision and "White Christmas," the first picture to be produced in the new production and screen presentation process, was held this week at the home office board room. Conference started midway in "A. W. Schwalberg Anniversary Week," with which Paramount's 40th anniversary sales drive has gotten underway.

Two days were given over to discussion of "White Christmas" and VistaVision. Other films discussed were "Rear Window," "Sabrina," "Ulysses," "Mambo," "The Bridges at Toko-Ri," "Conquest of Space," "The Country Girl," "Three Ring Circus" and "Air Command."

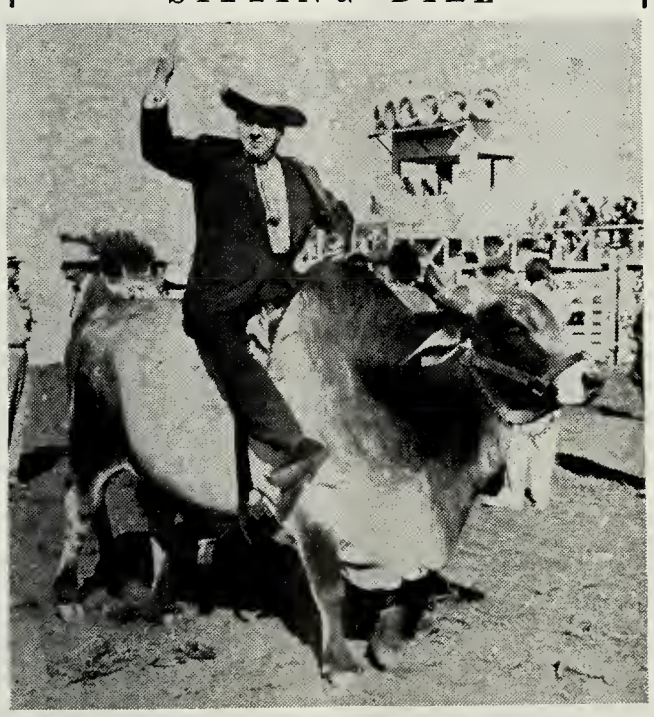
Addresses were given by Barney Balaban, president of Paramount Pictures; A. W. Schwalberg, head of Paramount Film Distributing Corp.; E. K. (Ted) O'Shea, distribution vice-president; Jerry Pickman, vice-president in charge of adveritsing-publicity-exploitation, and Oscar A. Morgan, sales manager in charge of short subjects, Paramount News and special features.

Morgan will have a special week named for him in Paramount's drive in celebration of his own 40th anniversary with the company. Oscar Morgan Week will be the week of Oct. 24 to 30.

Earnings Rise

Paramount Pictures has estimated consolidated earnings for the six months ended July 3 at $3,962,000, after taxes, which equal $1.79 per share. Consolidated earnings for the similar 1953 period were estimated at $2,991,000, or $1.29 per share. For the 1954 second quarter, earnings equalled totaled $2,558,000, or $1.16 per share, as against $1,617,000, or $.70 per share, for the previous year's second quarter.

"SITTING BILL"



United Artists' distribution vice-president William J. Heineman mounts a rodeo bull while in Rapid City, S. D., for the Elks Theatre debut of "Sitting Bull," UA's first in CinemaScope.



RODGERS



BROIDY

A jubilant Allied Artists is scheduled to tackle production for a total of 34 features during 1955, according to Steve Broidy, president, who revealed this week that producer-directors William Wyler, John Huston and Billy Wilder have been signed to furnish three pictures each for the firm.

In line with AA's expansion policy, Broidy disclosed that William F. Rodgers, former vice-president and director of Loew's, has been signed as an advisor and consultant to the company. His sphere of activity will be all-encompassing but specializing in matters of distribution, in which he will co-ordinate on all sales policy matters with Morey Goldstein, AA vice-president and general sales manager.

Rodgers As Consultant

It was pointed out by Rodgers, who was present at a luncheon during which the AA expansion plan was detailed, that his affiliation with the company will in no way influence his connection with his own Amalgamated production organization.

In line with production, Broidy disclosed that the first Wyler film will star Gary Cooper and will be made by that star's independent production company. AA will distribute throughout the world.

Humphrey Bogart is set to star in Huston's first for the company: "The Man Who Would Be King." Negotiations are underway for a male star of comparable stature to play opposite Bogart, Broidy added. Production will begin immediately upon conclusion of "Moby Dick," which Huston is filming for Warners.

"Ariane" will be Wilder's first AA picture. Based on a love story by Claude Anet, the film will have a top female star signed shortly. Preparations will get underway as soon as the producer-director finishes "The Seven Year Itch" at 20th Century-Fox.

Others Contemplated

Besides the signing of these three producer-directors, AA plans to contract for other outstanding creators, Broidy made known. Plans may be disclosed at AA's Chicago conclave, Oct. 15-17.

Expansion at AA was also in evidence from an earlier announcement that effective Sept. 30 the firm will have purchased an exchange in Pittsburgh to give the company ownership of 17 of 31 area distribution outlets.

The AA board voted payment of 13¾ cents per share for the second quarterly dividend on the company's five and one-half percent cumulative convertible preferred, payable Sept. 15.

NEW YORK

FIFTH WEEK "TERRIFIC, AMAZING"

—says Variety

LOS ANGELES

"WHOPPING! SMASH!"

—says Variety

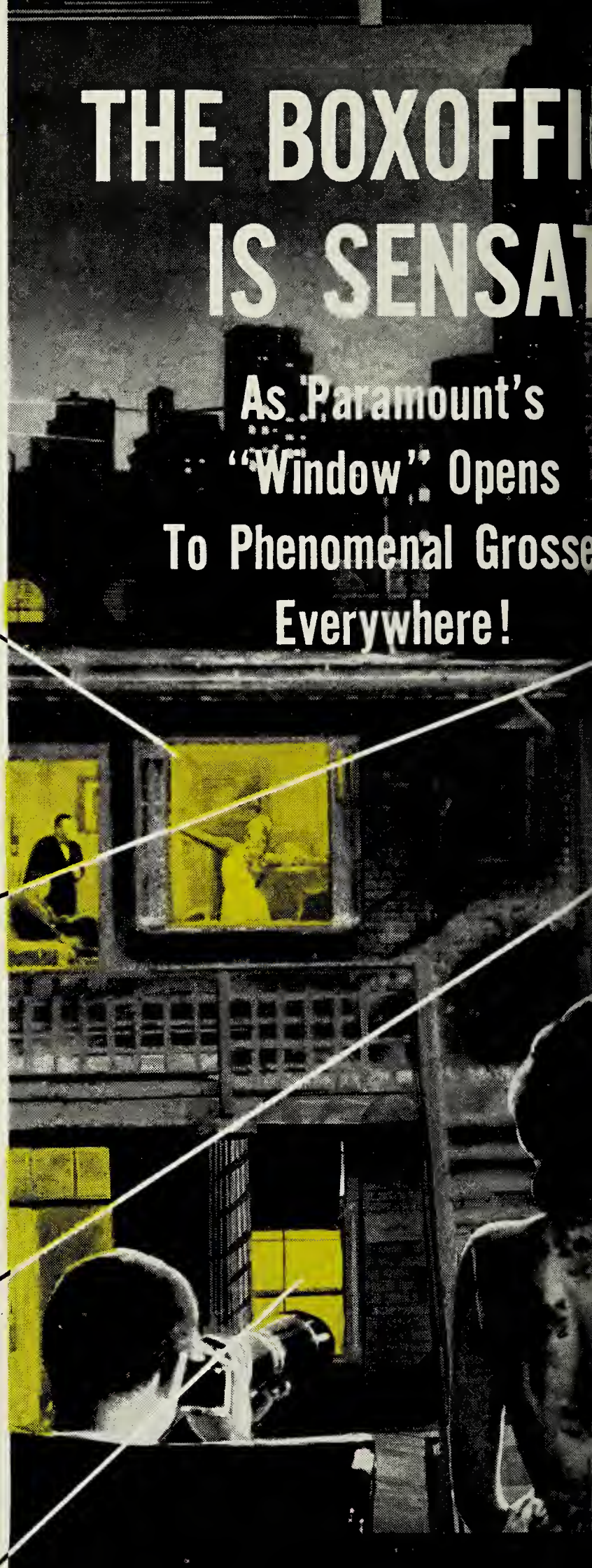
PHILADELPHIA

"Has Broken House Highs Every Day!"

—says Variety

ALBANY

50% OVER FABULOUS "SHANE"



JAME

ALFRE

REAR

Color by

GRACE KELLY · WEND

with RAYMOND BURR · Directed by ALFR

BASED ON THE S



IEW
AL

TEWART
ICOCK'S
NDOW
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REY · THELMA RITTER
C · Screenplay by JOHN MICHAEL HAYES
ELL WOOLRICH

ATLANTIC CITY

PARAMOUNT'S BIGGEST SUMMER GROSSER

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FALL RIVER, GLEN FALLS REPORT

SPECTACULAR Evidence Of Small-Town APPEAL!

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Thru September and October, every local engagement will coordinate with perfect timing to the barrage of nationwide promotion thru the high-powered, all-media selling in one of the greatest campaigns from

PARAMOUNT

Boosted Production Keys M-G-M Three-Day Hollywood Conference

Fox Earnings Mount For First '54 Half

Earnings of 20th Century-Fox and wholly-owned subsidiaries increased substantially during the first half of the current year, according to disclosures by the film company over the weekend. For the 26 weeks ended June 26, the consolidated net was $3,096,545, or $1.17 per share. For the previous year's similar period, the net was $158,309, or six cents per share.

Company reported additionally that net earnings for this year's second quarter amounted to $1,048,515. The company had reported a net loss of $865,656 for the second 1953 quarter. Net earnings during the first quarter of this year were placed at $2,048,030.

Income for the 1953 first half totalled $52,449,508. Of this sum, $47,829,420 came from film rentals; $3,985,009 was from other operating income, and $635,079 represented dividends.

During the first half of 1953, when income totalled $51,515,004, film rentals accounted for $48,415,246, other operating income was $2,998,502, and dividends amounted to $101,256.

In line with the reported increase in net earnings, the company announced that it would raise its quarterly dividends to 40 cents a common share.

The earnings were attributed by L. Sherman Adams, a director, to the improvement generally experienced within the industry, the increase in attendance and the higher quality of films.

State BO Tax Collections Reveal $11,338,000 Take

WASHINGTON. — Thirty-one states which levy admission or gross receipts taxes on amusement operations collected $11,338,000 in the fiscal year ended June 30, 1954, according to a Census Bureau report.

The thirty-six states which impose license taxes on theatres and other types of amusement places collected $4,845,000 during the fiscal year from this source of revenue, the report stated.

Increased production, a subject of major interest to all exhibitors, will receive important attention at the three-day conference of M-G-M sales and promotion executives with studio officials beginning Sept. 7 at Culver City. Dore Schary, studio chief, recently announced an increased product line-up for Metro.

Spearheading the group will be Charles M. Reagan, general manager of sales. The full complement of sales managers will include Edward A. Saunders, assistant sales manager; John P. Byrne, Eastern; Rudolph Berger, Southern; John J. Maloney, Central; Burtis Bishop, Jr., Mid West; John S. Allen, Southwestern and George A. Hickey, West Coast.

In addition to the Sales executives from the home office, the following will come from New York: Silas F. Seadler, advertising manager; Dan Terrell, publicity manager; Mike Simons, in charge of customer relations.

Ten pictures will be screened for the visitors. A series of meetings will be held.

Theatres Intervening In Gotham Tax Suit

Efforts were being made this week to enlist each of the more than 400 theatres in New York as party plaintiffs to the Queens County Court five percent tax action. Handling the drive are the Independent Theatre Owners Association and the Metropolitan Motion Picture Theatres Association.

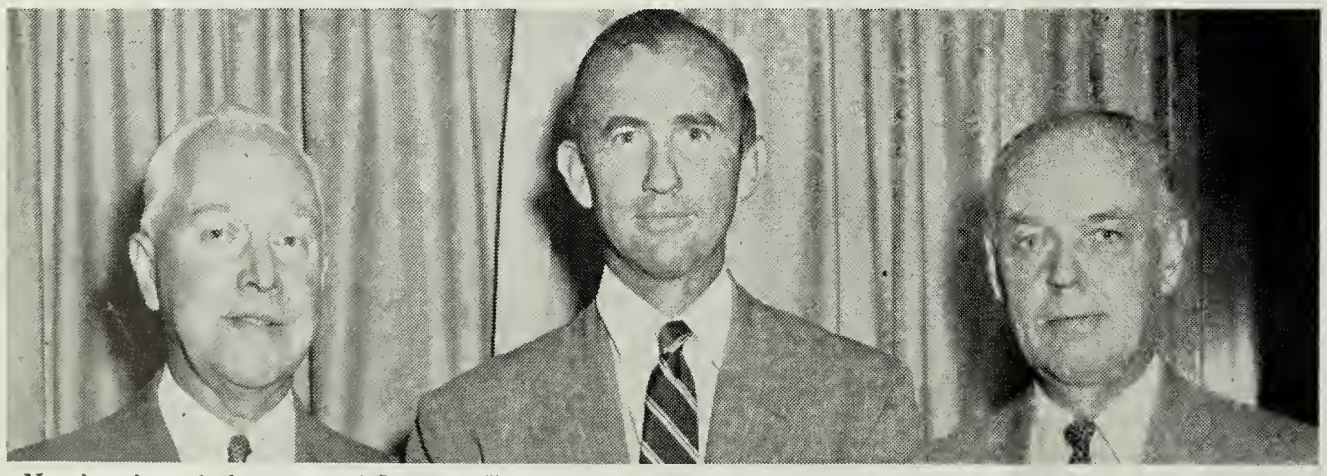
Aim is to have theatremen in all the five boroughs recognized as plaintiffs in the case by Sept. 20, when the first quarterly tax payment, covering July and August, is due.

The amusement levy went into effect July 1. At present, a tax injunction order issued by New York Supreme Court Justice Nicholas M. Pette covers five theatres in Queens.

The injunction rules the city's collection of fractions of a cent plus any tax that went above five percent of the admission charge illegal. The first plaintiffs, four circuits, had to post $250 bond. Expectations are that each of the theatre owners associations would have to post bond to cover their members. Amount would be fixed by the court.

Also being considered by exhibitors is a PR campaign designed to instruct patrons on keeping their ticket stubs for possible tax refunds.

On Loew's Theatres Board



Newly elected directors of Loew's Theatres, Inc., are (l. to r.): Thomas J. Connellan, retired vice-president of the National City Bank; Frank Pace, Jr., former Secretary of the Army, now executive vice-president of General Dynamics; Thomas L. Norton, Dean of the Bernard M. Baruch School of Business of the Collge of the City of New York.

New Posts

HERBERT H. GREENBLATT was promoted at RKO Pictures to the post of domestic sales manager, serving under Walter Branson, world-wide general sales manager. Latter replaced Charles Boasberg, who resigned to join Fred Schwartz in the newly formed Distributors Corporation of America. Greenblatt, who had been serving as central division manager for the major since last February, joined RKO as a Chicago salesman 22 years ago.



GREENBLATT

FRANK H. FISHER has been named a director of Odeon Theatres Ltd. and vice-president of J. Arthur Rank Film Distributors (Canada). Since 1947, Fisher has been general manager of the distribution companies handling J. Arthur Rank films in Canada. He started his career in the industry at Calgary in 1927. He joined the Odeon circuit in 1944 as chief buyer and booker, later was appointed western division manager.

JACK BERNSTEIN was named sales manager for Allied Artists Productions Limited of Canada. Bernstein just resigned as RKO Pictures Cleveland branch manager to accept the AA position. He has been in film sales for 17 years. International Film Distributors Ltd. recently acquired the AA Canadian Franchise.

MARVIN I. GOLD was made advertising manager, succeeding Lou Kravitz, of Filmack Trailer Co., Chicago. Kravitz recently was promoted to vice-president in charge of sales for the company. Gold comes to Filmack from the Brown Advertising Agency, Missouri. He is a graduate of the Journalism university of that state.

LOUIS MARKS was promoted to Detroit branch manager for M-G-M, succeeding Frank J. Downey, who retired. Marks is a 1948 graduate of the company's executive training class. He has been assistant branch manager at Detroit since 1949 and a member of the firm since 1937. Downey's retirement came after 34 and one-half years with M-G-M.

FRED GOLDBERG rejoined Italian Films Export as publicity manager, replacing Ben Kornzweig, who resigned to become a partner in the Burstin Co., Inc., advertising and publicity firm handling show business and commercial accounts. Goldberg resigned as vice-president of Norton and Condon, public relations, in order to rejoin IFE.

ARTHUR ROSE was appointed northeastern sales representative for Buena Vista Film Distribution Co., Inc., and will handle the Buffalo, Boston, New Haven and Albany areas, headquartering temporarily in Rochester. Rose formerly was with Universal Pictures.

EDWARD LURIE was appointed to United Artists' permanent field force working under the supervision of exploitation manager Mori Krushen. Lurie's territory will include Cleveland, Pittsburgh and Cincinnati and bring the staff to nine.



NO. 2 IN A SERIE OF AD

UA HAS THE BIGGEST PRODUCTION NEWS FOR THE 1955 SEASON

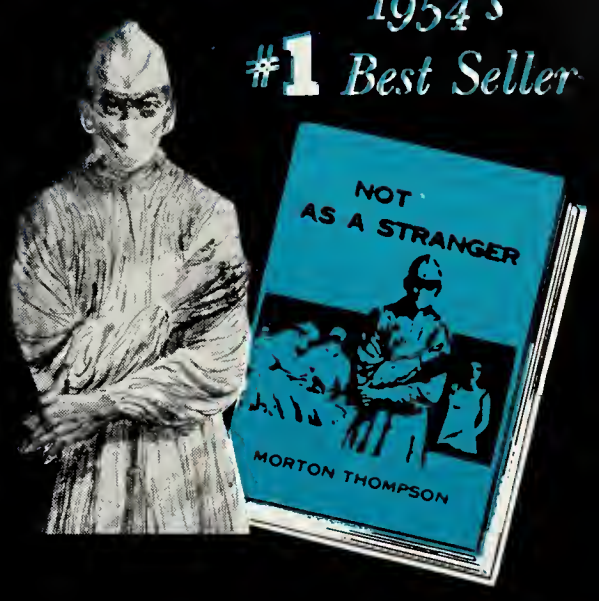
FACT #4

SHOOTING IN SEPTEMBER

NOT AS A STRANGER

Co-starring Olivia DeHavilland · Robert Mitchum
Frank Sinatra · Gloria Grahame
Broderick Crawford · Charles Bickford
Produced and Directed by
Stanley Kramer

1954's #1 Best Seller



FACT #5

SHOOTING IN SEPTEMBER

GENTLEMEN MARRY BRUNETTES

CinemaScope · in Color
Starring Jane Russell · Jeanne Crain
Directed by Richard Sale · Assoc. Prod. Robert Waterfield · Produced by Robert Bassler



JANE RUSSELL

FACT #6

NOW SHOOTING

THE KENTUCKIAN

CinemaScope · in Color
Starring Burt Lancaster with Diana Lynn
Dianne Foster · Directed by Burt Lancaster
A Hecht-Lancaster Production
Produced by Harold Hecht



BURT LANCASTER

QUALITY PICTURES UA IN QUALITY

35TH ANNIVERSARY 1919 UA 1954

Drive-In Exhibs Elect Jack Karr

SAN ANTONIO.—Texas Drive-In Theatre Owners Association elected Jack Karr, operator of the Trail Drive-In, Houston, as president, with Arthur Landsman, San Antonio; W. L. Peck, Dallas, and Dub Blankenship, Lubbock, as vice-presidents.

Elections, held at the close of the group's annual convention last week, saw Charles Weisenberg, Dallas, becoming secretary and Tim Gerguson, Grand Prairie, treasurer. New executive committee men and board members are Eddie Joseph, Austin; Don Douglas, Dallas, and Rubin Frels, Victoria.

Delegates earlier heard an engineering expert tell that work is now in progress on a new lamphouse design that will make triple the amount of light on a drive-in screen a reality minus the prospect of further heating of the film.

The report was given by Frank M. Tiller, dean of engineering of Lamar State College of Technology and director of the Lamar Research Center. He said that the lamphouse would function in combination with a water filter to cool the heat.

Regarding ozoner screens, Tiller disclosed that a good deal more effort would have to be expended before a practical surface, free from objectionable lines, could be developed. A new type of screen, he said, is being worked on. This would control the directions in which lights is reflected as well as eliminate annoying lines, he added.

RKO In Three Actions To End Censors Rule

BOSTON.—Three suits have been filed on behalf of "The French Line" in U.S. District Court here by RKO Pictures with the goal of eliminating censorship of motion pictures in Massachusetts. Film has not been passed for showings in the city and has been banned from Sunday runs throughout the state. Weekday engagements in cities other than Boston have been held.

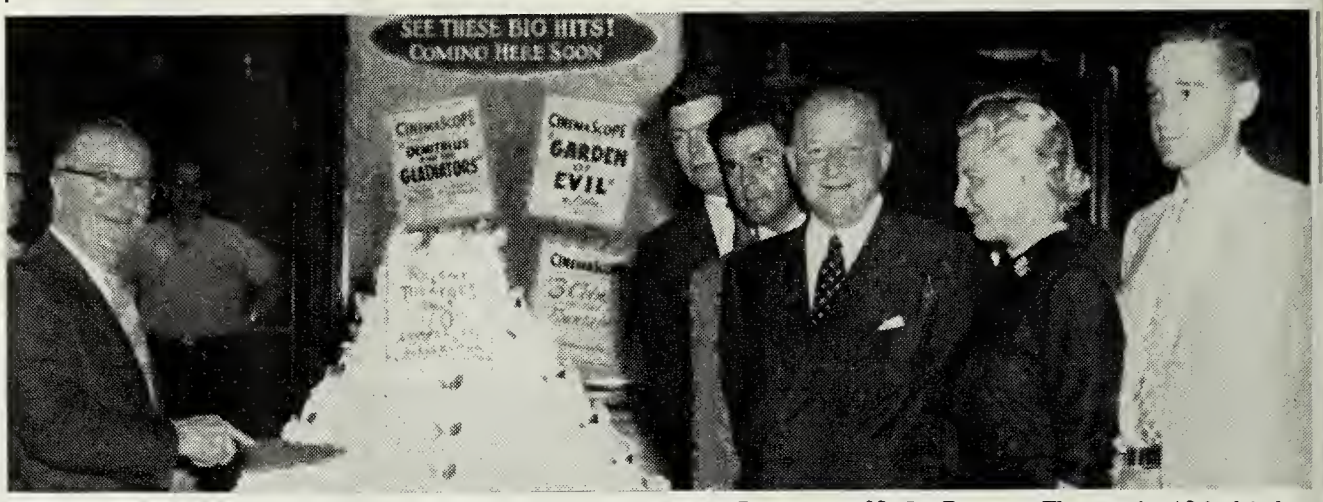
The three spits, which involve Boston, Lynn and state officials as defendants, hit at the core of state censorship. One suit charges as too vague, indefinite and in violation of free speech, the wording of the law which forbids Sunday showings.

Second suit attacks a statute, invoked in Lynn, allegedly giving the mayor authority to revoke an exhibitor's license "at pleasure." The mayor had termed the film "vulgar, obnoxious and not conducive to good public morals." The third suit attacks the right of Boston officials to suspend or revoke a license on the grounds of morality or decency.

Krim Abroad For UA Anni

Arthur B. Krim, president of United Artists, and Arnold M. Picker, vice-president in charge of distribution, will make a month-long Far Eastern tour next month to inaugurate the company's 35th anniversary celebrations in Asia. They are scheduled to leave New York Sept. 11. Krim will investigate the possibility of arranging international co-production deals in Japan, India, Malaya and Egypt on the pattern of co-production arrangements in which UA has in the past participated in Italy, France, England, Mexico, Samoa and elsewhere.

Fabian Anniversary Celebration



Sharing honors in cutting the anniversary cake for the Paterson, N. J., Regent Theatre's 40th birthday are Mayor Lester F.Titus (left) and Simon H. Fabian (right), pres. of Stanley Warner Theatre Circuit and son of the late Jacob Fabian, founder of the Regent and pioneer in motion picture exhibition. Surrounding Fabian are his sons, Edward, Robert, Abe and Mrs. Edward Fabian, also Arthur Rosen, son of Sam Rosen. Among many of the original staff who participated in the celebration was Warren M. Yates, organist who played at the theatre on its opening night.

Paterson, New Jersey, was the scene of a double home town celebration Aug. 24, when that city observed simultaneously the 40th anniversary of the Regent Theatre and paid honor to S. H. Fabian, president of Stanley Warner Corp., which operates the Regent Theatre. It was at the Regent 40 years ago that Fabian began his career in the motion picture industry.

B'nai B'rith, Trade Set Balaban Tribute

Top representatives of the film industry are joining with the Metropolitan Council of B'nai B'rith in sponsoring a $1,000,000 tribute to Barney Balaban, Paramount Pictures president, for his "thirty-five years of dedicated service to B'nai B'rith and to his fellow man." Participation in the tribute—a testimonial dinner to be held on Sept. 26th, at the Waldorf - Astoria — will be by purchase of $1,000 in State of Israel Development Bonds.



BARNEY BALABAN

Jack Cohn, vice-president of Columbia and Simon H. Fabian, president of Stanley Warner, members of the Dinner Cabinet, will be hosts at a special industry luncheon on Sept. 10th at the Astor, to plan for all out participation. Announcement of the luncheon was made this week by Samuel Markle, New York attorney and committee chairman, and Al W. Schwalberg, vice-president of Paramount and co-chairman of the committee.

Leading figures of the movie industry and allied trades spearheading the tribute as members of the Dinner Cabinet, include:

Robert Benjamin, Harry Brandt, Jack Cohn, George F. Dembow, Simon H. Fabian, Emil Friedlander, Emanuel Frisch, William J. German, Leonard H. Goldenson, James R. Grainger, Harry Hershfield, Abe Lastfogel, Al Lichtman, Arthur L. Mayer, Joseph J. Newman, Louis Nizer, Charles I. O'Reilly, Walter Reade, Jr., Samuel Rinzler, Herman Robbins, Billy Rose, Samuel Rosen, Manie Sacks, Adolph Schimel, Fred J. Schwartz, George Skouras, Spyros P. Skouras, Solomon M. Strausberg, Michael Todd, Major Albert Warner and Herbert J. Yates.

Name TOA Meet Chairmen

Walter Reade, Jr., TOA President, announced that co-chairmen of the 1954 TOA Convention and Trade Show, Oct. 31—Nov. 4, Conrad Hilton Hotel, Chicago, will be Roy Cooper of Roy Cooper Theatre Co., San Francisco; George Kerasotes of Kerasotes Theatres, Springfield, Ill., and Horace Denning of Dixie Drive-In Theatres.

COMPO Ads Handled By Greenthal Agency

The Monroe Greenthal Company has been chosen as the advertising agency to handle the second series of 26 ads which COMPO will publish in Editor & Publisher, it was announced this week by Robert W. Coyne, COMPO special counsel. The first group of 26 ads was handled by Donahue & Coe.

Among industry accounts served by the Greenthal agency are RKO Theatres, Cinerama, for Stanley-Warner Thesatres; United Artists, Fabian Theatres and the J. Arthur Rank productions released through Universal-International.

The second series of COMPO ads will appear in Editor & Publisher every other week, instead of weekly. A meeting of representatives of the Greenthal agency and members of the COMPO Press Relations Committee responsible for the ads' copy will be held shortly to discuss subject matter for the coming series.

Meanwhile, Ernie Emerling of Loew's and Gil Golden of Warner Bros. Pictures consented to serve on the COMPO press relations committee. Harry Mandel, chairman, named them as a special copy committee responsible for the copy of the new series of ads. In this work they will replace Harry Goldberg and Oscar Doob, who will continue as members of the main press relations committee.

AB-PT Gets Extension

WASHINGTON. — American Broadcasting-Paramount Theatres will be given until March 3, 1954, to complete theatre divestiture under the terms of the Paramount consent decree, according to a Justice Department spokesman.

Announcing the six-months extension of AB-PT's deadline, he pointed out that the company already has disposed of approximately 94 percent of the required theatres, and now has only 47 remaining to divest.

Growing Number Of Theatremen Swing Over To Indie Production

(*Continued from page 8*)

Frank, will be made in color and CinemaScope.

Philip Waxman will produce a large-scale western in both color and CinemaScope for DCA release entitled "Pistolero," for which a top Hollywood star will be announced shortly for the leading role, it was noted.

Going before the cameras in October will be "The Survivors," a science-fiction film in Technicolor, as produced and directed by the team of John and Roy Boulting.

Following will be "Heather Mary," a suspense melodrama set against the high seas, adapted from a novel by James Scott. One or possibly two top American stars will be signed to head the cast, it was stated. The Boultings will supervise this picture also.

A third Boulting venture for DCA will be "The Jacarand Tree," to be shot in Burma and based on a novel by H. E. Bates.

Schwartz announeed also that contracts are now being drawn for an original screen play from Sam and Bella Spewack, authors of "Kiss Me, Kate."

Personnel Upcoming

It was pointed out by Schwartz in the field of corporate makeup that the top sales personnel of the new firm would come from among the outstanding figures in distribution today. Their association with DCA would be made known shortly, he said.

"It is the shortage of product that is essentially the reason for bringing DCA into being," he added. "Inereased production alone is not the solution to this shortage. Rather, it is a new market outlet that is the answer."

Schwartz said that his concern will handle only authentically "A" pictures, and each will be sold and exploited in "strictly custom-made fashion."

The exhibitor-distributor said: "We plan to custom-sell in this manner the first 3,000 or 4,000 situations. After these first accounts have been sold, we will then aim at a saturation of the entire market by 'secondary' selling. In this secondary selling we plan to use methods both old and new. Among the latter will be the probable use of exhibitor trade associations for direct dealing between DCA and groups of exhibitors."

Coast Filming High Sees 35 Items Before Lenses

HOLLYWOOD. — Production activity this week reached a total of 35 films shooting; 25 in the United States and 10 on location abroad. This shooting level is the highest in four years and there are signs that it will continue to rise with Hollywood going on a big production boom eventually. There are about 20 films set to start next month.

The European locations and also the coproduction arrangements between European and American companies are evidence of Hollywood's realization that the international market is the most important factor of insuring a profit for films today. Another important factor is the upsurge of independent production with financing for such product considerably eased.

New Authors' Association Organized For Industry; SWG, TWG Join Roster

A new association of authors, called the Writers' Guild of America, Inc., came into being this week on the heels of its ratification by the Screen Writers Guild, the Radio Writers Guild and the Television Writers Group of the Authors League of America.

The new group will be affiliated with the Authors League via a proposed Federation of American Writers. After Sept. 1, the Authors League will consist of only two guilds, Authors and Dramatists.

The new group will operate through two membership corporations, one on each coast, with the midwestern region of the RWG acting as part of the eastern corporation.

Interim officers and directors, pending formal elections in Novembers, were designated. F. Hugh Herbert was elected president of the newly-formed WGA western section.

As the new association came into being, recommendation was made that a constitutional amendment barring Communists from holding membership in the western division of the new organization be incorporated. Vote by membership will be taken in November.

Allied Gathers Area Beefs For Aid Bill

(*Continued from page 7*)

was reaffirmed by the resolution, which empowers the emergency committee to take over the duties of the special Makelim plan committee. The new committee would then "promptly report to the board (on) any other plans for relieving the product shortage which may develop or come to its attention."

Strongly implanted in the resolution was a clause disclosing that "the board feels that the door should be kept open for the reception and consideration of any proposals the film companies, or any one of them, may offer, or any reforms they may voluntarily adopt for relieving the present intolerable conditions, especially as they affect small town theatres."

Drafting the resolution were Myers, Marcus, Berger, Dollinger and Col. H. A. Cole.

Other actions taken by the board included a vote of full support to the newly formed Distributors Corporation of America. While Allied noted it will not participate in the project as an organization, it was indicated that some of Allied's leaders were personally involved.

The board also voted to allocate funds for a research study by an independent agency on the efficiency and value of various sound equipment and lenses now being offered for the new screen techniques.

Directors endorsed COMPO plans for an audience partieipation poll and hopes that details would be available soon.

ForeigNotes

Dominican Republic

There are 68 motion picture theaters in the Dominican Republic with an estimated seating capacity of 32,000. During 1953, a total of 342 films were censored and approved, of which 210 were U. S. productions, 97 were Mexican, 11 British, 6 Italian, 6 Spanish, 3 French, 2 Argentine, with 7 coming from other countries. It is estimated that 88 percent of the films shown are in English with 10 percent in Spanish.

Prepared by Nathan D. Golden, Director, Scientific, Motion Picture and Photographic Products Division from a report submitted by United States Embassy in Ciudad Trujillo, Dominican Republic.

France

As of January 1954 there were 5,635 motion picture theaters in France exhibiting 35-mm. films with an estimated seating capacity of 2,689,000. During the year July 1, 1952 to June 30, 1953 about 38 percent of the films shown in these theaters were U. S. productions with 49 percent being French films, and the other 13 percent coming from other countries. There has been a gradual decline in the percentage of United States films shown in the French market since the 1949-50 film year when about 45 percent of the films shown were of U. S. origin.

Egypt

There are 355 motion picture theaters in Egypt exhibiting 35-mm. films with a total seating capacity of 343,049. Of these theaters, 121 are in Cairo and suburbs and 46 are in Alexandria and suburbs. In 1953 Egypt produced 62 feature films and an estimated 350 features were imported. About 70 percent of the imported feature films were U. S. productions with the remaining films being Italian, French, British, Greek, Spanish and Indian. Outside the cities of Cairo and Alexandria, the greater part of all theaters show only Egyptian films or double bills consisting of one Egyption film and one foreign film.

Yugoslavia

There are 1,030 theaters in Yugoslavia exhibiting 35-mm. films. About 500 of these theaters have daily showings while the rest have showings once or twice weekly. The total seating capacity of these theaters is 307,313. It is estimated that during 1953 about 48 percent of the films exhibited in Yugoslavia were of U. S. origin.

Argentine

A one-year motion picture agreement was concluded in Argentina with France last month, providing for the interchange of 12 Argentine full-length films and 12 short features for 36 French films and 36 documentaries. France will also make available for export to Argentina 4,000,000 meters of raw film; 2,500,000 pairs of carbon electrodes and other equipment. The agreement will be renewed automatically unless either party chooses to cancel it within three months of its expiration.

CinemaScope Called Key

CinemaScope was hailed as the "key reason" for this year's current business upswing in the industry by Sol A. Schwartz, RKO Theatres president, at a special theatre managers meeting for the greater New York area. Session was called especially to discuss suggested ways of improving the presentation of CS films.

Exploitation Special:

Wild West Parade, Bison Feast Highlight "Sitting Bull" Opening



Preceding the Rapid City, S. D., world premiere of UA's "Sitting Bull" was an old west parade down the main street and headed for the Elks Theatre. Crowds thronged the sidewalks to catch glimpses of the stars and visiting dignitaries.

RAPID CITY, S. D.—The world premiere of "Sitting Bull," first United Artists release in CinemaScope, attracted more than 75,000 persons from all over the Black Hills country, who jammed the Elks Theatre and all the streets around it.

The huge throng watched the stars of "Sitting Bull," Dale Robertson, J. Carroll Naish and Mary Murphy, together with Gov. Sigurd Anderson of South Dakota, lead a mile-long parade of Sioux Indians, cowboys, cowgirls, civic and social groups, all mounted or in horse-drawn vehicles.

Earlier, Gov. Anderson, accompanied by President P. X. Feucht of the Chicago & Northwestern Railroad, was "captured" and led into Rapid City in an old-time Indian raid on the railroad president's private train.

Mayor Harry R. Johnson proclaimed "Sitting Bull Day" and called attention to the fact that this city of 35,000 population was founded in 1876, the year that Sitting Bull's warriors administered their crushing defeat to Gen. George Armstrong Custer's U.S. Cavalry troops in the Battle of the Little Big Horn not far from here.

The day's activities included ceremonies at the Fair Grounds that were highlighted by the burial of the hatchet between the descendants of the Little Big fighters.

Capt. George Armstrong Custer III, U.S. infantry officer who is the grandnephew of the slain General, participated with John Sitting Bull, 94-year-old son of Sitting Bull, and Chief Dewey Beard, 97-year-old Sioux leader. John Sitting Bull and Chief Dewey Beard are the sole survivors of the Battle of the Little Big Horn.



Burying the hatchet made up a novel ceremony that symbolized white man-red man peace. Left to right are Capt. George A. Custer III, grandnephew of the famous Gen. Custer; J. Carroll Naish, star of the film, and John Sitting Bull, 94-year-old son of Chief Sitting Bull.

Another colorful ceremony saw Gov. Anderson and Mary Louise Defender, 23-year-old Miss Indian America representing North Dakota, bring an end to the bitter feud between the South and North Dakota resulting from last-year's "grave-snatching" removal of Sitting Bull's remains from North Dakota to a permanent resting place in Mobridge, S. D.

Earlier in the day, a band of Sioux braves in war paint, astride Indian ponies, raided the private train of President Paul E. Feucht of the Chicago & Northwestern railroad which was bringing Gov. Anderson here.

During the ceremonies, 3,000 pounds of barbecued buffalo meat were served. The stars, government officials and other notables were introduced to the thousands outside the Elks Theatre from a platform in the square on which the Theatre fronts.

W. R. Frank, who produced "Sitting Bull," and William J. Heineman, vice-president in charge of distribution for United Artists, were on hand throughout the festivities.

Magazine Aids "Falworth" Promotion

Universal-International's first production in CinemaScope, "The Black Shield of Falworth," will be the focal point of a joint promotion negotiated by the motion picture company and "Photoplay" magazine. According to terms of the deal, the new production will be tied with 600 leading department stores across the nation involving 18 national manufacturers of wearing apparel for women.

The promotion will be launched with the October issue of "Photoplay," out next week, in which the stars of the film, Tony Curtis and Janet Leigh, will be featured on the cover. Keyed to the magazine's build-up will be the cornerstone of the promotion — the "Falworth Shield" emblem, which will symbolize the picture.

"Star" Accorded Biggest Ad Drive

The largest national magazine and Sunday supplement advertising campaign in Warner Bros. history involving a budget of $800,000 has been set to herald the forthcoming CinemaScope-Technicolor production of "A Star Is Born," according to an announcement by Mort Blumenstock, Warners' vice-president in charge of advertising and publicity.

Scheduled to begin at the end of September, to coincide with the world premiere of "A Star Is Born" at the Pantages Theatre in Hollywood and the New York premiere early in October, the national ad campaign will reach a total readership of one hundred and seventy millions.

The large-scale consumer advertising campaign on "A Star Is Born" will parallel the stream of publicity which the production received since the signing of Judy Garland. Tremendous public interest and anticipation of the picture's release this fall has been engendered by the amount of space, both here and abroad, which all media have devoted to the production.

Mags Tie In

Magazines scheduled to carry advertising include: Life, Look, Cosmopolitan, Time, Newsweek, Collier's, Woman's Home Companion, Redbook, Parents' Magazine, Seventeen, Scholastic Roto, Hit Parade, Song Hits, Photoplay, Modern Screen, Motion Picture and Television Magazine, Screen Stories, Movieland, Movie Life, Movie Stars Parade, Filmland and Screen Stars. Sunday supplements include American Weekly and This Week.

In addition to the national magazine and Sunday supplement campaign, "A Star Is Born" will also receive an important day and date newspaper ad campaign to coincide with national playdates on the production and coupled with a TV announcement campaign in the various distribution areas.

Another phase of pre-release promotion on "Star Is Born" involved the plugging of the Harold Arlen-Ira Gershwin songs from the picture. Radio stations across the nation, via disc jockeys and emcees, were co-operating in this respect. Shaping up was one of the most spectacular pre-release music campaigns ever staged for a motion picture.



A section of the novel frontage for the run of Paramount's "Rear Window" at the Hollywood Paramount Theatre, Los Angeles, as devised by Jerry Zigmond, managing director. Simulated brick facade, with enlarged photos filling in the window spaces, highlighted the appeal.

Independent Trade Reviews

(*Continued from page 10*)

"The Bounty Hunter"

(Warner Bros.) WarnerColor 79 Min.

Cast: Randolph Scott, Dolores Dorn, Marie Windsor, Howard Petrie, Harry Antrim, Robert Keys, Ernest Borgnine, Dubb Taylor, Tyler MacDuff, Archie Twitchell.

Credits: A Transcona Enterprises Production; Produced by Sam Bischoff; Directed by Andre de Toth; Screen play by Winston Miller; From a story by Finlay McDermid and Miller.

Routine oater fare is dished up in adequate fashion via this Randolph Scott starrer, in WarnerColor, about the adventures of a man who turns in outlaws in order to profit from rewards on their heads. In the title role of "The Bounty Hunter," Scott, a solid box office draw, delivers the action requirements in the shape of hard-riding stints, quick lead slinging, some brawling and mild acrobatics. Story takes the form of a whodunit with Scott tracking down a trio of stage coach bandits, the leader of which, strangely enough, turns out to be a woman.

Romantic goings-on are inserted during the course of the proceedings with Dolores Dorn, a blonde, handling the chores opposite Scott. Menaces are all over the place as the hero reaches the western town of Twin Forks in search of the culprits. The townsfolk become terror stricken when they learn that Scott is a man who makes his living from the misfortunes and mistakes of others. Much script time is thus taken up with the problem of making his character sympathetic. A series of gun duels marks the climax, which is enlivened by the twist in which Marie Windsor is uncloaked as the gang leader. At the finale, Scott clinches with Miss Dorn, turns over a new leaf and becomes a sheriff.

"Security Risk"

(Allied Artists) 69 Min.

Cast: John Ireland, Dorothy Malone, Keith Larsen, Dolores Donlon, John Craven.

Credits: A William F. Broidy Production; Produced by William F. Broidy; Directed by Harold Shuster; Screen play by Jo Pagano and John Rich; Story by John Rich.

"Security Risk" is an okay programmer for the general market. It deals with the FBI and its efforts to capture some communist conspirators, one of whom has killed a famed American A-bomb scientist for a secret formula. There is enough suspense in this one to keep the theatregoer interested throughout although there are spots where the story is contrived. The film was lensed at Big Bear, a resort in the California mountains, and it provides a scenic setting different from the usual background for a featnre of this type. The title of the pictnre is a good exploitation tag.

John Ireland is vacationing in the mountains at the same time as Prof. John Craven and his assistant, Keith Larsen. Larsen, a pawn of the Reds headed by Suzanne Ta Fel and Burt Wenland, kills Craven when the atomic scientist discovers him microfilming secret documents. The murder is witnessed by Dolores Donlon, who has arrived a short while before with her sister, Dorothy Malone. Dolores steals the microfilm while Larsen is disposing of Craven's body. Ireland, an FBI man, swings into action and his efforts flush the Reds out. Dolores is shot down by Larsen with whom she is fleeing when the Reds' plot backfires. Larsen is killed by Ireland when he resists arrests and Suzanne, Wenland, Murray Alper and Steven Clark, the rest of the group, are taken into custory.

"Shield For Murder"

(United Artists) 80 Min.

Cast: Edmond O'Brien, John Agar, Marla English, Emile Meyer.

Credits: Produced by Aubrey Schenck; Directed by Edmond O'Brien and Howard W. Koch; Screen play by Richard Alan Simmons, John C. Higgins; Adaptation by Simmons; From a book by William P. McGivern.

Delivering sound drama with strong impact, this new approach to police drama has the polished touch and stands to turn in an entertainment of stark impress. The going, for the most part, is rough, tough and brutal. It registers well, however, and sends home the basic intent. Production does not lack for full documentation and detail. Newcomer Marla English registers well, as do the leads. From the exhibition point of view, "Shield for Murder" stacks up to good effect as a well-rooted program offering. Audience that fancies rough and ready cops and their problems should buy it. Edmond O'Brien is listed in the credits as co-director and his indicated touch makes for added quality.

Yarn deals with the devious activities of O'Brien after he has mnrdered, in cold blood, a bookie. A substantial sum of money is involved. Miss English is a cigaret girl at a nitery—O'Brien's girl. Complications ocenr when a pair of private eyes investigate the case and make things hot for O'Brien. In the events that ensue, the case against the law man is constructed and follows its ultimate course to his demise. Included in the telling are tension and suspense of a high order.

"Private Hell 36"

(Filmakers) 81 Min.

Cast: Ida Lupino, Steve Cochran, Howard Duff, Dean Jagger, Dorothy Malone.

Credits: Produced by Collier Young; Directed by Don Siegel; Screen play by Young and Ida Lupino.

Displaying skillful handling in direction and indicating an effort for the utmost in performances, "Private Hell 36" stands to register well as a better than average program offering. Cast is in good form. Direction keeps the show on the road and something is up and about all the time. Basic content of the script takes on attention and imagination, sustains it in good style.

Story deals with two detectives, pals, who are assigned to a "hot money" case. To identify a "passing" character they must utilize the services of Ida Lupino, a nitery singer. So Steve Cochran and Howard Duff take her to the race track and she observes the situation. The passer is spotted. In the ensuing chase his car is wrecked, he dies. The considerable loot from an eastern robbery—$300,000—is evidence. Cochran grabs a handfnl, makes off to call in at headquarters. He ents the nnwilling Duff in on the deal, makes plans with Ida. However, Dean Jagger is one or two steps ahead of Cochran and pulls the frame which results in Cochran's nasty death and the salvage of Duff's career as a cop.

"Cangaceiro"

(Columbia) Portuguese 92 Min.

Cast: Alberto Ruschel, Marisa Prado, Milton Ribeiro, Vanja Orico.

Credits: A Vera Cruz Production; Directed by Lima Barreto; Story and screen play, Lima Barreto.

Produced in Brazil in the Portuguese language and purveyed here with English subtitles, a number of the genre of the Pancho Villa school is offered in "Cangaceiro." With its simple and creditable production the story holds up well and the performances have a basic sincerity that sends the story home. Music aids this presentation. There are a number of compelling Brazilian songs and marching type numbers that give it added swing. Largely filmed outdoors, the handling of the basic tale involves considerable brutality and the like.

Simple plot concerns the marauding and skullduggery of one self-styled Captain Galdino Ferreira, played to a fine nasty turn by Milton Robeiro. Said Captain is a rnthless killer, acting as a type of Robin Hood, a hypocrite and imposter, who would as soon rob a priest as not. Playing counter to Ribeiro is Alberto Rnschel, who feels pangs of conscience when a schoolteacher is kidnapped. He engineers her journey to safety at the cost of his own life. The simple realism found in this picture should stand it in good stead.

Poblocki Letter Holds Warning

Without producer co-operation the exhibitor is never "going to get nerve enough to spend any money rehabilitating his theatre and bringing it up to present day standards," Ben B. Poblocki, president of Poblocki and Sons, theatre equipment supply concern, has revealed in a letter to THE INDEPENDENT.

Poblocki based his strong stand on his experience in equipping and modernizing subsequent run theatres. He said that the percentage asked by distribution for pictures playing at houses in which he installed equipment precluded the chance of profit for these theatres. Losses, in fact, resulted in some cases, he added.

First six months of his operation at the Plaza Theatre, Burlington, Wis., which he bought and redecorated, resulted in a net loss of $2,878, Poblocki said. Average film rental, he added, was "a trifle more than 40 percent" for this period.

The theatres he helped modernize, he said, often lost money even after new decor was installed. Such situations prompted him to conclude on behalf of other equipment supply concerns that "either the film companies must let us make a 10 percent net profit on all the pictures that we play or we will sell out because we can buy or we can make 10 percent net profit investing money in any of our other businesses."

Podhorzer Company Handles German Pix

Munio Podhorzer, distributor of German-language films, has formed United German Film Enterprises, Inc. as an organization to look after the American interests of a number of important German and Austrian production, distribution and export companies.

UGFE, of which Podhorzer is president, will negotiate co-production arrangements between German and American interests in both the theatrical and TV fields; seek distribution deals for German and Austrian attractions, and in addition, will arange for the American re-makes of certain German productions.

The new company aims to become the focal point of information concerning the German and Austrian film industries which are currently reaching a peak of activity with some 115 pictures produced in the two countries annually. A news-letter detailing highlights of the week-to-week happenings in German production, distribution and exhibition will be issued.

Schultz Heads Va. Allied

White Sulphur Springs, W. Va.—Don Schultz was named president of West Virginia Allied, succeeding Max Matz who became board chairman at election of officers here. Donald Kessling was named first vice-president with H. J. Gilbert, Sr., second vice-president. Gilbert Jr., remained as secretary and treasurer and Rube Shor as national director.

REGIONEWS

ALBANY

Several summer situations established new highs with "The Caine Mutiny," which played at $1 top. . . . John and Peter Marotta, successful operators of the Carman Drive-In, Guilderland, are reported to have terminated construction on an automobile theatre in the Amsterdam area. . . . 54 drive-ins of the exchange district were requested by Harry Lamont, outdoor chairman of the Will Rogers Memorial Hospital Fund, to stage midnight benefit shows before Labor Day. The distributing companies agreed to furnish free pictures, provided all receipts were given to the Fund. . . . Walter Reade's Broadway, Kingston, is spotlighting that it's "Now Air-Conditioned." . . . The Strand, Albany, managed by Al La Flamme, presented 10 finalists of a "Miss Albany" competition in "The State Fair Queen" contest on its stage, via a tieup with The Times-Union.

General denials have been filed by the eight major distributors, named defendants, with Schine Chain Theatres, Inc., in a $250,000 treble damage antitrust suit brought by Smalley Theatres and Smalley Norwich Theatre Corp., involving Smalley's Norwich and Schine's Colonial. The Schine defendants were given a further extension of time to file a reply.

ATLANTA

Olin Evans is the new owner of Moonlite-Drive-In at Evergreen, Ala.—former owner, Bert Gorum; Jack Rudd, is mgr. . . . Eric Davis, appointed mgr. of the Martin-Shadyside-Drive-In at Albertsville, Ala. . . . Glad to hear that R. L. Bostick, dist. mgr., National Theatre Supply, Memphis, has returned there after an operation in Rochester, Minn. . . . Mrs. Rose Lancaster, formerly with Astor Pictures and now with Strickland Films was on the row visiting.

Purchase of the Bel-Aire Drive-In Theatre, Nashville, Tenn., by the owners of the Colonial-DriveIn, Madison, from M. C. Morris and Louis Leftwich has been announced, with Charles E. Kuertz, continuing as mgr. The Bel-Aire was built in 1953 for 640-cars. Joe H. Hart, manager of the Colonial Drive-In and a stockholder, disclosed plans for enlarging the screen and freshment facilities. . . . The picture business in Alabama, according to Alabama University research shows that May receipts were up an encouraging 19.4% over April. The report also showed that receipts this May were 10.1% more than last May. . . . New owner of the War-Eagle Theatre, Auburn, Ala., is Charles Simpson, theatre owner in Chattanooga and Knoxville, Tenn. . . . S. C. King new owner of the Jackson-Drive-In, Graceville, Fla. . . . Al Rook Booking has taken over buying and booking for the J. S. Tanksley Theatres in Georgia.

C. H. Parish and his son Charlie H., of Fort Valley, Ga., have filed application with the FCC for a permit to operate a 1,000 watt day-time-only radio station in Tifton, Ga. . . . Mgr. Ran Failes of the Palace Theatre, Lakeland, Fla., reports a new twist on juvenile delinquency. The Palace's doorman ejected a youth from the theatre because of rowdyism and almost before he knew what had happened the boy snatched a $75 toupee from his head and fled. Lakeland police haven't been able to find hide nor hair to date. . . . Bill Griffin, owner of the Cullman Theatre, Cullman, Ala., has completed installation of a new marquee and CinemaScope. . . . The gunman who robbed the Ritz Theatre, Panama City, Fla., of $1,110 last May has been captured in Miami, Fla. Mgr. J. L. Neely identified the culprit who held him up at gunpoint. . . . Sid Reams, Republic sales representative back in the hospital here.

The Avon Theatre, which has a lens-swapping agreement with a fellow exhibitor in Enterprise, Ala., 22 miles away, is now showing CinemaScope pictures. R. C. Powell, Avon mgr., said that the $2,000 lens is being used interchangeably between the two towns. . . . Norris L. McCollum, has taken over the management of the Empire Theatre in Daytona Beach, Fla. He replaces Bob Corbitt who has been transferred to Jacksonville, Fla. by Florida State Theas. . . . Roy Donaldson, head booker, goes on the road for Warners; J. C. Steely moves up to head booker.



Shown at the gala N. Y. premiere of 20th-Fox's "The Egyptian" in CinemaScope, for benefit of the March of Dimes, are (l. to r.): Spyros P Skouras, Fox prexy; Mrs. Sidney Culver, daughter of Basil O'Connor; Basil O'Connor, head of National Foundation for Infantile Paralysis; Tom Culver; and Al Lichtman, Fox director of distribution. William Moclair, managing director of the Roxy Theatre, announced that the film established a record boxoffice mark for the week of $135,000, exceeded only by "The Robe."

BOSTON

William A. Madden, recently promoted to Metro branch mgr. in the Philadelphia office, has left Boston, where he was city salesman. . . . The Edward Redstones are receiving congratulations on the birth of their first child, a girl named Ruth Ann. Proud daddy is v.p. of Redstone Drive-In Theatres, while grandparent honors go to the Michael Redstones. . . . George Abdulah and his brother-in-law Sylvester Boumill, who operate the Tyngsboro Drive-In, Mass., are building a second ozoner for the 1955 season in Chelmsford on the Lowell-Chelmsford line to accommodate 1,000 cars. . . . Joe Cronan, recent operator of the Community Theatre, Guilford, has returned to Boston where he is now managing the National Theatre for E. M. Loew.

Aug. 26 was opening date of the newest drive-in of the Redstone circuit—Lee Highway Drive-in outside Washington, in Fairfax County, Va. . . . The death of Frank Boschetti, 69, veteran theatre owner who operated the Star Theatre, Lawrence, saddened film row. He had been in the industry since 1907. . . . Mrs. Janice Pouzzner Maynard, daughter of the Morris Pouzzners, Connecticut exhibitor, died at her home in Bloomfield Ct. . . . Fred Fedeli, Worcester exhibitor and Mrs. Fideli returned from a European trip of seven weeks. They spent some time in Piacenza, Italy, his birthplace. . . . Office personnel at the Universal exchange are geared for the first Joe Gins Drive, named in honor of the newly-appointed dist. mgr. whose headquarters are in Boston. Starting Aug. 29, the drive will run through Oct. 2.

Herman Rifkin, Allied Artists franchise-holder for New Eng. flew to the west coast for a special board meeting of the company and returned in a week's time. . . . Ernie Warren, operator of the Paramount, Needham, has had the Parker organ renovated for community sings and special concerts. . . . A daughter, Ann Moira, arrived at the home of Francis Charles, salesman at Universal. . . . A second son and third child, named Kenneth Joseph was born to the Jerry Crowleys, booker at Daytz Theatre Ent. Mother is the former Ruth Cummings who was a Metro booker. . . . Al Fecke, UA salesman, celebrated his 37th wedding anniversary. . . . "The Human Jungle" has been booked to open in Boston at the Paramount and Fenway theatres on Oct. 7, to spearhead the New England saturation bookings involving 150 dates.

BOSTON (cont'd.)

Independent Exhibitors, Inc., the New England unit of National Allied, has chosen Dec. 7 for its annual one-day convention to be held at the Hotel Bradford. Melvin Safner, R. I. exhibitor, and Herbert Brown, exhibitor from Greenfield, Mass. will act as co-chairmen for the occasion.

BUFFALO

"Magnificent Obsession" moved to the Cinema Theatre for its sixth week downtown after four record weeks at Basil's Lafayette. WGR-TV is Buffalo's newest station to go on the air. It is on Channel 2 and is a UHF station. . . . Eight area drive-ins celebrated their second annual film festival with showings of first run films. They include Aero, Buffalo, Broadway, Delaware, Park, Star, Lake Shore and Niagara Skyways, and Sheridan. . . . Philomena Cavanaugh, veteran newspaper and theatre public relations woman who was associated with Shea Theatres for almost a half century passed away at the age of 83. . . . $450,000 anti-trust suit of Van Wirth, O., exhib Carl B. Moore against Schine Theatres was settled out-of-court for $35,000.

Sam and Ann Aupperle opened their new Nedrow Drive-In at Nedrow with space for 600 cars. Booking and buying is being done by Cooperative Theatres of Buffalo. . . . Mike Simon, former Paramount branch mgr., is now sales representative for Columbia in the Syracuse area, replacing James Fater who resigned. . . . Mrs. Nedra Gray has been appointed secretary to Council President Elmer F. Lux. She is at present private secretary to Lux.

Fred Itzenplitz, mgr. of the North Park is having a film festival of Alex Guiness and other art type films. The theatre is open FSSM only with a different film each night.

The 1,049 seat Palace at Auburn, and Palace at Corning, owned by Schine, reopened. . . . Campus Theatre at Alfred will be closed until September 17. . . . Mrs. Margarget Woodburn took over management of the 250 Higgins Hall at Chautauqua following death of her husband, Joseph Woodburn. . . . Lou Jaffee of the Bellvue in Niagara Falls is planning a "Back to School" show for Saturday morning, Sept. 11, with "Tarzan" and Disney attractions. Tickets, sold in advance, are being ballyhooed in city parks and play grounds. . . . The 372-seat Newfane at Newfane closed since April reopened under operation of Francis Tate. . . . Dipson Theatres leased their 631-seat Diana at Medina to Charles Martina.

CHARLOTTE

Richmond Gage appointed mgr. of the Carolina Theatre in Burlington, N. C. He replaces T. D. Robinson, who resigned. . . . The Chester Drive-In Chester, S. C., now has CinemaScope. W. A. Bagley is owner; also Cho-Co Drive-In at Chocowinity, N. C., managed by Bob Saunders. . . . Theatre Booking Service, Charlotte, new owner of the Monroe-Drive-In at Monroe, which has been closed for the past several months. . . . Tommy Shaw, formerly with Albemarle-Drive-In, Albemarle, N. C., is now with Theatre Promotions, Charlotte. . . . Mrs. Howard Chapman, is running the Cherry Drive-In, Cowpens, S. C., while her husband is in Duke Hospital.

W. L. Hill new owner of the Pendleton,



Frank L. Weitzel, who buys and books for 35 theatres in Ohio and W. Va., was first exhibitor in Cincinnati area to sign contract for "Duel In The Sun," with Jay M. Goldberg of Realart Pictures of Cincinnati, distributors of the film, looking on. The contract was for Albert and M. E. Thalheimer's Capitol Theatre, Logan, W. Va. David O. Selznick's Technicolor western set record-breaking pace by outgrossing its original release seven years ago.

Pendleton, N. C. . . . Queen City, Booking Service now servicing the Avon Theatre, Lenior, N. C., owned by Floyd Hand; and South 11-Drive-In, Greensville, owned by Bill Briggs. . . . The screen blew down at Great Falls Drive-In, Great Fall, S. C., and lighting struck the booth of Twilite-Drive-In at Beulaville, burning it to the ground. . . . Owner Lyle Wilson, of the Gaston-Drive-In, is installing CinemaScope. . . . Mr. and Mrs. Francis White entertained employes of Consolidated Theatres at their home. White is president of the company. . . . Gaston Theatre, Roanoke Rapids, N. C. reopened after two weeks closing to repair damage by a recent wind storm. . . . Bill Simpson, with Kay Exchange, has a new daughter.

CHICAGO

Exclusive first-run rights to the Bank of America package of 30 major Hollywood film productions with top stars and well known titles have been acquired by WGN-TV. . . . "Brigadoon" goes into loop McVickers Sept. 17. . . . Jack Kirsch, pres. of Allied of Ill., reports that Charles Lindau, a director of the organization, has enrolled his Kedzie and Louis theatres in the Allied Buying and Booking Dept. Other recent additions to Allied membership and buying and booking include the Holiday, Park Forest; Lans, Lansing; Elm, Wauconda, and the Holly, Chicago. . . . Variety Club's fund for the kiddies at LaRabida Sanitorium has been enriched by some $70,000 from the recent theatre collection drive.

Vogue Theatre of the Lambert Felix circuit has been given right by Warners and Columbia to bid day-and-date against B&K's Century for subsequent runs. . . . Mr. and Mrs. John Balaban made gifts of $32,000 to Chicago Jewish charities. . . . Cinema Lodge of B'nai B'rith will induct new officers, headed by Sam Chernoff, pres., at the Congress Hotel on Sept. 18. . . . Bob Roundtree, veteran Belmont Theatre projectionist, in Presbyterian Hospital for medical checkup. . . . John Manta will rebuild the Arena Theatre, recently destroyed in a fire. . . . Jack Brigham opened the Zestos Drive-In near Waukegan, Ill. . . . Roxy Theatre, Lockport, managed by Will Cain, has been CinemaScope equipped. . . . Marvin Gold named ad. mgr. for Filmack Co.

Ralph Smitha, Essaness gen. mgr., made deal for first drive-in TV showing of Marciano-Charles fight at their 1,600-car North Avenue. The circuit's 1,200-seat Crown will also show the fight at $4.40 admission. . . . Chet Vonesh named movie operator for the Motiograph Co. factory headquarters at 4431 W. Lake. . . . S. J. Gregory, Alliance Circuit exec., will address a two-day managers' meeting at the Lincoln Hotel, Indianapolis, Sept. 8-9, and award prizes to winners of the 19th annual summer contest. . . . B&K will show the Marciano-Charles bout in the Uptown, Marbo and Tivoli on Sept. 15 and will also carry the TV show of the New York Philharmonic premiere on Oct. 7. . . . Sylvan Goldfinger's 600-seat Loop Theatre will also show the fight, with all seats reserved. . . . E. M. Van Dyke, former 20th-Fox sales mgr., is convalescing from his serious illness in Grand Rapids, Mich. . . . The Fox exchange plans a Sept. 15 premiere of "The Egyptian" at B&K's State Lake Theatre.

S. B. Charuhas named sales mgr. of Abbott Theatre Supply to succeed Spiro Kontis who will make his home in Calif. . . . Alex Manta and Jack Rose of the Manta-Rose circuit were in Milwaukee to check on the Manco-Vision screen installed in the Victory Drive-In. . . . Hanns Teichert is completing a decorating job for B&K's Covent Theatre on North Clark to tie in with art policy to be inaugurated there. . . .Plans are being drawn by B&K for modernization of their Century Theatre.

Local police censors banned a scene showing the birth of a buffalo calf in Walt Disney's "The Vanishing Prairie." N.Y.C. censors recently ruled likewise but later permitted exhibition of the scene. . . . M-G-M's "Betrayed" booked into Avon Theatre, Decatur, for first-run opening Sept. 12. . . . Charles Schoof, formerly on the Chicago Daily News staff and theatre publicist, has organized his own public relations staff under the name of Charles Schoof and Associates, with offices at 59 W. Monroe St. . . . Jerry Sullivan named mgr. of the loop Grand Theatre. . . . McVickers Theatre installed a set of Gottschalk Panatar lenses for the loop run of "Seven Brides." . . . "Duel In The Sun" set for loop premiere at the Roosevelt Theatre on Sept. 22.

CINCINNATI

A new drive-in was opened at Cold Springs, Ky., on U.S. Route 27, by M&M Theatre Co. It is equipped with in-car heaters, for year-round operation, and also has wide screen and CinemaScope. Mid-West Theatre Supply made the installations. . . . Mrs. M. M. Weinig, who owns the Western Plaza Theatre, Price Hill, Cincinnati, donated its facilities for a big polio show—all proceeds going to the fund. . . . Florence Drive-In, Florence, Ky., owned by Macklin and Hill, is being re-equipped with large screen, new generators, lamps, sound, etc., by Mid-West Theatre Supply.

Harris Dudelson, div. mgr. for Buena Vista Film Distribution Co., who headquarters in Chicago, has named Harold Hoffert, former theatre mgr. and film salesman, sales representative for Buena Vista in the Cincinnati area. . . . Ralph Buring, Paramount exploiteer, is Cincinnati editor of the new Paramount News, weekly publication. The

CINCINNATI (cont'd.)

local office, of which Mr. Herbert Gillis, is branch mgr., won first prize in the recent Sweepstakes contest held among the branches. . . . Paul (Bud) Wessel of States Film Service is receiving congratulations on the arrival of his sixth child, a son named Michael.

A recent CinemaScope installation was made at the Cinderella Theatre, Williamson, W. Va., owned by Louis Shor and Hymie Banks. . . . John Gregory of the Far Hills Theatre, Dayton, was handicapped for several weeks with a leg ailment but is now much improved. . . . Two more theatre closings were reported in the coal mining sections of W. Va.—the Lorado, Lorado, owned by Mrs. Clemens, and the Monroe, Union, owned by Mrs. A. B. Caldwell. . . . Frank Weitzel's booking and buying service in Cincinnati has been selected to service the new drive-in now under construction on Route 27, Alexandria, Ky., by M&M Theatres. . . . UA's "Adventures of Robinson Crusoe," with "Return to Treasure Island," played a simultaneous first run in eight subsequent run theatres in Columbus, and although booked for four days in each house, did so well, they remained for a full week.

Watch These Dates!

Sept. 16: Westchester—Vernon Hills Country Club annual golf tournament of the N. Y. entertainment industry.

Sept. 21-23: Kiamesha Lake, N. Y.—Allied Theatre Owners of N. J. convention—Concord Hotel.

Sept. 22-24: San Antonio—Texas Drive-In Theatre Owners Assn. convention—Plaza Hotel.

Sept. 28: Missoula, Montana — Montana Theatre Owners Association.

Sept. 28-29: Kansas City, Mo. — Kansas-Missouri Theatre Association — Hotel President.

Oct. 10-11: Milwaukee—Allied States Assn. fall board meeting—Schroeder Hotel.

Oct. 12-14: Milwaukee—Allied States Assn. annual convention — Municipal Auditorium.

Oct. 27: Kansas City—Allied ITO of Kansas-Missouri—Hotel Aladdin.

Oct. 30-Nov. 4: Chicago — Theatre Owners of America convention—Hilton Hotel.

Oct. 31-Nov. 4: Chicago — TESMA Trade Show—Conrad Hilton Hotel.

Nov. 7-8: St. Louis-Missouri-Illinois Theatre Owners convention—Chase Hotel.

Nov. 14-16: Charlotte—Theatre Owners of N. and S. Carolina—Hotel Charlotte.

Nov. 16-17: Indianapolis — Allied Theatre Owners of Indiana fall convention—Marott Hotel.

Nov. 17: New York—Motion Picture Pioneers annual dinner—Hotel Astor.

Nov. 21-23: Jacksonville—Motion Picture Exhibitors of Florida convention—Roosevelt Hotel.

Dec. 5-7: Oklahoma City—Theatre Owners of Oklahoma convention.

Dec. 6-8: Memphis, Tenn.—MPTO of Arkansas, Mississippi and Tennessee — Gayoso Hotel.

Dec. 7: Boston — Independent Exhibitors, Inc. Convention—Hotel Bradford.

DALLAS

Joe M. Hackney, owner of the Plaza Theater in Canton, Tex., has equipped his theater for CinemaScope pictures. . . . Alfred N. Sack advises from Hollywood that he has acquired the German film drama "Desires" for an early Oct. showing at Dallas' Coronet. . . . When Tony Curtis arived in Dallas to beat the drums for "Black Shield of Falworth," even optimistic Interstate officials were surprised at what happened. Some 2,000 theatre fans of all ages mobbed the area around the Palace Theater, his first night stand, and a special detail of city police helped handle automobile and pedestrian traffic.

"This is Cinerama" is reported going great guns at the Melba. On the weekend, the theater expected to sell its 100,000th ticket. . . . It's almost as if a way of life has gone since "The Living Desert" left Dallas—but not before Manager J. A. Cain greeted a surprised customer with presents as the 150,000th customer in the "Desert's" 16th week at the suburban Esquire Theater. Film moved from the 900-seat theater after 18 weeks and sale of nearly 180,000 tickets in all.

DENVER

The Paramount will telvise the Metropolitan Opera opening on the screen Nov. 8, with the Denver Symphony orchestra assisting in the ticket sales and sharing in the profits. . . . Joe LeVee, Warner salesman underwent major surgery at the Rose Memorial hospital. He asked his friends not to send flowers, but to donate to the March of Dimes instead. . . . John Lindhart, 44, who formerly managed the Broadway, Aladdin, Bideawee, and later was asst. mgr. at the Denver, passed away. . . . About 250 attended the demonstration of Prospecta Stereophonic sound at the Orpheum, with Henry Friedel, Metro branch mgr., acting as host.

Atlas Theatres are installing CinemaScope and full Stereophonic sound in the Ritz and Gothic, Denver; Lamar, Lamar, Colo.; Golden, Golden, Colo., and the Granda, Monte Vista, Colo. . . . National Theatre Supply branch is taking over about 15 feet of the building next door, the front end of which will be fitted up as a private office for Joe Stone, branch mgr. NTS will take over the entire second floor of that building, and Civic Theatres will have the remainder of the first floor. . . . It had been reported that Jack Cohan was coming in from Minneapolis to be a 20th-Fox salesman, but later reports revealed that he changed his mind.

V. J. Dugan, 20th-Fox branch mgr., was operated on at Methodist Hospital, Rochester, Minn., and is doing nicely. He expects to be in the hospital until Sept. 7. . . . Gene Roberts, son of John Roberts, Ft. Morgan, Colo., theatre owner, will enter officer training school at Ft. Sill, Okla. early in Jan. During his vacations, Gene has been managing one of the drive-ins owned by the family.

DES MOINES

At a one-day meeting presided over by state president Al Myrick, members of AITO of Iowa and Nebraska lashed out at attempts to levy city amusement taxes as proposed by the American Municipalities Assn. Iowa does not now have an enabling act, and theatre owners plan to contact state representatives to avert any legislation which might create such a law. Leo Wolcott, board chairman, reported on the national meeting at White Sulphur Springs, emphasizing the new Emergency Defense Committee set up by the National Board. The group unanimously endorsed the program, condemning high film rentals and the "phony print shortage that is being used to set up illegal clearances." Additional meetings to stress the Enabling Act question and EDC were scheduled for Sept. 7 at Mason City; Sept. 9, Omaha; Sept. 10, Parkston, S. D.

In a recent state tax commission report on retail sales tax collections, Iowa movie houses reported nearly 4 million dollars worth of business in the first quarter of the year, but the volume was off more than $250,000 from the same period last year. . . . Mr. and Mrs. James Watts, owner of the Watts Theatre in Osage, have completed an apartment over their theatre in which they are now living. Feature attraction of the living quarters, at least to their son, Bill, is a room wired for sound, with a window overlooking the theatre, so that Bill can watch the late movie! . . . Milo Svendsen, owner of the Swea City Theatre, announced installation of a new Glow-Lite screen, new seats and redecoration of the building's interior. . . . The Grand Theatre in Keokuk was closed Sept. 2 for installation of CinemaScope and general rehabilitation. In addition to the new screen, theatre will have a magnetic stereophonic sound system and anamorphic lens utilizing the Super Panathar.

Town Theatre in Cedar Rapids has closed after almost 50 years of operation. It was the first theatre in Cedar Rapids to convert from stage to film presentation and has operated under three names—the Delphis, the Rialto and the Town. J. D. Siegel had been the most recent operator. . . . Leo Wolcott, exhibitor at Eldora, attended the National Allied board meeting and West Virginia Allied convention in White Snlpher Springs, Va. . . . Jim Logan, owner of the Forest Theatre in Des Moines, recently scheduled a stage show at his theatre, featuring Lola Dee, Mercury Records star. . . . L. J. Numeyer reopened the theatre at Breda and the Lyons Club has taken over sponsorship of the Jessup Theatre and reopened its doors.



Picture "bride" Betty Carr, from M-G-M's Ansco-Color "Seven Brides for Seven Brothers," and Abe Blank, president of Tri-State Theatres, Des Moines, seem to be getting a kick out of one of the much-talked-about trade ads for the picture.

DETROIT

Wisper and Wetsman were hosts to local distributors at their annual fish fry, with W. C. Gehring, Fox gen. mgr., flying to attend. . . . Claude Sanderson, former mgr. of the Van Dyke Theatre, has moved to Birmingham. . . . Kilbride Circuit is giving up the Alhambra, which they operated for many years, to be taken over by the realty interests. . . . Michigan Theatre celebrated its 28th anniversary with a huge birthday cake and a week-long showing of a 1926 newsreel—a special gift from Warner Brothers. . . . Film salesmen of the upstate territory were the guests of Reg and Richard Ashmun, eircuit owners, at an annual clambake.

Joseph Busic is installing CinemaScope in all houses of his western Mich. circuit. . . . Ruby Goldstein, mgr. of the Booker T Theatre, died suddenly from a heart attack. William (General) Graham has been temporarily assigned to replace him. . . . Boris Bernardi, mgr. of the Roosevelt, returned to the legitimate theatre as mgr. of the road-show company of "Oklahoma." . . . East Side Drive In is facing a demand for censorship in the suburb of Harper Woods, where it is located, to protect, not the customers, but folks outside who wateh the screen from their homes or nearby curbs. . . . Don Fitzsimmons, former operations mgr., has taken over as pres. of Theatre Trucking Service, with his brother Richard now the v.p. and secy.

Samuel Mazell, former partner in the Virginia Park Theatre, has decided to drop out of show business. . . . Saul Korman has done a thorough redecorating job on the former Littman's People's Theatre, recently a church, which he is reopening as the Gold Coast Theatre. . . . Bernard Brooks, supervisor for Affiliated is convalescing at home following recent hospitalization. His brother, Elton Samuels, who owns the Pontiac Drive-In, has just set the first outdoor booking in Mich. for "Gone with the Wind."

Earl Cook and Vernier Gage, new names in show business here, are reopening the Reading Theatre at Reading, with Clive Waxman of Grand Rapids handling the buying and booking. . . . The RKO Uptown Theatre is being renamed the Six Mile Uptown, folfollowing acquisition by Joseph J. Cavanaugh and Associates. . . . Arthur MaeColl, former downtown theatre mgr., is the new film director of CKLW-TV, now under construction across the river at Windsor. . . . "The Human Jungle" has been set to open at the Broadway-Capitol, Detroit, on Oct. 6 and will be given a saturation booking in the entire Butterfield Circuit.

HOUSTON

New produetion of "Magnificant Obsession," Loew's, confusing Houston moviegoers. With so many theatres playing yesteryears, such as "Gone With The Wind," "Best Years of Our Lives," "Pinocchio" and "Duel In The Sun," people think it's a reissue. . . . The International Drive-In Theatre Assn., headed by Claude Ezell, will meet with the Texas group at a convention being held at the Plaza Hotel, San Antonio, Sept. 22-24. . . . Uptown Theatre is again open to Houston moviegoers. According ot mgr. Fred Cannata, Sr., theatre has a complete new air-conditioning system plus new seats and a paint job. It had been elosed because of fire that destroyed adjoining garage, causing some damage to Uptown.

El Rancho Drive-In, Midland, offers free admittance to children under 12 Sunday thru Thursday. . . . "Duel In The Sun" at Metropolitan, Houston, on new wide-screen, promises to be more spectacular than first showing some seven years ago. . . . French film "The Moment of Truth" Academy, Houston, advertises—"for adults only." . . . "Lili" back home to River Oaks Theatre for second showing by popular request. . . . Speeial road show engagement of "The Caine Mutiny" at Majestic Theatre, according to George Young, asst. adv. director of Interstate Theatres, gave best showing of any picture since "From Here to Eternity."

KANSAS CITY

Lyric Theatre, Wellington, Kans., owned by the Bill Stevensons and operated by Mr. and Mrs. Wilbur Denny, Jr. has been remodeled. . . . Top Talent, Inc. leased the Jewel, former Fox-Midwest theatre at Springfield, Mo., for stage presentations ealled Ozarks Jubilee. . . . State Theatre at Cabool, Mo., owned by Mildred Rauth, has new sound equipment and CinemaScope. . . . Liberty Theatre at Horton, Kans. has new screen and lenses. . . . CinemaScope has been installed in the Blair at Belleville, Kan.; Basil Fogelson's Uptown at Marceline, Mo.; Harley Fryer's Plaza, at Lamar, Mo.; Virgil Harbison's Tarkio, Mo. Theatre and the Liberty at Malden where Herman Ferguson is mgr.

The Booth at Rich Hill, Mo., has been remodeled and equipped with a new marquee, wide screen and CinemaScope. . . . Irwin Degonia and Wm. Barden improved the screen tower of the Killarney Drive-In and added CinemaScope and new equipment. . . . Winford Garner, owner of Midway ozoner at Dexter, Mo., installed new screen and stereophonic sound. . . . The tower of the 61 Drive-In at Pevely, Mo., was blown down and the entrance damaged in a wind storm. Herbert P. Hartstine is mgr. . . . Terrace Drive-In on E. 50 Highway at 71 By-Pass near K.C. has been offering an 8-unit show, 4 features and 4 cartoons.

LOS ANGELES

The Capri Theatre, San Diego, was formally opened by Burton Jones, who also owns the Helix in LeMesa. The Capri was formerly operated under the Fox banner as the Egyptian. . . . Margaret Murphy, Warner secy, was wearing an engagement ring presented to her by Roy Muddell. . . . Back from the company's first sales convention in New York was Alex Cooperman, western div. sales mgr. for IFE Releasing Corp. . . . In town on a buying and booking expedition was Lloyd Katz of the Sperling Theatres in Las Vegas. . . . John Evans, Navy motion picture booker, was recently elected commander of the American Legion Post, Beverly Hills.

Sero Amusement Co. has broken ground for a 650 car drive-in located between Pomona and Ontario. . . . George Page resumed operation of his Fair Oaks Theatre in Arroyo Grande. . . . Jack Jacobs, National Screen, re-entered the Midway Hospital to undergo additional treatment for his eyes. . . . Jack Berman, head of the Berman Theatres, returned with his wife from a European tour of several weeks.

Taking over ownership of the Park Theatre in Tucson from Paul Robinson, was William Dumes. . . . One of the first drive-in theatres in Southern Calif. being especially equipped to accommodate wide-screen projeetion is the Sundown, located in the Whittier area; currently under construction by Hugh Bruen, veteran showman. . . . The ozoner represents an investment of over $400,000. . . . Don McLaren, for many years with the J. C. Filbert Co., has joined Manley Pop-corn Co.

MIAMI

Sonny Shepherd is greatly disappointed because what has been great business for the Carib and Miami theatres on Championship Fight Nights might be out; due to previous commitments on the Cable. . . . Harvey Brower who was asst. mgr. at the Embassy going over to the Variety in the same capacity. . . . Jesse Beekley is now asst. to Sam Rowland at the Boulevard Theatre. . . . Wometco's T.V. station News Direetor is handing out eirgars: It's a son named Ralph Apperson Renick, Jr. . . . Millie Billick who cashiered at the Normandy Theatre has been elevated to asst. mgr. Wide screen going into the Normandy.

Curtis Miller down Tampa to become Supervisor of all the Claughton Theatres. . . . Joe Colson who was usher at the Coral Theatre has been promoted to trainee asst. mgr. at the Gables. . . . A 400-car Drive-In is being readied in Naples, with Joe Hornstein installating all the equipment, including wide screen and many new innovations.

MILWAUKEE

The state enabling act which would permit municipalities to enact admission tax laws was a major topie for discussion at the summer session of Wisconsin Allied in Wausau,



Second sneak preview of Warner's CinemaScope-Technicolor "A Star Is Born" at Encino Theatre finds a thousand Garland fans who were unable to buy admission to the crowded theatre applauding arrival of Jack L. Warner, Judy Garland, producer Sidney Luft, director George Cukor and distribution chief Ben Kalmenson.

MILWAUKEE (cont'd.)

Aug. 31. It is understood that the state legislature will give serious consideration to this measure at its next session. . . . Milton Harmon is now managing the Wisconsin Theatre here. He formerly was at the Uptown. . . . The Oakland theatre here will be remodeled into arena-style with 300 seats ranged all around the stage. The theatre has been leased by a newly formed professional repertory theatre sponsored by Drana, Inc. . . . Westfield theatre in Westfield, run by Bill Price, had the outside all painted. . . . Spiro Papas circuit using Tues. and Wed. buck nights at the Kino Outdoor Theatre, Kenosha, where they recently installed CinemaScope screen. Also trying it out same nights at the Westgate Drive-In, Racine.

MINNEAPOLIS

A "CinemaScope Under the Stars" theme is being used to promote wide screen presentation at the Rochester Outdoor theatre, Rochester, Minn. Theatre is specializing in CinemaScope productions, showing them every night except Tuesday, according to Paul Berg, mgr. . . . Three men who admitted burglary of the neighborhood Nile on June 3 were sentenced in district court here. The trio broke into the theatre and damaged windows, doors and cabinets in a futile search for money. . . . Bob Karatz, coowner of the loop Gopher and head of Badger Outdoor Theatres, is back from a booking trip to Milwaukee. . . . Ted Mann, operator of the World theatres in Minneapolis and St. Paul, is back from New York. . . . Leo Doty, office mgr. at Universal, was hospitalized for a checkup.

A trio composed of Francis Cannon, Richard Blestrud and A. Blikre will build a new 400-seat Tioga theatre at Tioga, N. D., replacing the old house. Theatre, which is expected to open in Oct., will be equipped with CinemaScope and stereophonic sound. . . . CinemaScope equipment and stereo sound have been installed in the Staples, Staples, Minn.; Bay, Ashland, Wis.; Cozy, Wadena, Minn.; Lake, Moose Lake, Minn.; Lesdan, Fosston, Minn.; and Rose, Underwood, N. D. . . . Optical CinemaScope (single track sound) has been installed in the Family, Pine City, Minn.; Park, Clarissa, Minn.; and Durand, Durand, Wis. . . . Construction has begun on a new $75,000 Universal exchange building on film row which will be ready for occupancy about Feb. 1. . . . Ruth Dietz, booker at Columbia, left the exchange.



Rear Admiral John M. Hoskins, popularly known as the Peg-Leg Admiral since the loss of his leg at Leyte, arrives in New York for discussions with John Auer, Republic director. The story of his life is scheduled to go before the cameras at Republic Studios on Oct. 1st.

FILMS TELEVISED Aug. 21 to Sept. 3

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original release date
The Ballerina	Ann Dorvak	Burstyn-Mayer
Buffalo Bill's Days	Sunset Carson	
Cappy Rock Returns	Ray Walker	Rep. 9-10-35
Girl In A Million	Joan Greenwood	Distinguished Films 3-1-50
Jennifer Hale	Paul Blake	
Passenger to London	John Warwick	
Rocky Mountain Rangers	Bob Livingston	Rep. 5-31-40
Scotland Yard Reporter	Oliver Burt	
Tell It To A Star	Alan Mowbray	Rep. 8-24-45
Ticket To Paradise	Wendy Barrie	Rep. 6-25-36
Trails Of Vengeance	Jim Brown	
Tuna Clipper	Roddy McDowall	Monog. 3-15-49

NEW HAVEN

The 4,200-seat State Theatre, Hartford, combination film-vaudeville house owned and operated by the Harris Bros., will relight over the Sept. 10 weekend, with M-G-M's Esther Williams headlining stage revue. . . . Sal Adorno, Jr. has announced plans for a penthouse-type projection booth atop the concession building at his first drive-in venture, being built on the Saybroock Rd., outside Middletown. . . . Norwalk Drive-In, Norwalk, operated by Lockwood & Gordon, increased its admission from 70 to 80¢. Area drivein units have been charging from 60 to 70¢. . . . John Findley, who has operated the Strand Theatre, Mystic, Conn., for quarter of a century, is bowing out and house is being leased to Mary Jane Fox. Findley's interests in the Central and United theatres, Westerly, R. I., are being sold to his partner, Morris Pouzzner.

Frederick H. Frink, recently asst. mgr. of the Sutton Theatre, New York, has been named mgr. of the independent Colonial Theatre, Southington. . . . W. W. Lucas, stage mgr. at the Stanley-Warner Garde, New London, and for many years pres. of IATSE Local 439 in that city, is marking his 55th year in show business. . . . The Art Theatre, Hartford, first-run foreign film outlet of Hartford Theatre Circuit, will relight on Sept. 10, following extensive remodeling and installation of wide-screen. . . . Stanton Griffis, chairman of the executive committee of Paramount Pictures, has been named to the board of trustees of ASFTA (American Shakespeare Festival Theatre and Academy) of Conn.

Harry Brandt, in conjunction with Melvin Miller, took over operation of the 2,000-seat Palace Theatre in Stamford from Mrs. Mary Vuono and her son William. Extensive refurbishing is contemplated. The Brandt-Miller combination presently operates the Plaza and Ridgeway theatres there. All are first-run situations. The pair also took over operation of the Middletown Drive-In, Middletown, which accommodates 780 cars.

NEW YORK

Seymour Moses announced his resignation as Operations V.P. of Fine Sound, Inc. and Perspecta Sound, Inc., effective Sept. 1. Moses was affiliated with both companies since the beginning of this year. . . . After a refurbishing job, Trans-Lux will reopen the Hastings Theatre in Hastings-on-the Hudson, which has been closed for the past three years. It will be under the management of Mrs. Eugene F. Russell and Mrs. James K. Mooney, well known for their activities in local community affairs. . . . The home office of RKO Theatres will be moved to the Mutual Life Bldg. this winter.

Ann DeRagon, mgr. of the Paramount in Plainfield, N. J. won top weekly prize money in opening week of the Walter Reade "President's Drive." Joseph Sommers, mgr. of The Broadway in Kingston, N. Y., and Robert Hynes, mgr. of The Mayfair in Asbury Park, N. J., tied for second place. George Kemble, mgr. of the Strand in Perth Amboy, N. J. was winner in the second week's competition and two special prizes were awarded to John Balmer, city mgr. in Plainfield, and Frank Dean, mgr. of the Woodbridge Drive-In, Woodbridge, N. J. . . . Local bingo upsurge was stymied by police in Bklyn.

"The Barefoot Contessa" will have a gala world premiere at the Capitol Theatre Sept. 29 and will benefit CARE. . . . Frank Costa, mgr. of the Warner Theatre, Ridgewood, was selected as first prize winner for the month of July in "Fabian's Fabulous Forty" national manager's contest. Second and third prizes were awarded to Al Barilla and Adolph Finkelstein, respectively, and equal awards for fourth, fifth and sixth places were shared by mgrs. Fred Dressel, Capitol, Newark; Andy Garofalo, Royal, Bloomfield; and Bernie Silverman, Branford, Newark.

"Seven Brides for Seven Brothers" has joined the small select group of "million dollar pictures" to play Radio City Music Hall. It grossed $1,000,768 in six weeks and four days. . . . Louis Weinberg, Columbia sales executive, passed away suddenly two days after he had celebrated his 65th birthday.

PITTSBURGH

Ralph Pielow, Metro exchange manager, underwent a third operation at the St. Clair Memorial Hospital. . . . Wheeling Downs set aside one of its races on Aug. 27 as "This Is Cinerama Purse." . . . Jimmy Hendel, United Artists exchange mgr., lost his father-in-law, Henry C. Howell of Brooklyn, only a few days after his brother, Harold Hendel passed away. . . . Mrs. Alma Lype, former mgr. of the Whitehall and now in the Stanley-Warner contact office, became a grandma for the fifth time. . . . Sidney Jacobs, Pittsburgh mgr. of Stanley-Warner Management Corp., died. He was employed by the theatre chain for the past 25 years.

PORTLAND

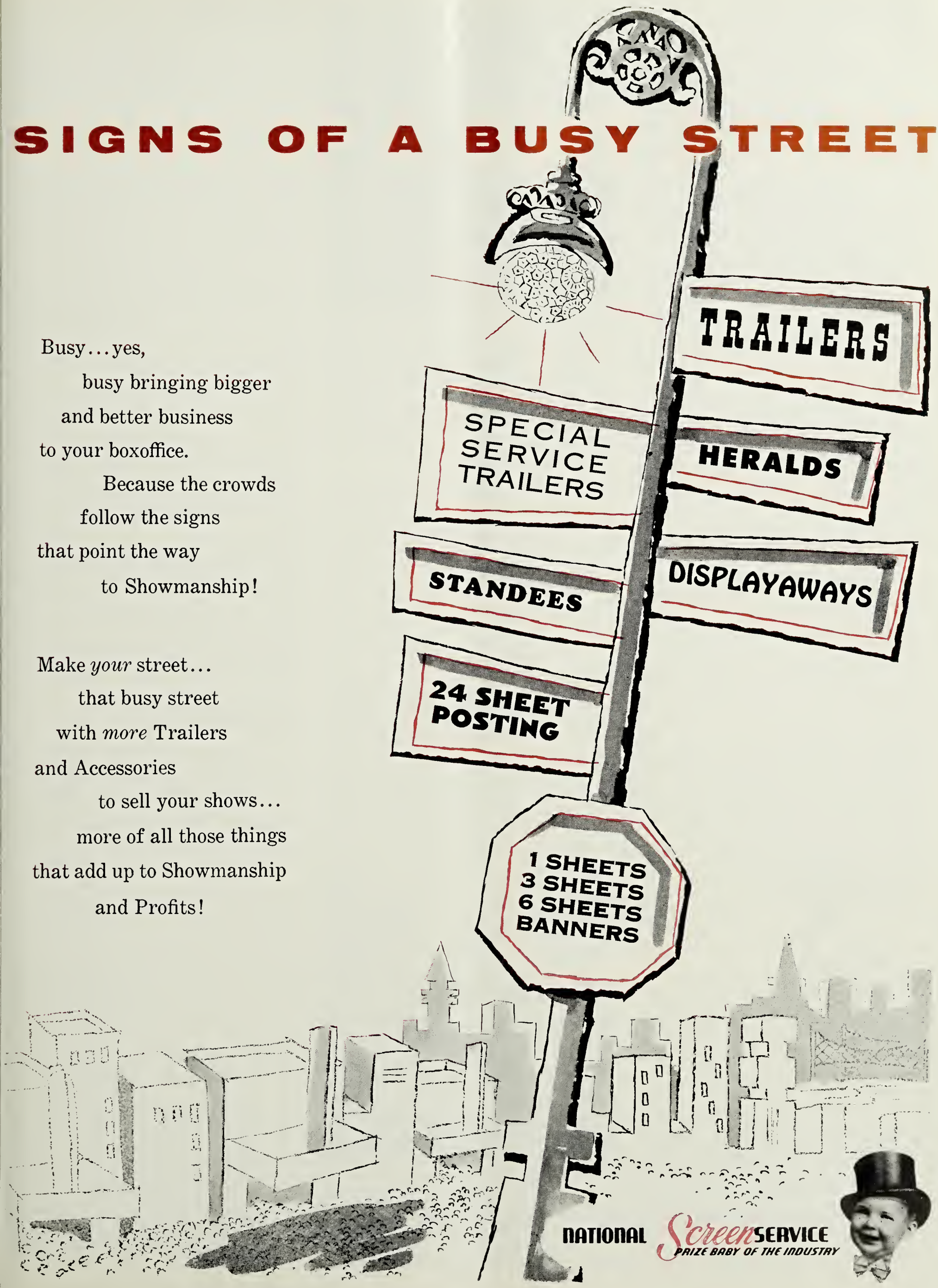
Frank A. Willard and wife, who for some years, past have operated the Parkland Theatre, Parkland, Ore., were sentenced for tax

(*Continued on page* 26)

SIGNS OF A BUSY STREET

Busy...yes,
busy bringing bigger
and better business
to your boxoffice.
Because the crowds
follow the signs
that point the way
to Showmanship!

Make *your* street...
that busy street
with *more* Trailers
and Accessories
to sell your shows...
more of all those things
that add up to Showmanship
and Profits!



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

PORTLAND (cont'd.)

evasion—Frank for two years in prison and the Mrs., a year and a day. The couple was also fined $4,000 plus more than $900 court costs. Their tax evasion was $6,700 in 1946 and 1947. . . . The nation's largest outdoor CinemaScope screen, measuring 104 x 70 feet was installed at the Family D-I, Portland, according to mgr. Paul LaRiviere. . . . Lew Metzlaar, formerly with Columbia and booker for some ten years with Evergreen, Portland, retired. . . . Samuel Benton Collard, 72, veteran motion picture theatre operator, died after several years' illness. He was a native of Dayton, Ore.

Dick Edge has resigned as Sweet Home (Ore.) mgr. for Jesse Jones circuit to join Hallmark productions. . . . Herman Wobber of San Francisco conferred with RKO exchange officials here. . . . Dwight Long, producer of "TangaTika" conferring with Marty Foster, re early showing of picture at Guild Theatre. . . . Bert Gamble named mgr. of Evergreen's Oriental theatre in Portland. . . . Don Cameron and Eddie Lane are now joint managers of the Capital Theatre in Portland. . . . Temporary closing of the 1,200-seat United Artists Theatre, Portland, was announced by Mrs. J. J. Parker, pres. of the Parker chain, who advised that decision was based on lack of top quality pictures suitable for showing at that house. Reopening is expected late this fall.

SALT LAKE CITY

Mgr. Marvin George of the Capitol enjoyed capacity business in diverting the regular movie fare to the stage presentation of the N. Y. success, "The King and I" for six performances. "Gone With The Wind" was not held more than four weeks because of this prior commitment. . . . "One Summer of Happiness," in its 9th week at Irving Gillman's suburban World Theatre, is advertised as for "adults only." . . . Harold Chesler of the Princess Theatre at Bingham, Utah, is enjoying added business during the celebration there called "Bingham's Galena Days." The newest achievement of Tower Theatre mgr. Philip A. Speckart's "Golden Rule" instigation, is a safety film titled "A Day in Court," which dramatizes the tragedy



Chief Boy Scout executive Arthur A. Schuck and Michael Freedman, pres. of Comprehensive Services (seated l. to r.), are shown approving the exploitation and distribution campaign submitted by Exploitation Productions Incorporated for the recently completed color feature "Jamboree," made in cooperation with the Boy Scouts of America. Looking on (l. to r.): Jack H. Harris, v.p. and gen. sales mgr., and Louis W. Kellman, EPI prexy.

and cost of traffic accidents, made by the local International Harvester Co.

Salt Lake City and County as well as Ogden, Utah, outlawed pin-ball gambling games, which should help increase movie patronage. . . . Salt Lake City's third television station is to be on the air by Sept. 28, according to the new KUTV (Ch. 2) officials. . . . Any and Tommy Floor, operators of the Star Theatre, recently installed a wide-screen and renovated the house. . . . Installation of CinemaScope and stereophonic sound at the Fox Screening Room has been completed.

U-I branch mgr. C. R. (Buck) Wade is booking "Bengal Lancer" in all key situations commenting Oct. 15 in the Rocky Mountain area. . . . Dale Haslam, U-I booker, replaced Gene Bowels who recently resigned. Dale's position was filled by Dave Wilkins, and Art O'Connell was added as a new booker.

B. F. Shearer Co. of Seattle announces, installation of CinemaScope in the following Montana theatres: The Gaiety-Ronan at Ronan; Roxy at Choteau; Ellen at Bozeman, and the State Theatre at Livingston.

SEATTLE

B. F. Shearer Co. of Seattle announce installation of CinemaScope in the following Pacific Northwest houses: The Columbia and Green Lake theatres of Seattle; Roxy of Everett; the Temple, Proctor St. and Community theatres of Tacoma; Capitol and Olympic of Olympia; Moonlite Drive-in of Bellingham; North Bend Theatre of North Bend, Wash., and the Lakewood Theatre at Lakewood, a suburb of Tacoma. They also announces installations of CinemaScope in the following Eastern Washington theatres: Big Sky Drive-In in Pullman; Sky-Vu at Richland; Vale at Cashmere, Washington and Dishman at Dishman near Spokane.

An encouraging development is an announcement by Fred Danz, gen. mgr. of Sterling Theatres, that they will reopen their Crest Theatre in Seattle; Gateway in Kirkland, and Elwha in Port Angeles, Wash. within a month. Danz also stated that several theatres running on a part time schedule will be opened in the near future. . . . In Spokane, "Motor In Drive-In" and the Dishman Theatre, have sold a controlling interest in their properties to Joseph J. Rosenfield, pres. and gen. mgr. of Favorite Theatres. The Motor-In will be renamed the East Trent Drive-In. . . . Recent personnel changes in Evergreen's chain: Vic Gauntlett, on exploitation for many years, retired; James Keefe of Orpheum Theatre, Spokane, resigned; Carl Mahne. theatre construction specialist, resigned.

L. O. Lukan, part owner and mgr. of the Green Lake Theatre, a Seattle suburban house, moved from a part-time schedule to full time on Sept. 2. CinemaScope and stereophonic sound have been installed. . . . The Garland Theatre, Spokane, was closed temporarily for installation of new equipment, including CinemaScope, wide-screen, stereophonic sound, foam rubber seats and new furnishings throughout.

WASHINGTON

Jack Fruchtman, chief barker of the local Variety Club and operator of 6 theatres in nearby Maryland, took over the New Theatre in Baltimore on Sept. 1, according to joint announcement by Fruchtman and Morris Mechanic. Mechanic has owned and operated the theatre for 25 years. . . . The 3,432-seat Loew's Capitol here has signed up for the closed-circuit Marciano-Charles Sept. 15 telecast, according to Orville Crouch, Loew's Eastern div. mgr. Tickets, on a non-reserved basis, will be set at $3.50 for orchestra and balcony, and $4.00 for the mazzanine, tax included.

Winner of the "George A. Grouch" award to the one manager who did the best over-all job in the recent six months "Real Job Drive," went to Edward Purcell, mgr. of Stanley-Warner's Virginia Theatre, Harrisonville, Va.

Aug. 26 was opening date of the newest Redstone Circuit drive-in, called the Lee Highway and located in Fairfax County, Va.



Count Me In!

☐ **Golf-Lunch-Dinner $20.00** ☐ **Lunch & Dinner $15.00** ☐ **Dinner $10.00**

Here is my entry for the Entertainment Industry's Golf Tournament to be held Thursday, September 16th at the Vernon Hills Country Club, Tuckahoe, New York.

Name .....

Address .....

The Committee

Chas. A. Alicoate, Chairman, Marvin Kirsch, Co-Chairman, Treas.; Orrin Dunlap, Sid H. Eiges, Edward L. Fabian, Wm. German, Dave J. Jacobson, Edward Lachman, Martin Levine, Burt Robbins, Ted Sullivan, Robert M. Weitman, Chris J. Witting, Max Youngstein, Francis X. Zuzule.

Fill in and mail to Marvin Kirsch, Treasurer, Golf Tournament, 1501 Broadway, New York 36, N. Y.

"Caesar" Runs Resumed

Resumption of playdates for "Julius Caesar" will be made next month by M-G-M to coincide with the re-opening of schools. Promotion and advertising methods that proved successful prior to the summer recesses will be followed in the new bookings, the company disclosed. Emphasis will be made on exploitation in schools and colleges.

Filmakers Pledge Nine Pix In '55

HOLLYWOOD ...on the wire

RICHARD BERNSTEIN, *Editor*
Hollywood Offices:
4225½ Lockwood Ave.,
Hollywood 29. Tel.:
Normandie 2-6494

An assurance of nine features for distribuion from now through the end of 1955 was made this week by Collier Young, head of Filmakers, Inc., independent producing company, at a conference with the trade press during which he detailed the workings of an unique selling organization.

Concurrent with Young's announcement came news from the Coast that Edward Small, another independent, will finance a series of 12 features for release at the rate of four per year. Both the Small and Young deals involve profit-participation of the stars and directors in order to obtain the services of top creative talent.

Young and Filmakers distribution chief, Irving Levin, said that four pictures will be released under their corporate banner by the end of this coming winter: "Private Hell 36," "Mad at the World," "Crash Out" and another, as yet untitled.

Sixth Untitled

The above, plus an additional six, which will be made in 1955, are financed under an unique arrangement in which exhibitors are supplying collateral via booking the pictures prior to production.

According to Levin, Filmakers takes an ad in a trade paper which lists cast, title, credits and story line for a project. The ad carries an invitation for exhibitors to submit bids for engagements of the picture.

For "Private Hell," which the firm will put into release Sept. 15, approximately 2,000 answers were received from the ad. The firm chose approximately 1,000 of these with which to conduct business. Theatres fell into either the circuit or independent category and contracts for bookings were determined by terms of bid and cash guarantee offered, Levin stated.

A tentative release date, which "Private Hell" met on the nose, was also furnished exhibitors, along with a synopsis of the picture, Levin explained.

All forthcoming Filmakers pictures, added Young, will be financed in such manner with a cash cost of approximately $250,000 each production.

Distribution Arranged

Distribution area-by-area will in some regions be conducted by Filmakers' own offices; in other territories by snb-distributors working on a percentage basis.

Young disclosed that the firm's "exhibitor guarantee plan" has received the support of top United Paramount Theatres officials. Many UPT affiliate theatres have contracted for showings of "Private Hell."

Young added that the Chemical Bank and Trust Co. has hailed the Filmakers system as a new form in which production collateral can be raised.

The Edward Small arrangement involves productions by the producer-writer-director team of Clarence Greene and Russell Rouse. Pictures will be completed before being offered for distribution to major companies on the basis of competitive bids.

Three stories are ready for the cameras at present, the Small disclosure noted: "The Last Notch," "Solomon and Sheba" and "Timbuktu." Announcement of talent will be made shortly.

Tony Curtis will star in "The Purple Mask," which Producer Howard Christie will put before the Technicolor cameras Oct. 1. It is laid in France at the beginning of the 19th Century and concerns the activities of the "chevalier of the purple mask" whose deeds liberate a band of Royalists forced into hiding by Napoleon.

* * *

Cornel Wilde has purchased for his company, Theodora Productions a novel, "Down," by Walt Grove, which has been published by Dell Publications. Wilde plans to produce the melodrama, which is localed at a U.S. Air Force observation station in the Artic Circle, as a co-starrer with his wife, Jean Wallace, in 1955. This is the fourth property to be acquired within the past six months by Wilde for Theodora, others being "Lord Byron" by Frank and Doris Hursley, "Curly" by Alan Marcus, and "Second Act Curtain" by Leo Lieberman.

* * *

"The Young Virginians," the story of the youngsters who fought under Stonewall Jackson during the Civil War, and who in the course of a few months turned from skylarking boys to veteran soldiers at Appomattox, has been placed on Columbia Pictures' 1955 slate, executive producer Jerry Wald announced. Laurence Stallings is writing the screen play based on James Warner Bellah's "Tales of Valorous Virginians," which is in book form and was published in the "Saturday Evening Post."

* * *

William Wyler has chosen Raymond Burr for one of the major roles in his forthcoming production of "The Desperate Hours" with Humphrey Bogart and Fredric March starred. Joseph Hayes is at work now adapting the screen play from his best-selling novel. . . . Alan Ladd's Jaguar Productions engaged Sydney Boehm to write the screen play for "The Darkest Hour," William P. McGivern novel recently acquired by Jaguar. Boehm wrote Ladd's big 1948 hit, "Branded" at Paramount. Boehm has scripted "The Raid" for Panoramic 20th Century-Fox and is currently winding up the screen play of "The Girl in the Red Velvet Swing."



Kenneth Dodson (left), author of "Away All Boats," which has been purchased for film production by Universal-International in 1955, confers in Hollywood with Ted Sherdeman (center), writing the screenplay, and Howard Christie (right) who will produce. Dodson is making a pre-production key city tour on behalf of the book and the picture.

* * *

John H. Auer will produce "The Admiral Hoskins Story" for Republic this fall as well as direct. Auer just returned from New York where he met with Admiral Hoskins, who gave Auer his complete approval of the screen play based on his war record. . . . An "in memorium" tribute to Irving Pichel will be carried on the end title of his directorial assignment, James K. Friedrich's Century Films production, "Day of Triumph," Spencer Lees, associate producer announced.

* * *

Ginger Rogers will star in Columbia's "Dead Pigeon," picturization of Leonard Kantor's hit Broadway play, which goes before the cameras Sept. 8 with Phil Karlson directing. Miss Rogers has just completed the lead role in "Black Widow" at 20th Century-Fox. This will be her first film at Columbia since 1947, when she starred in "It Had To Be You." The screen play for the film has been written by William Bowers.

* * *

Universal-International has negotiated a second multiple-picture deal with Rory Calhoun under the terms of which the actor will appear and be starred in at least two U-I films in 1955, with an option for the third. Calhoun is currently starring in "The Looters," now on location in Colorado Springs, Colorado with Julia Adams as Calhoun's leading lady.

* * *

Purchase of Kenneth Perkins "Colliers'" magazine story, "Bow Tamely To Me," and the signing of Barbara Stanwyck to star in the principal femme role, was announced by Producer Benedict Bogeaus, who will produce the feature for RKO distribution. Filming in Technicolor and SuperScope is slated to begin Oct. 1. Casting is now underway for two top male stars to share the romantic interest. Miss Stanwyck just completed starring in the RKO-Bogeaus production, "Cattle Queen of Montana,"with Ronald Reagan co-starred.

* * *

Chill Wills returns to Republic for a featured lead in "Timberjack," which stars Vera Ralston, Sterling Hayden, David Brian and Adolphe Menjou under the direction of associate producer Joe Kane. The film will be shot in Trucolor on location in Montana Sept. 7. The film is based on the novel of the same name by Dan Cushman, the screen play was written by Allen Rivkin. Studio's "Magic Fire," rolls Sept. 11th in Germany under the direction of William Dieterle, who is also producing. Star lineup includes Yvonne De Carlo, Rhonda Fleming, Carlos Thompson and Rita Gam with Alan Badel playing Richard Wagner.

* * *

Hal Wallis' next film for Paramount will be "The Rose Tattoo." Wallis also announced that he has signed Shirley MacLaine to a new long term contract and will launch her

Philip Dunne Finds

An Intriguing Situation At Fox In Assembling Cast For 'Players'

By Richard Bernstein

"I do not like calling a picture like this a 'biopic'," producer-director-writer Philip Dunne said in his 20th Century-Fox office of his next film, "The Prince of Players." "It's a drama and a love story."

"The Prince of Players" deals with the Booth family, the father Junius, and the sons, Edwin and John Wilkes. It deals with the conflict between the brothers. The film is based on the novel by Eleanor Ruggles of the same name published by W. W. Norton with screen play by the noted playwright Moss Hart.

"I am happy that I am directing from a Moss Hart script," Dunne stated. "I would later like to direct one of my own scripts." "The Prince of Players" will be the first directorial effort for Dunne, who has produced another film, "Way of the Gaucho." Dunne, who screen played "The Robe," is considered one of the industry's top writers.

Spent Two Months

Dunne has spent two months preparing the feature, which will have Shakespearean sequences blended into the story. Richard Burton has been signed for the title role. Dunne explained the choice of Burton with, "Richard Burton is one of the outstanding Shakespearan actors now alive. He has just finished a year at Old Vic."

Dunne also believes that Burton is en route to becoming one of the top box office motion picture stars.

"The film is the story of an actor playing Shakespeare. The story will be alive. The picture will be shot so you are aware of the settings and the play and the audience," Dunne continued.

He further explained that a great deal of time had been spent researching for the film, which will be shot in color and CinemaScope. Cast for the film is an intriguing one with John Derek as John Wilkes Booth, Charles Bickford as Dave Prescott, the manager of Edwin Booth.

Six Main Players

There are six main characters in the picture and only one is not named Booth. Dunne cited the fact that a lot of people only know John Wilkes Booth as the man who shot President Lincoln; but he also was a matinee idol. He was famous for his Marc Antony while Edwin was famous for his Brutus. Shooting schedule for "The Prince of Players" is 38 days.

Dunne stated that Maggie MacNamara has been set as the femme lead, the part of Mary Devlin, who has so much to do with the path of Edwin Booth's life.

"The biggest problem after getting the script is casting," Dunne said. "A writer has intimate knowledge of why a scene was written and can give good advice on all phases of production. Everybody making a picture should be in on every phase of it." Dunne stated that a director should be in on the preparation of the script.

Dunne believes in good titles for films. The right title helps in his opinion, just like the right actor for a particular part helps.



PHILIP DUNNE

He is also enthused about the use of CinemaScope on the production.

"It gives scope, it gives the scope of the stage, which we are trying to capture in this picture," he said.

Dunne believes that the shortage of pictures will ease. "The law of supply and demand will help see to it that more pictures will be made."

Dunne entered the motion picture business in 1931 when he served with the old Fox company until 1933. The three years that followed found Dunne writing for the screen at Universal, United Artists and Metro-Goldwyn-Mayer studios.

He joined 20th Century-Fox writers in 1936. From 1941-45, as chief of motion picture production, Dunne worked for the Office of War Information Overseas Branch. Some of his screen credits are "Stanley and Livingstone," "Suez," "The Rains Came," "Johnny Apollo," "How Green Was My Valley." "The Late George Apley," "Pinky," "Lydia Bailey," "David and Bathsheba," "Demetrius and the Gladiators" and "The Egyptian."

He will also produce "Saber Tooth," which will be directed by Samuel Fuller from Fuller's own screen play. "Saber Tooth" is the story of an expedition that goes to find a still existing prehistoric world. An unhappy marriage problem is solved.

Title Changes

Hecht-Lancaster: **"The Kentuckian"** is the new title for "The Gabriel Horn." (Stars Burt Lancaster; Harold Hecht produces).

M-G-M: **"Boulevard in Paris"** is the new title for "Paris Story." (Stars Anne Baxter, Steve Forrest and Jean Gabin; Henry Berman produces).

HOLLYWOOD...

career with a starring part in an upcoming production. Miss McLaine is the young understudy who stepped into Carol Haney's hit role in "The Pajama Game" and got terrific reviews. . . . John Farrow will direct John Wayne in "The Sea Chase," which Warner Bros. will make. The film will be shot in CinemaScope and WarnerColor. . . . Columbia signed Vince Edwards to a term contract. Edwards starred in Allied Artists' "Hiawatha" and just finished the heavy role in "Rogue Cop" at M-G-M with Robert Taylor.

* * *

Because of an unforeseen conflict in schedules, U-I set George Nader to replace Jeff Chandler in the male lead opposite Maureen O'Hara in "Lady Godiva of Coventry." Arthur Lubin is directing the Technicolor semi-historical feature with story by Oscar Brodney. It is set in the reign of King Edward I. Robert Arthur is producing.

* * *

"Quest For A Lost City," feature-length Eastman color adventure film starring the husband and wife explorer team, Dana and Ginger Lamb, will be distributed by RKO, according to a joint announcement by J. R. Grainger, president of RKO, and Sol Lesser, president of Sol Lesser Productions. The picture tells the story of the explorers' quest for the last stronghold of the ancient Mayans in the deepest recesses of the jungles of Guatemala. The film was two years in the making and has been assembled from a total of 75,000 feet of film shot by the Lambs while on their 10,000 mile journey. Tom Harmon narrates the foreword.

* * *

Norman Panama and Melvin Frank will roll "The Court Jester," which stars Danny Kaye, on Oct. 22 for Paramount release. . . . Delbert Mann will direct Hecht-Lancaster's "Marty," which will star Ernest Borgnine. Starting date for the film is Oct. 1. . . . Charles Feldman and Billy Wilder will produce "The Seven Year Itch," based on the hit play, for 20th Century-Fox release. Wilder will direct the film, which will start Sept. 8.

* * *

Stanley Kramer's "Not As A Stranger," which he will produce and direct for UA release, will roll Sept. 27. . . . Alexander Paal is shooting "Dance in the Sun" in Germany with Cecile Aubry starring. Geza von Cziffra is directing the film which is being shot for wide-screen and Gevacolor. . . . Anthony Quinn will star in "The Number One," a bullfight story, which will roll in Mexico City about Sept. 25.

* * *

Frank Ross will start second unit photography for his next feature for 20th Century-Fox, "Alexander The Great," in India this winter. . . . Vera Miles plays the femme lead in "Tarzan's Hidden Jungle," opposite Gordon Scott, which Sol Lesser is producing and Harold Shuster directing. . . . Dean Martin and Jerry Lewis' next film for Paramount will be "You're Never Too Young." Paul Jones produces and Norman Taurog directs. . . . Lex Barker was assigned the lead in "Justice Comes To Tomahawk," at U-I. It rolls Sept. 15 under the direction of Jack Arnold. It will be produced by Howard Pine. The film is set in Arizona territory in 1880.

FEATURES—Calendar of 1953-54 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
Jan. 10th	5315	The Golden Idol	71	Johnny Sheffield, Anne Kimbell
Jan. 17th	5331	Yukon Vengeance	68	Kirby Grant, Mary Ellen Kay
Jan. 31st	5408	World For Ransom	82	Dan Duryea, Gene Lockhar, Marian Carr
Feb. 7th	5405	Highway Dragnet	70	Joan Bennett, Richard Conte Wanda Hendrix
Feb. 21st	5423	Bitter Creek	74	Wild Bill Elliott, Beverly Garland
Feb. 28th	S1	Riot In Cell Block II	80	Neville Brand, Emile Meyer, Frank Fayler
Mar. 7th	5418	Paris Playboys	62	Leo Gorcey, Veala Vann, H. Hall
Mar. 14th	5400	Mr. Potts Goes To Moscow	74	Oscar Homalka, Nadia Gray, George Cole
Mar. 21st	S2	Dragonfly Squadron	84	John Hodiak, Barbara Briton, Bruce Bennett
Mar. 28th	5414	Loophole	80	Barry Sullivan, Dorothy Malone
Apr. 4th	5410	Pride of the Blue Grass (Color)	71	Lloyd Bridges, Vera Miles
Apr. 25th	5404	Arrow In The Dust (Tech.)	80	Sterling Hayden, Colleen Gray, Keith Larsen
May 9th	5424	The Forty Niners	71	Wild Bill Elliott, Virginia Grey
June 6th	5419	Bowery Boys Meet The Monsters	65	Leo Gorcey, Huntz Hall
June 20th	5426	The Desperado	82	Wayne Morris, James J. Lydon, Beverly Garland
July 18th	5432	The Weak and The Wicked	71½	Glynis Johns, John Gregson
July 25th	5409	Return From The Sea	80	Jan Sterling, Neville Brand
Aug. 8th	5417	Security Risk	69	John Ireland, Dorothy Malone, Keith Larsen
Aug. 22nd	5412	Killer Leopard	70	Johnny Sheffield, Beverly Garland
Sept. 5th	5420	Jungle Gents	64	Leo Gorcey, Huntz Hall
Sept. 12th	5427	Two Guns And A Badge	69	Wayne Morris, Beverly Garland
Sept. 28th	.....	The Human Jungle	.....	Gary Merrill, Jan Sterling
Oct. 10th	.....	Ketchikan	.....	Mark Stevens, Joan Vohs
Oct. 17th	.....	Target Earth	.....	Richard Denning, Virginia Grey
Oct. 24th	.....	Tonight's The Night	90	Barry Fitzgerald, Y. De Carlo, David Niven

COLUMBIA

Release Date	Release No.	Production	Time (min.)	Cast
Jan.	624	Bad For Each Other	83	Charlton Heston, Lizabeth Scott, Dianne Foster
Jan.	620	El Alamein	67	Scott Brady
Jan.	619	Paratrooper (Tech.)	87	Alan Ladd, Leo Genn, Susan Stephen
Jan.	628	Drums of Tahiti (Tech.-3-D)	73	Dennis O'Keefe, Patricia Medina
Jan.		Singin' in the Corn (Reprint)	64	Judy Canova
Feb.	623	The Wild One	79	Marlon Brando, Mary Murphy, Robert Keith
Feb.	625	Charge of the Lancers	74	Paulette Goddard, Jean Pierre Aumont
Feb.	630	Miss Sadie Thompson (Tech. 3 D or 2 D Special)	91	Rita Hayworth, Jose Ferrer, Aldo Ray
March	631	It Should Happen To You	87	Judy Holliday, Peter Lawford, Jack Lemmon
March	637	Battle of Rogue River (Tech.)	71	George Montgomery, Martha Hyer, Richard Denning
March	639	Bait	79	Cleo Moore, Hugo Haas, John Agar
April	638	Drive a Crooked Road	82	Mickey Rooney, Dianne Foster
April	634	The Iron Glove (Color)	77	Robert Stack, Ursula Theiss
April	629	Jesse James vs the Daltons (Tech.-3-D)	65	Brett King, Barbara Lawrence
May	635	Massacre Canyon	66	Phil Carey, Audrey Totter
May	640	Mad Magician (3-D)	72	Vincent Price, Eva Gabor, Mary Murphy
May	641	Miami Story	75	Barry Sullivan, Luther Adler
June	633	Saracen Blade (Color)	96	Ricardo Montalban, Betta St. John
June	----	Jungle Man-Eaters	67	Johnny Weissmuller
June	----	Black Eagle (Story of a Horse)	----	William Bishop, Virginia Patton Gordon James
July	636	Indiscretion of An American Wife	63	Jennifer Jones, Montgomery Clift
July	649	Hell Below Zero (Technicolor)	91	Alan Ladd, Joan Tetzel
July	----	The Outlaw Stallion (Color)	64	Phil Carey, Dorothy Patrick, Billy Bray
Special Release		The Caine Mutiny (Technicolor)	125	Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn
Aug.	704	Pushover	88	Fred MacMurray, Kim Novak, Phil Carey
Aug.	.....	The Law Vs. Billy The Kid (Color)	73	Scott Brady, Betta St. John
Aug.	.....	Gun Fighters (Reprint)	87	Randolph Scott, Barbara Britton
Aug.	.....	Coroner Creek (Reprint)	90	Randolph Scott, Marguerite Chapman
Sept.	.....	Bullet Is Waiting (Tech.)	82	Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne
Sept.	710	Human Desire	90	Glenn Ford, Gloria Grahame, Broderick Crawford
Sept.	.....	The Black Dakotas (Technicolor)	.....	Gary Merrill, Wanda Hendrix, John Bromfield

I. F. E.

American Dialogue

Release Date	Release No.	Production	Time min.)	Cast
Jan. 1954		The Golden Coach (Technicolor) Road Show	105	Anna Magnani
Jan. '54		The Greatest Love	116	Ingrid Bergman, Alexander Knox
April '54		Sensualita	74	Eleonora Rossi Drago, Amedeo Nazzari
August '54		A Husband for Anna	105	Silvana Pampanini, Amedeo Nazzari, Massimo Girotti
August '54		Hell Raiders of the Deep	93	Eleonora Rossi Drago, Pierre Cressoy
September '54		City Stands Trial	105	Silvana Pampanini, Amedeo Nazzari, Eduardo Cianelli
		Love In The City	110	An authentic portrayal of the various ways of love and the women who practice them, conceived by Cesare Zavattini and directed in "March of Time" style by five top directors including Alberto Lattuada and Federico Fellini.
October '54		Aida (in Ferraniacolor) (in association with S. Hurok)	.....	*Operatic voices of:* Renata Tebaldi, Ebe Stignani, Enrico Formichi *Dramatic cast:* Sophia Loren, Afro Polli, Lois Maxwell
October '54		Girls Marked Danger!	75	Vittorio Gassman, Silvana Pampanini, Eleonora Rossi Drago, Sophia Loren, Tamara Lees
October '54		Too Young For Love	.....	Marina Vlady, Aldo Fabrizi, Pierre Michel Beck, Fernand Gravet
November '54		Against the Wall (Tentative Title)	.....	Silvana Mangano, Amedeo Nazzari
		Voice of Silence	.....	Rossana Podesta, Cosetta Greco, Aldo Fabrizi, Daniel Gelin, Maria Grazia Francia
November '54		Theodora, Slave Empress (Pathecolor)	.....	Gianna Maria Canale, Georges Marchal, Renato Baldini, Irene Papas
November '54		Hurdy Gurdy (formerly "Neapolitan Carousel") Pathecolor)	.....	Sophia Loren, Maria Firoe, Yvette Chauvire, Nadia Gray
December '54		Wayward Wife	.....	Gina Lollobrigida

LIPPERT PRODUCTIONS

Release Date	Release No.	Production	Time (min.)	Cast
Jan. 1st	5317	White Fire	82	Scott Brady, Mary Castle
Jan. 15th	5321	Hollywood Thrill Makers	60	James Gleason
Jan. 29th	5305	Black Glove	84	Alex Nicol
Feb. 12th	5325	Queen of Sheba	99	Special Cast
Feb. 19th	5324	We Want A Child	76	Special Cast
Mar. 19th	5309	Blackout	87	Dane Clark
Apr. 2nd	5311	Fangs of the Wild	71	Charles Chaplin, Jr., Margia Dean, Onslow Stevens
Apr. 16th	5310	Heat Wave	68	Alex Nicol, Hillary Brooke
May 21st	5328	Monster From The Ocean Floor	64	Anne Kimbell, Stuart Wade
May 28th	5308	Cowboy (Eastman Color)	69	Special Cast
June 18th	5327	The Big Chase	60	Lon Chaney, Glenn Langan, Adele Jergens
June 25th	5326	Paid To Kill	70	Dane Clark
July 16th	5329	River Beat	73	Phyllis Kirk, John Bentley
Aug. 20th	5405	Thunder Pass	76	Dane Clark
Sept. 3rd	5330	Terror Ship	72	William Lundigan
Sept. 17th	5404	Silent Raiders	65	Richard Bartlett, Earle Lyon, Jeannette Bordeaux
Sept. 24th	5401	The Unholy Four	80	Paulette Goddard
Oct. 1st	5410	Life With The Lyons	.....	Bebe Daniels, Ben Lyon
Oct. 8th	5402	Deadly Game	----	Lloyd Bridges, Simone Silva, Finlay Currie
Oct. 29th	5323	The Siege	.....	Special Cast
Nov. 5th	5403	Race for Life	.....	Richard Conte

METRO-GOLDWYN-MAYER

Release Date	Release No.	Production	Time (min.)	Cast
January	412	Give A Girl A Break (Technicolor)	82	Marge & Gower Champion, Debbie Reynolds
	413	Knights of the Round Table (Color Cinema-Scope)	115	Robert Taylor, Ava Gardner, Mel Ferrer
	414	The Great Diamond Robbery	69	Red Skelton, Cara Williams
February	415	Saadia	80	Cornel Wilde, Mel Ferrer, Rita Gam
	416	The Long, Long Trailer	96	Lucille Ball, Desi Arnez
March	417	Tennessee Champ (Technicolor)	73	Dewey Martin, Shelley Winters, Keenan Wynn

FEATURES—Calendar of 1953-54 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
	418	Rose Marie (KodaColor) (Cinema-Scope	106	Ann Blyth, Howard Keel, Fernando Lamas
April	419	Gypsy Colt (Ansco)	72	Donna Carcaran, Ward Bond, Frances Dee
	420	Rhapsody (Technicolor)	115	Elizabeth Taylor, Vittorio Gassman J. Ericson
	423	Executive Suite	104	William Holden, Barbara Stanwyck, June Allyson
May	427	Prisoner of War (Color)	81	Ronald Reagon, Dewey Martin, Steve Forrest
	421	Fame and the Flesh (Technicoor)	104	Lana Turner, Carlos Thompson, Pier Angeli
June	425	Men of the Fighting Lady (Ansco Color)	80	Van Johnson, Dewey Martin, Walter Pidgeon
	424	Student Prince (Cinema-Scope-Technicolor)	107	Ann Blyth, Edmund Purdom, John Ericson
July	427	Valley of the Kings Eastman Color)	83	Robert Taylor, Eleanor Parker, Carlos Thompson
July	430	Gone With The Wind (Technicolor)	222	Clark Gable, Vivien Leigh
July	429	Her Twelve Men (Color)	91	Greer Garson, Robert Ryan, Barry Sullivan
Aug.	426	Seven Brides for Seven Brothers (Color-Cinema-Scope)	103	Jane Powell, Howard Keel
Sept.	428	Betrayed (EastmanColor)	108	Lana Turner, Clark Gable, Victor Mature
Sept.	430	Brigadoon (AnscoColor CinemaScope)	108	Gene Kelly, Van Johnson, Syd Charisse

PARAMOUNT

Jan.	5308	Cease Fire 3-D	75	Korean Gl's
Jan.	5311	Jivaro (Technicolor)	91	Fernando Lamas, Rhonda Fleming, Brian Keith
Jan.	5312	Forever Female	93	Ginger Rogers, William Holden, Paul Douglas, Pat Crowley
Feb.	5310	Money From Home (Tech., 3-D)	100	Dean Martin, Jerry Lewis
	5330	Money From Home (Tech., 2-D)	100	
Feb.	5313	Alaska Seas	78	Robert Ryan, Jan Sterling, Brian Keith, Gene Barry
Mar.	5314	Red Garters (Tech.)	91	Rosemary Clooney, Jack Carson, Guy Mitchell, Pat Crowley, Joanne Gilbert
Mar.	5315	The Naked Jungle (Tech.)	95	Eleanor Parker, Charlton Heston
Apr.	5351	Javanese Dagger (Featurette Special)	27	Paul Douglas
Apr.	5352	Falstaff's Fur Coat (Featurette Special)	27	Paul Douglas
Apr.	5353	The Missing Passenger (Featurette Special)	27	Paul Douglas
Apr.	5354	The Final Twist (Featurette Special)	27	Paul Douglas
Apr.	5355	The Sable Scarf (Featurette Special)	27	Paul Douglas
Apr.	5356	The Wedding Gift (Featurette Special)	27	Paul Douglas
May	5316	Casanova's Big Night (Tech.)	85	Bob Hope, Joan Fontaine, Audrey Dalton, Basil Rathbone
June	5317	Elephant Walk (Technicolor)	103	Elizabeth Taylor, Dana Andrews
June	5318	Secret of the Incas (Technicolor)	101	Charlton Heston, Robert Young
July	R5325	The Greatest Show on Earth (Re-Release)	153	Charlton Heston, Betty Hutton, James Stewart, Cornel Wilde, Dorothy Lamour, Gloria Grahame
July	5319	Knock On Wood (Technicolor)	103	Danny Kaye, Mai Zetterling
August	5320	Living It Up (Technicolor)	101	Dean Martin, Jerry Lewis, Janet Leigh
August	5321	About Mrs. Leslie	104	Shirley Booth, Robert Ryan
September	5401	Rear Window (Technicolor)	119	James Stewart, Grace Kelly
September	5402	Sabrina	113	Humphrey Bogart, Audrey Hepburn, William Holden

RKO-RADIO

Jan.	409	Killers From Space	71	Peter Graves, Barbara Bestar
Feb.	408	She Couldn't Say No	89	Jean Simmons, Robert Mitchum
Feb.	407	French Line (3-D) (Technicolor)	102	Jane Russell, Gilbert Roland, Arthur Hunnicutt, Mary McCarty
Feb.	452	The Best Years of Our Lives (re-release)	170	Frederic March, Myrna Loy, Dana Andrews
Feb.	469	Rachel and The Stranger (re-release)	79	Loretta Young, Robert Mitchum, William Holden
Feb.	470	Valley of the Sun (re-release)	78	Lucille Ball, James Craig
Feb.	494	Rob Roy (Technicolor)	87	Richard Todd, Glynis John
March	471	Tall in the Saddle (re-release)	79	John Wayne, Ella Raines
March	472	Enchanted Cottage (re-release)	78	Dorothy McGuire, Robert Young
March	410	Dangerous Mission (Color-3-D)	75	Victor Mature, Piper Laurie, William Bendix, Vincent Price
April	473	Mr. Blandings Builds His Dream House (re-release)	80	Cary Grant, Myrna Loy
April	474	They Won't Believe Me (re-release)	80	Robert Young, Susan Hayward
April	493	Pinocchio (Technicolor) (Re-release)	87	Walt Disney
April	411	The Saint's Girl Friday	68	Louis Hayward, Naomi Chance
April	412	Carnival Story (3-D) (Technicolor)	95	Anne Baxter, Steve Cochran, Lyle Bettger
May	475	Spanish Main (Re-issue)	100	Paul Henreid, Maureen O'Hara
May	476	Badman's Territory (Re-issue)	79	Randolph Scott, Ann Richards
June	414	Sins of Rome	75	Massimo Girotti, Ludmilla Tcherina
June	413	Silver Lode (Technicolor)	80	John Payne, Lizabeth Scott
June	477	The Thing	80	All star exploitation picture
June	478	Stations West	80	Dick Powell
July	501	Susan Slept Here (Technicolor)	98	Debbie Reynolds, Dick Powell, Anne Francis
July	479	Gunga Din (re-release)	95	Cary Grant, Victor McLaglen, Douglas Fairbanks, Jr.
July	480	Lost Patrol (re-issue)	66	Victor McLaglen, Boris Karloff, Glenn Ford
July	351	Hans Christian Andersen (Technicolor)	112	Danny Kaye, Farley Granger, Jeanmaire
September	.....	This Is My Love (PatheColor)	.....	Linda Darnell, Rick Jason, Dan Duryea, Faith Domergue
September	570	Every Girl Should Be Married (Reissue)	85	Franchot Tone, Diana Lynn, Betsy Drake
September	571	The Window (Reissue)	73	Barbara Hale, Bobby Driscoll, Arthur Kennedy
October	503	Passion (Tech. Superscope)	.....	Cornel Wilde, Yvonne de Carlo

REPUBLIC

Jan. 1st	5212	Trent's Last Case	90	Michael Wilding, Margaret Lockwood, Orson Welles
Feb. 1st	5213	Sea of Lost Ships	85	John Derek, Wanda Hendrix, Walter Brennan, Richard Jaeckel
Feb. 10th	5331	Phantom Stallion	54	Rex Allen, Slim Pickens, Carla Balenda
Feb. 15th	5224	Crazylegs	88	Elroy "Crazylegs" Hirsch, Lloyd Nolan, Joan Vohs
Mar. 1st	5301	Flight Nurse	90	Joan Leslie, Forrest Tucker, Arthur Franz
April 1st	5302	Geraldine	90	John Carroll, Mala Powers, Jim Backus, Stan Freberg
April 12th	5325	Untamed Heiress	70	Judy Canova, Don Barry, George Cleveland
May 15th	5303	Jubilee Trail	103	Vera Ralston, Joan Leslie, Forrest Tucker, John Russell, Ray Middleton, Pat O'Brien
June 1st	5304	Hell's Half Acre	91	Wendell Corey, Evelyn Keyes, Elsa Lanchester
July 1st	5305	Laughing Anne	91	Wendell Corey, Margaret Lockwood, Forrest Tucker Ronald Shiner
Aug. 1st	5306	Make Haste to Live	90	Dorothy McGuire, Stephen McNally, Mary Murphy
Aug. 23rd	5307	Johnny Guitar	110	Joan Crawford, Sterling Hayden, Scott Brady, Mercedes McCambridge
Oct. 1st	5308	The Outcast	90	John Derek, Joan Evans
		The Shanghai Story	.....	Ruth Roman, Edmond O'Brien, Richard Jaeckel
		Roogie's Bump	.....	Robert Marriot, Ruth Warwick, Robert Simon

TWENTIETH CENTURY-FOX

1953

Oct.		The Robe (CinemaScope-Technicolor))	133	Richard Burton, Jean Simmons, Victor Mature, Michael Rennie

1954

Jan.	401	King of the Khyber Rifles (CinemaScope-Tech.)	100	Tyrone Power, Terry Moore, Michael Rennie
Jan.	402	Three Young Texans (Tech.)	78	Mitzi Gaynor, Jeff Hunter, Keefe Braselle
Jan.	358	Keys of the Kingdom (Re-issue)	137	Gregory Peck, Thomas Mitchell
Feb.	403	Hell and High Water (CinemaScope-Tech.)	103	Richard Widmark, Bella Darvi
Feb.	338	Miss Robin Crusoe	75	A. Blake, George Nader
Mar.	407	Night People (CinemaScope-Tech.)	93	Gregory Peck, Broderick Crawford, Rita Gam
Mar.	441	Cry of the City (Re-issue)	95	Victor Mature, Richard Conte
Mar.	442	Street With No Name (Re-issue)	91	Richard Widmark, Lloyd Nolan

FEATURES—Calendar of 1953-54 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
Mar.	443	Riders of the Purple Sage (Re-issue)	56	George Montgomery
Mar.	440	Scudda Hoo! Scudda Hay! (Re-issue)	95	June Haver, Walter Brennan
Mar.	409	New Faces (Cinema-Scope)	98	Eartha Kitt, Ronny Graham
Apr.	412	The Rocket Man	79	Charles Coburn, Spring Byington
Apr.	411	Prince Valiant (Cinema-Scope-Tech.)	100	Robert Wagner, Janet Leigh, James Mason
May	404	The Siege At Red River (Technicolor)	86	Van Johnson, Joanne Dru
May	405	River of No Return (Tech.-CinemaScope)	91	Robert Mitchum, Marilyn Monroe, Rory Calhoun, Tommy Rettig
May	445	Orchestra Wives (Re-Issue)	98	Glenn Miller & Orchestra, George Montgomery, Ann Rutherford, Cesar Romero
May	446	Sun Valley Serenade (Re-Issue)	86	Glenn Miller & Orchestra, Sonya Henie, John Payne, Milton Berle
May	413	Three Coins In The Fountain	101	Clifton Webb, Dorothy McGuire, Jean Peters, Louis Jourdan, Maggie McNamara
June	406	Gorilla At Large (Technicolor-3-D)	84	Anne Bancroft, Cameron Mitchell, Lee J. Cobb
June	415	Demetrius and the Gladitors (CinemaScope-Tech.)	101	Victor Mature, Susan Hayward
June	414	Princess of the Nile (Tech.)	71	Jeffrey Hunter, Debra Paget
July	408	The Raid (Tech.)	83	Van Heflin, Anne Bancroft
July	416	Garden of Evil (CinemaScope-Tech.)	100	Gary Cooper, Susan Hayward, Richard Widmark
July	417	The Gambler from Natchez (Technicolor)	88	Dale Roberston, Debra Paget, Kevin McCarthy

UNITED ARTISTS

Dec. 18th	5339	The Captain's Paradise	78	Alec Guiness, Yvonne de Carlo
Jan. 1st	5341	The Great Gilbert & Sullivan (Technicolor)	105	Robert Morley, Maurice Evans
Jan. 8th	5345	Wicked Woman	77	Beverly Michaels, Richard Eagan
June 15th	5345	Algiers (re-release)	76	Hedy Lamarr
Jan. 22nd	5403	Go, Man, Go	82	Dane Clark, Harlem Globetrotters
Jan. 29th	5346	Riders to the Stars (Color)	80	Wm. Lundigan, Herbert Marshall, Richard Carlson
Jan. 29th	5401	Conquest of Everest (Technicolor)	78	Documentary — narrated by Meredith Edwards
Feb. —	5402	Personal Affair	82	Gene Tierney, Leo Genn, Glynnis Johns
Feb. —	5409	Top Banana (color)	100	Phil Silvers, Judy Lynn, Rose Marie, Danny Scholl
Feb. —	5408	Beachhead (PatheColor)	89	Tony Curtis, Mary Murphy
Feb. —	5410	Overland Pacific	72	Jack Mahoney, Peggy Castle
Feb. —	5340	The Man Between	101	James Mason, Claire Bloom
Mar. —	5406	Act of Love	108	Kirk Douglas, Dany Robin
Mar. —		The Scarlet Spear (Technicolor)	78	John Archer, Martha Hyer
Mar. —	5412	The Golden Mask (Technicolor)	90	Van Heflin, Wanda Hendrix
Mar. —	5347	Beat The Devil	92	Humphrey Bogart, Gina Lollobrigida, Jennifer Jones
Apr. —	5405	Heidi	98	Elsbeth Sigmund, Heinrich Gretter, T. Klameth
April —	5415	Southwest Passage 3-D—PatheColor)	82	Rod Cameron, Joanne Dru, John Ireland
April —	5416	The Lone Gun (Color Corp. of America)	73	George Montgomery, Dorothy Malone
April —	1085	Champion (Re-issue)	86	Kirk Douglas, Frank Lovejoy, James Edwards
April —	1082	Home of the Brave	99	Marilyn Maxwell, Arthur Kennedy
May —	5418	Captain Kidd and the Slave Girls (Color Corp. of America)	83	Anthony Dexter, Eva Gabor
May —	5421	The Long Wait	93	Anthony Quinn, Peggie Castle
May —	5420	Witness to Murder	83	Barbara Stanwyck, George Sanders, Gary Merrill
May —	5414	The Yellow Tomahawk (Color Corp. of America)	82	Rory Calhoun, Peggie Castle
June —	5422	Challenge the Wind (Color by Color Corp. of America)	69	George & Sheila Graham
June —	5423	Gog (Eastman Color) Available in 3D	85	Richard Egan, Constance Dowling, Herbert Marshall
June —	5424	Hobson's Choice	107	Charles Laughton, John Mills, Brenda DeBanzie
June —	5425	Man With A Million (Technicolor)	90	Gregory Peck, Ronald Squire, Jane Griffiths
July —		Adventure of Robinson Crusoe (PatheColor)	90	Dan O'Herliby, James Fernandez, C. Lopez
July —	5417	Apache (Technicolor)	91	Burt Lancaster, Jean Peters
July —		Return to Treasure Island (PatheColor)	75	Tab Hunter, Dawn Addams, James Seay
July —		The Lawless Rider		Johnny Carpenter, Frankie Darro
Aug.		Malta Story	98	Alec Guinness, Jack Hawkins
Aug.	5334	Crossed Swords (PatheColor)	86	Errol Flynn, Gina Lollobrigida
Aug.	5432	The Diamond Wizard	83	Dennis O'Keefe, Margaret Sheridan
Aug.		Victory At Sea	96	Documentary
Aug.		Down Three Dark Streets	84	Broderick Crawford, Ruth Roman

UNIVERSAL

Jan.	407	Forbidden	85	Tony Curtis, Joanne Dru
Jan.	408	War Arrow (Technicolor)	78	Maureen O'Hara, Jeff Chandler, Suzan Ball
Jan.	409	Border River (Technicolor)	80½	Joel McCrea, Yvonne De Carlo
Feb.	410	Taza, Son of Cochise (Technicolor)	80	Rock Hudson, Barbera Rush, Gregg Palmer
Feb.	412	The Glenn Miller Story (Technicolor)	116	James Stewart, June Allyson
Mar.	413	Ride Clear of Diablo (Technicolor)	80½	Audie Murphy, Susan Cabot, Dan Duryea, Abbe Lane
Mar.	414	Saskatchewan (Technicolor)	88	Alan Ladd, Shelley Winters
Mar.	415	Creature From The Black Lagoon (3-D)	79	Richard Carlson, Julia Adams
Apr.	417	Yankee Pasha (Technicolor)	84	Jeff Chandler, Rhonda Fleming, Lee J. Cobb, Mamie Van Doren
Apr.	418	Ma & Pa Kettle At Home	81	Marjorie Main, Percy Kilbride, Alice Kelley
Apr.	419	Rails Into Laramie (Technicolor)	82	John Payne, Mari Blanchard, Dan Duryea
May	420	Playgirl	87	Shelly Winters, Barry Sullivan
May	421	Fireman Save My Child	80	Spike Jones, Buddy Hackett, Hugh O'Brien
June	422	Drums Across The River (Technicolor)	78	Audie Murphy, Lisa Gaye
June	423	Black Horse Canyon (Technicolor)	82	Joel McCrea, Mari Blanchard
July	424	Johnny Dark (Tech.)	85	Tony Curtis, Piper Laurie
July	425	Tanganyika (Tech.)	81	Van Heflin, Ruth Roman
Aug.	427	Francis Joins The Wacs	94½	Donald O'Connor, Julia Adams
Aug.	428	Magnificent Obsession (Technicolor)	108	Jane Wyman, Rock Hudson
Sept.	429	Black Shield of Falworth (Technicolor-Regular)	99	Tony Curtis, Janet Leigh
Sept.	436	Black Shield of Falworth (Tech.-CinemaScope)		Tony Curtis, Janet Leigh
Sept.	430	Dawn At Socorro (Technicolor)	80½	Rory Calhoun, Piper Laurie
Oct.	431	The Naked Alibi	86	Sterling Hayden, Gloria Grahame
Oct.		West of Zanzibar (Tech.)		Anthony Steel, Sheila Sim

WARNER BROS.-FIRST NATIONAL

Jan. 2nd	312	Hondo (in 3-D) (Color by WarnerColor	83	John Wayne, Geraldine Page
Jan. 16th	315	His Majesty O'Keefe (Technicolor)	88	Burt Lancaster, Joan Rice
Jan. 30th	316	The Eddie Cantor Story (Technicolor)	116	Keefe Brasselle, Marilyn Erskine
Feb. 13th	319	The Command	94	Guy Madison, Joan Weldon
Feb. 27th	320	The Boy From Oklahoma (Warnercolor)	88	Will Rogers, Jr., Nancy Alsar, Lon Chaney
Mar. 6th	308	Crime Wave	74	Sterling Hayden, Gene Nelson, Phyllis Kirk
Mar. 13th	321	Duffy of San Quentin	78	Louis Haywood, Joanne Drue, Paul Kelly
Mar. 27th	322	Phantom of the Rue Morgue (WarnerColor-3-D)	84	Karl Malden, Claude Dauphin, Patricia Medina
Apr. 10th	323	Riding Shotgun (WarnerColor)	75	Randolph Scott, Joan Weldon, Wayne Morris
Apr. 24th	324	Lucky Me (WarnerColor-Cinema-Scope)	100	Doris Day, Phil Silvers
May 15th	325	A Girl For Joe formerly "Force of Arms" (Re-release)	100	William Holden, Nancy Olson, Frank Lovejoy
May 15th	326	Guy With a Grin formerly "No Time for Comedy" (Re-release)	93	James Stewart, Rosalind Russell, Genevieve To-Bin, Charles Ruggles, Allyn Joslyn
May 29th	327	Dial M For Murder (Color By WarnerColor)	105	Ray Milland, Grace Kelly, Robert Cummings, John Williams
June 19th	328	Them	94	James Whitmore, Edmund Gwenn, Joan Weldon, James Arness
July 3rd	329	The High And The Mighty (CinemaScope-Color by WarnerColor)	147	John Wayne, Claire Trevor, Laraine Day, Robert Stack, Jan Sterling
July 24th	330	Ring Of Fear (CinemaScope-Color by WarnerColor)	93	Clyde Beatty, Pat O'Brien, Mickey Spillane, Marian Carr
Aug. 7th	331	King Richard and the Crusaders (Cinema-Scope-WarnerColor)	113	Virginia Mayo, Rex Harison
Aug. 21st	332	Duel in the Jungle Technicolor	102	Dana Andrews, Jeanne Crain

On November 10th

Columbia again makes history with the biggest coast-to-coast booking of all time! *Be in on it!*



COLUMBIA PICTURES presents
A WARWICK PRODUCTION

ALAN LADD as

The Black Knight

Color by Technicolor

co-starring **PATRICIA MEDINA** with **PETER CUSHING** • **ANDRE MORELL** • **HARRY ANDREWS**

Story and Screen Play by ALEC COPPEL Produced by IRVING ALLEN and ALBERT R. BROCCOLI Directed by **Tay Garnett**

THE Independent FILM JOURNAL

DEVOTED *to the* BEST INTERESTS *of the* MOTION PICTURE INDUSTRY

In this issue

NEWS

MATTY FOX URGES FCC OKAY FOR SUBSCRIBER VIDEO

UA REJOINS MPAA; CODE CHANGES MADE

MCA PICKET LINE STRIKES COLUMBIA

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ALLIED COMMITTEE FEARS RENTAL PRECEDENTS

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PICKETS WON'T SELL TICKETS!

IN order to dramatize the plight of the independent exhibitor, something new has been added by militant North Central Allied theatre owners.

Hired pickets, having no connection with the industry, are picketing the Columbia Exchange in Minneapolis this week, carrying placards reading "Columbia Pictures is unfair to independent theatre owners." The action is an outgrowth of Allied resentment, as evidenced in a report of the association's National Film Committee, in which it attacked Columbia's sales policy on "Caine Mutiny."

There are rumblings that many exhibitors in the Twin Cities area, while sympathetic to any constructive actions to bring film rentals into line, have expressed dissatisfaction with these demonstrations.

(See Page 3)

SHARE THE SUCCESS!

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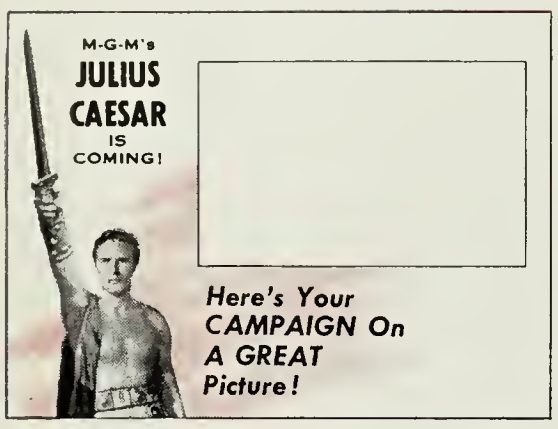
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(Sample ad below)



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(With actual samples enclosed)

1. PRESS BOOK: The complete record. How to put on your engagement from start to finish. Reproduction of successful campaigns, ads, stories, tie-ups, experience from many cities.
2. SPECIAL SCHOOL MATERIALS: Study Guides, educational 1-sheets; captioned 11 x 14 stills; bulletin board placards; student discount coupons (extremely important).
3. NEWSPAPERS AND PUBLICITY: Ad mats, publicity mats, everything you need. Actual mats in variety of sizes included in kit.
4. LOBBY: Special, exciting, inexpensive display materials.
5. COMPLETE PACKAGE: No guess-work. Tried and proven. It's in the bag when you give it "the Julius Caesar treatment."

FLASH! PROMOTION!

1. Contact Women's Clubs, Kiwanis, Rotary, etc. (See Federation of Women's Clubs letter in Press-book). 2. Book windows. 3. M-G-M Record dealer window tie-ups. 4. The Greer Garson recording. 5. How to distribute tabloid newspapers. 6. Library displays. 7. Lobby door panels. 8. Radio commentators. They like to discuss the picture.

HOT TIP! FOR SUBSEQUENT RUNS!

No matter how long "Julius Caesar" ran in its first-run, downtown engagement, there are BIG box-office possibilities left for neighborhood sub-runs. After one year downtown "Julius" did Great business in N.Y. neighborhoods. Ditto other cities. Most of your high-school students are waiting for it in their nearby neighborhood theatre. Go get 'em!

LONG-RUN SENSATION!

("R" designates Reserved Seats)

20 weeks ("R") in Los Angeles. 9 weeks ("R") in Boston, Toronto, Chicago. 18 weeks ("R") in San Francisco. 5 weeks ("R") in Cleveland, Cincinnati. In New York—5½ months ("R"), then 6 months "Continuous." Because "Continuous" proved successful in Dayton (held over) and Nashville, new policy started. "Continuous" for 15 weeks Philadelphia and Washington, 8 weeks Detroit. In small towns 2-day runs became 4-day, and 4-day runs became week runs.

September 18, 1954
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THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

• • • • • DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY • • • • • •

We can readily support this point of view. Picketing of this type is unfortunate and unfair—unfair to the entire industry. There is no reason for washing our dirty linen in public. From all accounts, the newspapers in that area and the public have been apathetic to industry conflict. But there is no earthly reason to pour coal on the fires. Pickets will not sell tickets.

The temperature of theatre owners has reached a boiling point and it will require a sincere effort to keep the industry's trade problems within its confines. That effort must be made.

Only last week, Harry Arthur, board chairman of Southern California Theatre Owners Association, gave impetus to the Allied plan for government intervention when he urged regulation of the industry by the Federal Trade Commission "to prevent the unconscionable admission prices for pictures which do nothing except increase the rentals of the distributors."

We wonder if Mr. Arthur realizes that this would mean government control of *theatre admissions* and we're willing to bet dollars to doughnuts that Abram Myers, Allied's general counsel and a former member of the FTC himself, wouldn't dare favor that suggestion. Such regulation would be worse than anything yet devised.

It just goes to prove what we've been repeating time and again because it is that important. If government intervention is sought, there is no telling where it will lead.

CinemaScope Anniversary

Now that a year has passed since CinemaScope made its public debut at the Roxy on September 16, 1953 with the world premiere of "The Robe," it is hard to believe on reflection that such great progress has been achieved in so short a time. (See complete story on pages 10 and 11.)

This tremendous advance came about as the result of the vision and courage of one man, Spyros P. Skouras, president of 20th Century-Fox. He backed his judgment with action. The rest is history. It marked the advent of a new era in the presentation of motion pictures.

It was perhaps the greatest gamble in the history of this business . . . but it paid off and the entire industry has been the beneficiary. Within one year, the theatre investment in CinemaScope exceeds $80,000,000. Approximately 97 important productions in CinemaScope are expected to be produced and released during the coming year. Last year, an INDEPENDENT award was presented to Mr. Skouras as "the man who did the most for this industry for 1953." On this anniversary of CinemaScope, that award takes an added significance. And while CinemaScope now belongs to the industry, its heart will always belong to "daddy"—Spyros Skouras.

"Hurricane Marilyn"

If any reminder is necessary of the excitement that can be stirred up by the presence of a glamorous star, even in a city as cosmopolitan as New York, we need look no further than the instant case of Marilyn Monroe.

Here for the filming of scenes for "Seven Year Itch," she has knocked the city on its ear and snared more headlines than "Hurricanes Carol, Edna and Francis."

There's an object lesson in all of this and Max Youngstein, United Artists vice-president, said it so well last year in a special article for us called "I Love Marilyn Monroe." There was nothing personal, mind you. Max really loves the business and he wanted to emphasize that glamor is still the keynote of our business and builds stars and boxoffice. And it always will.

The newspaper men know what they're doing in using Marilyn's photos. They're apealing to a mass audience too! Very often, we are apt to forget what appeals to the average person. So let's put the accent on glamor.

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Matty Fox Urges FCC OK Subscriber Revenue Source

Matthew Fox, well-known television and motion picture executive, President of Skiatron TV, Inc., this week petitioned the Federal Communications Commission to provide television with a "subscriber" source of revenue to broaden its economic base and its services to the public.

Skiatron TV is the holder of an exclusive world-wide franchise to operate a system of coding and decoding television programs, known as "Subscriber-Vision," developed by Skiatron Electronics and Television Corp.

Citing a rapidly disintegrating financial situation of the nation's Ultra-High Frequency (UHF) stations, now causing deep concern both in Congress and the FCC, Fox asked that Skiatron be granted permission to start "pay-as-you-see" broadcasting as the best and most immediate method of solving the UHF problem.

The petition asked that the F.C.C.:

1. Modify its regulations to permit broadcasting of home "pay-as-you-see" television for a maximum of 35 hours per week;

2. Limit such permission to UHF stations only for the next three years to help overcome their present economic plight caused by inability to acquire top talent and programs, thus to give them a "three-year headstart" over the established VHF stations (Very High Frequency) which include many of the better-know TV stations and many of the big networks' affiliates.

"Cost limitations make unavailable for television certain recognized types of programs. A show that has a chance to run for a year or more on Broadway cannot afford to destroy that potential audience by selling television rights for what the market presently can pay. The same thing is true for any first run feature motion picture," Fox said.

Filed Before FCC

The Fox petition was filed before the F.C.C. in Washington, D. C. by Lyon, Wilner and Bergson, Washington attorneys, in association with James M. Landis, one-time Harvard Law School dean, ex-chairman of S.E.C. and now a New York lawyer.

Earlier, action by the F.C.C. on subscription television while Congress is in recess was asked in a Congressional Record insertion by Sen. Andrew F. Schoeppel (R., Kans.). Schoeppel said that pay-as-you-see TV can cure the industry's "economic drought," which in some recent weeks has seen more station permits cancelled than were issued.

Schoeppel, a member of the Senate Commerce subcommittee which held hearings on the economic plight of UHF telecasting during this year's session, emphasized that he was speaking for himself and not for the subcommittee.

The Kansas Republican said that the aged, infirm, and those with children add up to a "house-bound" audience larger than the 50 million who go to film theatres during an average week. These people, he said, would be glad to pay for entertainment of "the same kind and quality . . . that people now pay for outside the home."

He acknowledged that, "this new use of TV would probably require some new rules of the game among broadcasters and perhaps in allied industries like the movies," and noted that the F.C.C. would want to take this into account. Nevertheless, he said, "What are we waiting for?" He noted that F.C.C. acting chairman Rosel Hyde had told the House Commerce Committee that the agency already has sufficient authority to investigate and act.

Schoeppel said that subscription TV would increase the number of stations, especially in sparsely settled areas, and would result in better programming, and "the broadcasting industry and the overall economy would greatly gain from the expansion of public service thus to be derived from the modern miracle of television." He continued, "there seems to be no technical reason why this service could not be added to TV right along with the advent of color."

Pay-as-you-see would probably solve the financial difficulties of UHF outlets, while also aiding the established VHF stations, he argued. Through this medium "many fine programs" either too costly or not suited to sponsorship could be brought to the public, Schoeppel told the Senate.

Films Debut On TV At Consistent Pace

With only a slightly lagging pace, a total of 248 pictures originally released for theatrical showing have appeared on the television screens of Gotham homes during the period from March 16, 1954 to Sept. 15, according to the latest count by THE INDEPENDENT. The figure amounts to slightly less than half of the 575 films shown for the first time on video screens during the preceding 12 months.

During the same six month period just ended, there were 3,823 repeat showings of films previously played on TV. This accounted for a total of 4,071 showings of feature films during the period, which again is slightly less than half of the 8,532 runoffs counted during the preceding 12 month period.

Total number of films appearing on the video screens since 1948 now numbers 3,550. The bulk of the product remains old westerns and mysteries coming from Republic, Monogram and Lippert, but newer films are now finding their way to the TV screens, the survey shows.

Lift Two-Week Run Limit In Jackson Park Ruling

CHICAGO.—First-run Loop theatres will no longer be limited to two-weeks playing time on pictures because of a ruling this week by Federal District Court Judge Michael L. Igoe. Judge Igoe has modified the 1946 Jackson Park Decree to remove the time limit, without changing the zone of any theatre.

Attorneys for both the Balaban and Katz circuit and the Jackson Park Theatre have been meeting during the past few months to work out the arrangements for the modification. Both parties seemed satisfied with the new ruling, which does not affect the major provisions of the decree. The two-week limitation had been suspended while the arrangements were being completed.

NCA Picket Line Strikes Columbia

MINNEAPOLIS.—North Central Allied set up a picket line around Columbia's exchange here this week as a protest against the company's rental policies, especially for "The Caine Mutiny." Plans for the picketing were approved by the NCA board at a special session Aug. 30, and an exhibitors' committee, headed by Martin Lebedoff, drew up plans for the demonstration.

Signs carried by the pickets, who were hired for the job by NCA, carried the legend, "Columbia is unfair to the independent owners." The signs did not demand that exhibitors keep away from the Columbia exchange, although that was implied.

Meanwhile, there were indications that exhibitors in Minneapolis were refusing to buy "The Caine Mutiny" on the 70-30-10 (or 50 percent of the gross regardless of box office take) terms that Columbia is asking. The exchange has 11 subsequent run houses in the 28-day slot in Minneapolis, but Hy Chapman, branch manager, said that only "four or five" have bought the picture, which tentatively was scheduled to break Sept. 22.

Exclusive Statement

Stanley D. Kane, executive counsel of NCA, told *Independent Film Journal* that the pickets may be parading in front of the Columbia exchange indefinitely, but he had no further statement to make.

In a recent NCA bulletin Ben Berger, president, attacked Abe Montague, Columbia's general sales manager, as "rude and arrogant" in his treatment of National Allied's conference committee and the company as "greedy and rapacious." Berger charged that demands for rentals for "Caine Mutiny" were "unbelievably harsh."

"Regardless of the merit of the picture, the terms are unprecedently and unbelievably harsh," Berger said. "It simply cannot be played by the average exhibitor at a profit. You know what 70-30-10 means, well, on 'Caine Mutiny' Columbia has added a new wrinkle that could have come only from a tortuous bookkeeper's mind, blissfully unaware of the fact of life."

He explained "it is 70-30-10 all right enough but, in any event, Columbia gets 50 percent of your gross regardless of your losses. Figure out what that means in your situation."

TOA Arbitration Plan Mulled By Distribution

Industry activity to work out an arbitration plan acceptable to both exhibition and distribution resumed this week as a distribution committee met to consider a tentative plan prepared by Herman Levy, TOA general counsel. Levy presented the plan on behalf of the exhibition portion of the arbitration committee.

Adolph Schimel of Universal, who is serving as counsel of the distribution group, submitted the draft to Al Lichtman, 20th Century-Fox; Abe Montague, Columbia, and Charles Reagan, M-G-M. Schimel stated that the draft is now being studied by other members of the distribution committee for additional suggestions for revision.

Once the distributors have passed on their recommendations to Schimel, the distributor spokesman will meet with Levy to attempt to settle the disputed points.

Industry's Cases Await High Court

WASHINGTON.—Four industry cases, involving problems of importance to the motion picture business, have been presented during the past fortnight to the Supreme Court. One case concerns the rights of stars, basic to the presentation of films on television; another involves the taxing of punitive damages; a third deals with the taxing of out-of-state film rentals, while the fourth seeks to clarify the rights of the owner of a leased theatre.

Principals involved in these cases, which await action by the high court when it resumes sitting this fall, include Roy Rogers and Gene Autry, in actions against Republic Pictures; William Goldman Theatres, in the punitive damages case; the state of Indiana, seeking film rental tax rights, and F. E. Harrison, Philadelphia, who is suing the eight major distributors.

Contests Lower Ruling

Contesting a lower court ruling allowing Republic Pictures to license about 80 Roy Rogers and 57 Gene Autry films to television, Rogers has declared that the case "is of vital importance to the entire motion picture and television world . . . if the present decision of the Court of Appeals is to stand, those reserved rights are meaningless and of no value to the artist."

Both cowboy stars have appealed in separate briefs to the Supreme Court for a review of the ruling passed by the Ninth Circuit Court of Appeals. Autry's claim is that Republic lacks the right to license his name, voice or likeness in connection with commercial advertising, instead of contesting the studio's right to license his films for TV.

Rogers' brief states that his contract with Republic reserves to him all rights for commercial exploitation of his films. He noted that the outcome of his case is important to the entire industry because there are many similar contracts between stars and producers.

The Appeals Court ruled earlier that the rights were limited to name, picture and voice outside of the films, rather than in the features, and that Republic could therefore license the films for video use. Rogers stated that he fears that his old pictures could be used for advertising such products as cigarettes or beer.

Fears Fan Reaction

He declared that he might consider such use of his name to be "detrimental or prejudicial to or inconsistent with his position and reputation, particularly with reference to his youthful fan audience." The Supreme Court is now in summer recess but will resume sitting early in October.

The second case asks that Congress, rather than the courts, should give any further consideration necessary to taxation of punitive damages in anti-trust suits, William Goldman Theatres told the Supreme Court in its brief opposing review of the Internal Revenue Service case against the exhibitor.

Internal Revenue earlier had asked the highest court to review lower court decisions in the similar Goldman and Glenshaw Glass Co. cases, in which it was held that taxes need be paid only on the part of anti-trust cash awards representing actual damages and not on the punitive portion.

Goldman sued the major distributors in

(*Continued on page* 16)

UA Rejoins MPAA As Code Changes Okayed By Board

Concurrent with a disclosure from the MPAA this week that United Artists has rejoined the Association as a member company came an announcement that the board of directors of the MPAA voted to approve several amendments to the Production Code.

The amendments, it was pointed out, represent technical or clarifying changes in the code. Chief among these was one that lifted the prohibition on the treatment of miscegenation (interracial relations).

News that UA chose to rejoin the MPAA was released by both Eric Johnston, MPAA president, and Robert S. Benjamin, UA board chairman. Benjamin noted that his company has "always made it clear that we are in favor of self-regulation by voluntary agreement as the best method to promote good taste in motion pictures."

The UA board chairman also said that "at the same time, we (UA) are interested in the constant growth of the motion picture as a medium of entertainment. We believe this can be accomplished within the framework of the Code and we intend to bend every effort to ensure this."

Can Always Resign

Benjamin added that if UA finds that the above "cannot be done, we are free to resign . . . which is the privilege of . . . members." The company had resigned from the MPAA in 1947, before the Krim-Benjamin management assumed control. UA, however, has participated since that time in international activities as a member of the MPEA, Benjamin pointed out.

In lifting the prohibition on the treatment of miscegenation, the MPAA board transferred that topic to the jurisdiction of the Code section that lists screen subjects to be treated "within the careful limits of good taste."

Also approved by the board was a revision placing the use of liquor on the screen in the same section, calling for treatment "within the careful limits of good taste." Alcoholic beverages previously had been included under a Code section dealing with "crimes against the law."

A paragraph stating that "methods of smuggling should not be presented" was eliminated from the "crimes against the the law" section as no longer necessary.

Approves Additional Words

Additionally approved by the board was elimination of several words from the Code section on profanity. Eliminated were "hell," "damn," "fanny," "hold your hat" or "hats," "nerts," "tom cat (applied to a man)," "traveling salesman and farmer's daughter jokes."

The board approved a qualifying paragraph in connection with the words "hell" and "damn" which states that "it should also be noted that the words 'hell' and 'damn,' if used without moderation, will be considered offensive by many members of the audience. Their use, therefore, should be governed by the discretion and the prudent advice of the Code administration."

The board in still another revision approved the changing of the title of the Code section headed "Repellent Subjects" to one entitled "Special Subjects." Elimination of previous bans on "branding of people or animals" and "apparent cruelty to children or animals" from this section was approved also.

It was reported by Joseph I. Breen, Code administrator who recommended the series of amendments and revisions to the board, that the question of "branding people or animals" no longer presented a Code problem. He said also that the admonition against portraying cruelty to children or animals is adequetely covered by other Code provisions.

In Boston, meanwhile, a censorship case was filed in Superior Court attacking the constitutionality of the rights of the Public Safety Commissioner on the granting of Sunday licenses in the state.

Film in question is the Swedish "Miss Julie" and petitioners are Brattle Films, Inc., operating the Brattle Theatre, Cambridge, under Cyrus Harvey, Jr., and Bryant Haliday. They are asking the court for a declaratory judgment to establish the rights of all parties involved and to specifically decide whether Public Safety has the right to refuse a license.

Admission Costs Rise Reaching New Record High On Adult Prices

Average admission prices in the 34 largest U.S. cities rose in the second quarter of 1954 to 92 percent over the 1935-39 base period, according to the Bureau of Labor Statistics. Adult admission prices went to a record high, cancelling out a drop in children's prices. During the first quarter of 1954 the index fell from its all-time high of 92.8 percent reached in December, 1953, to 90 percent in March, 1954. Except for this one quarter, the index has climbed steadily from 74.1 percent over the 1935-39 average in September, 1952.

At the end of June, 1954, adult prices were at 97.0 percent, an all-time high, up from 93.7 percent during the first quarter. The children's price index during the second quarter fell to 63.3 percent above the base period, compared with 65.8 percent at the end of the preceding quarter.

Plan Audience Collection

An audience collection will be conducted by theatres throughout the country during the week of Oct. 4 for the benefit of the American-Korean Foundation, Robert W. Coyne, COMPO special counsel, disclosed this week. COMPO has been designated by exhibitors to co-ordinate the industry effort on behalf of the people of South Korea.

Last June, President Eisenhower asked exhibitors at a White House luncheon to participate in the $1,000,000 drive. Meetings of theatre men in nearly all the nation's exchange cities will be held starting next week to obtain exhibitor pledges to conduct the collections. National Screen Service will distribute trailer prints and press books. Coyne reported that more than 5,000 theatres participated last year.

Allied Committee Fears Film Rental Precedents

With the adoption of a "Declaration of Emergency" already announced by the Nation Allied board of directors, a special committee of that group has released a formal report of its findings during meetings with the sales heads of the major film companies. The report follows the general theme of the declaration, showing that while most of the distribution heads were friendly, the general outcome of the sessions was found unsatisfactory.

While the committee notes that it can not prove legally that the film companies are engaged in a conspiracy to raise and maintain film rentals, it warns, however, that "if the film companies continue to ignore the exhibitors' just complaints, then it will be necessary to display the picture in other interested quarters."

Allied members serving on the committee included Ben Marcus, chairman; Jack Kirsch, Wilbur Snaper, Nathan Yamins and Abram F. Myers, counsel. These men reported their findings to the National Allied board at its last meeting.

With film rental terms providing a major subject of the report, singled out for special attention is Columbia's "Caine Mutiny." The report charges Columbia with "the most appalling terms ever demanded." In addition to a 70-30 split, the company is asking that the exhibitor give the film a 50 percent minimum guarantee, according to the report.

Profit Endangered

"This creates a precedent to which the exhibitors dare not accede," according to the Allied committee. It notes that "if the picture does not measure up to Columbia's exalted notions concerning it, the exhibitor's 10 percent profit stands to be wiped out by the 50 percent minimum guarantee."

The statement charges that "'Caine' will stand in motion picture history as a monument to that company's greed and as a rallying point for the exhibitors who will now recognize their peril and organize in effective opposition to the distributors' tactics."

Muscles rather than logic is demanded by the Allied committee for use "in a battle with entrenched power." The report states that "exhibitors will have to use their muscles if they are to restore their depleted bargaining power and insure their continuance in business."

The sales heads generally contend that they insist upon minimum guarantees as a defense against "excessive overheads" quoted by exhibitors. Columbia sales head Abe Montague stated "plainly that he had resorted to the practice because of the exhibitors' dishonesty concerning their operating expenses," the report notes.

It cites Montague as saying that "expenses were so padded that he had to raise the floors in order for the pictures to earn their worth." The report admits that "possibly some overheads are inflated," adding that it has not investigated this point and can not express an opinion on it.

Even if grosses rarely fall below the elevated floors, as claimed by the sales heads and quoted in the report, "the fact remains that the distributors are now insuring their own handsome profits at the exhibitors' risk," the statement charges. This "gives a new twist to the old slogan of 'guaranteed profit,' " it adds.

Due For Awakening

These "dreamers" (the film companies) are "due for a rude awakening," the Allied committee claims. It reasons that should exhibitors "spinelessly bow to these outrageous terms, they would soon have to close their theatres and the distributors would lose their market." It notes, however, that "there is every indication that the exhibitors are now thoroughly aroused and are no longer going to allow themselves to be pushed around by the film companies."

The committee reported that the most moderate views on the subject were held by Al Lichtman, 20th Century-Fox; Charles Reagan, M-G-M, and Charles Boasberg, RKO. It notes that Lichtman and Reagan expressed the thought that their welfare was bound up with that of the theatres. These same men declared that film rentals should be just and equitable to the distributor and exhibitor alike, the report adds.

Deserving "special notice," it states, is Reagan's reminder that "Metro's door is always open." The committee states that "a reasonable interpretation of these expressions by Lichtman, Reagan and Boasberg is that an exhibitor is entitled to earn a profit as his contribution to the joint enterprise."

It noted that "the significance of these statements will be more striking when contrasted with the expressions of other sales managers in regard to adjustments." The report declared that Montague, Kalmenson (Warner Bros.), Schwalberg (Paramount), and Kranze (UA) "made no statement that could be tortured into a recognition that an exhibitor is entitled to a profit."

Cited as being especially negative were Montague and Kalmenson, each of whom expressed the wish to see some of the "starving" exhibitors. Montague was reported to have stated that he could not approve a deal to meet a particular exhibitor's needs because he could not afford to have such deals broadcast throughout the country.

The report declared that "while the committee is resentful of Montague's attitude, it must acknowledge his courage in taking full responsibility for whatever Columbia does in pricing and selling pictures." It explains that Montague declared he would not handle a picture for another producer unless he determined the sales policy, while other sales heads stated that the producers controlled the price.

Confirms Statements

The statements attributed to Lichtman in the report were confirmed by him in a letter to Myers. Lichtman re-affirmed his statement that he was willing to sell CinemaScope pictures at flat rentals to small theatres.

Concerning the number of pictures turned out per year by the company, the 20th-Fox distribution chief declared that he does not believe that "just number of pictures is going to solve the problem of our business' because the public demands quality.

He stated that he had tried to demonstrate the belief that the company's future "is tied in absolutely and wholeheartedly with the future of the exhibitors." Lichtman added that "by the same token, I believe their success is dependent upon the good-will and ability on the part of the American producers to make the kind of pictures the public will support."

"With the distributors and exhibitors working together in harmony, with an appreciа-

(*Continued on page* 8)

Distribs Entitled To Share Concession Profits: Montague

Columbia is entitled to a share of the profits of the theatres' concession business, Abe Montague, Columbia sales head, is reported to have stated, according to the published report of the special Allied committee. The report explains that "Montague professes to regard the profits from concessions as the fruits of the distributor-exhibitor 'partnership.' "

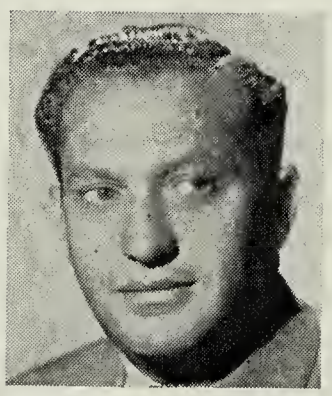
Allied Film Report States—



AL LICHTMAN . . .
. . . agrees that film rentals should be just and equitable.



CHARLES REAGAN . . .
. . . reminds exhibitors that "Metro's door is always open."



BEN KALMENSON . . .
. . . would adjust only where exhibitor could show a loss.



ABE MONTAGUE . . .
. . . takes full responsibility for Columbia's sales policy.

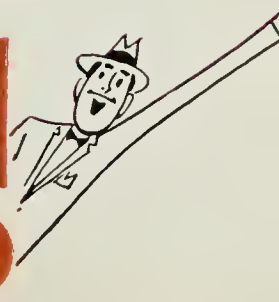


AL SCHWALBERG . . .
. . . does not concede that exhibitors deserve to make profits.

THE BOXOFFICE HISTORY BEING RECORDED BY



IS SIMPLY BEYOND WORDS!



More Theatres Win Right To Participate In NYC Tax Issue

Approximately 300 New York City theatres have been granted the right to participate in the temporary injunction order preventing the city from collecting the breakage on the five percent admission tax because of an order signed this week by Supreme Court Justice Charles S. Colden in Queens Supreme Court.

Justice Colden recommended that theatre attorneys and assistant city corporation counsel Stanley Buchsbaum should get together to work out an acceptable plan of handling the tax breakage fund. He suggested exhibitors post a bond for the amount or putting the money in escrow. The justice warned that "if negotiations between both sides are not satisfactorily concluded, this court is to be notified and the court will fix a bond which will be paid."

Buchsbaum opposed the plea of the theatres to join in the original suit, charging that they are seeking to gain a "windfall." He noted that if all exhibitors are allowed to participate, the city will be besieged by protests from other companies in the amusement industry, who would also wish to participate in the injunction order.

Petitions Combined

Thomas Bress, attorney for Loew's Theatres, argued that the theatres were not attempting to find any "windfall," and that by combining all petitions into one suit, the city and courts were actually being saved time and expense. Bress further declared that should the tax be found illegal, the theatres should be given the opportunity to gain good will by returning the tax money. The attorney pointed out that for a period of six weeks and six days, the breakage for 45 Loew's theatres in the city amounted to approximately $25,600.

Other attorneys appearing in court included Cecilia H. Goetz, for Brandt Theatres; George Raftery, for RKO Theatres; Louis Weber, for Skouras Theatres, and Mitchell Klupt, representing Century Theatres.

Allied Committee Discloses Details Of Distributor Meetings In Report

(*Continued from page 6*)

tion of each other's problems, we have a better chance for success than if we are at each other's throats and threatening one another with this, that or the other thing, he stated.

Lichtman declared that no "government or any agency of the government could possibly accomplish as much as sensible business men who have been dependent upon one another as long as we." He noted that "the former so-called victories that were obtained through the courts have possibly done as much harm as good for those who were the instigators of the litigation."

Concerning any standardized price system, the report states that "it early became apparent that the companies are not open to suggestions for a standard pricing method." The committee is "convinced that percentage playing is incompatible with small theatre operations," it noted.

Object to Rent

The "stumbling block" is overhead, the committee declares, adding that "no pricing formula will work which does not take into account an exhibitor's legitimate expenses. Sales heads objected particularly to the inclusion of rent as an expense item when an exhibitor owns his theatre through one corporation and operates it through another.

The committee charges that "they do not seem to recognize that the exhibitors, like the film companies, have valid reasons for not putting all their eggs in the same corporate basket." It added that "if the film company executives would only reflect on their own corporate set-ups . . . they would see the absurdity of their position."

The sales heads "could not deny that floors had been raised and ceilings had been lowered and that 40 percent, 50 percent and 70 percent deals had become the rule for all except the 'clucks,'" the report stated. The sales heads claim that flat rentals have remained steady, the report notes.

Continuing on the subject of flat rentals, the report notes that both Lichtman and Reagan stated that their companies did not object to selling CinemaScope pictures at flat rentals to exhibitors who gross $1,000 a week or less.

Charges Denied

Concerning the print shortage, the sales heads denied that it has been artificially caused or that prints are being manipulated to enlarge clearances or delay availabilities.

The committee declared that "it must be demonstrated before this year is out that if the film companies will not supply the market's demand for product others will.

The report took no stand on the matter of submitting facts to Congress, explaining that this might happen without any action on the committee's part. They noted that even were exhibitors to push for complete elimination of the Federal admission tax, the distributors might continue to benefit, rather than the exhibitor.

The committee noted that if the attempt is made to have the tax reduced, and if "a question arises (as it inevitably will) as to what happened to the benefits voted last spring, the fat will be in the fire."

Allied's Federal Aid Move Nets Support From Harry Arthur

Additional exhibitor support for the current Allied movement to seek government intervention as a means of combatting distributor practices has been provided by a statement from Harry C. Arthur, Jr., board chairman of Southern California Theatre Owners Association, in a letter to Allied board chairman Abram F. Myers.

Government regulation by an agency such as the Federal Trade Commission would be "far superior to the regulation that we are now suffering by the film companies," Arthur charged. He noted that "one thing it would do would be to prevent the unconscionable admission prices" on inferior films.

Distributors "are ignoring the storm signals," Arthur declared, forecasting that "they will probably continue to operate in such a high-handed manner that they will eventually have regulation." He stated "it is certain that we wouldn't be any worse off if we did have regulation by the FTC."

The California exhibitor leader cited the case of the railroads, which he claimed used to be "operated in as high-handed fashion as the film companies do." He noted that they were finally made subject to regulation of the Interstate Commerce Commission.

Industry Dividends Jump

Film industry corporation publicly declared dividends during July and during the first seven months of 1954 far exceeded 1953 figures, according to the Department of Commerce. July, 1954, dividends were $1,834,000, compared to $1,267,000 in July, 1953. Total industry dividends during the first seven months of this year totaled $13,551,000, compared to $12,375,000 during Jan.-July, 1953.

Host Of European Cities "Ripe" For Cinerama: Rosen

"Every capitol in Europe and some of the largest cities are ripe for Cinerama," declared Sam Rosen, executive vice president of Stanley Warner Corp., returning on the Queen Elizabeth from a six week's survey of the Continent and the British Isles. He was accompanied by Mrs. Rosen.

"Knowledge of Cinerama has penetrated to every country which I visited. In the smaller cities it is realized that only a large population can duplicate our long run Cinerama records but they hope that when we have accumulated a back-log of product it will be possible to open Cinerama theatres in the smaller areas." Rosen was in London for conferences on the opening of "This Is Cinerama" at the Casino Theatre, Sept. 30th. He also visited Paris, Stockholm, Oslo, Copenhagen and Dublin.

Lowell Thomas has been contracted to produce "Seven Wonders of the World" in the Cinerama process.



S. H. Fabian, president of Stanley Warner Corp., greeting Sam Rosen, his partner and executive vice-president of Stanley Warner, upon Rosen's return from Europe.

ne of the Greatest Money-Reviews Ever

...from Newsweek

MOVIES

Suddenly (United Artists) is as simple and startling as a good scream. The only box-office star in its cast is Frank Sinatra, chiefly known until recently as a singer of teen-age youngsters' songs. Its setting is just a humdrum town on a humdrum Saturday afternoon. But suddenly—in its very first credit-unfolding moments, in fact—"Suddenly" seizes audience nerves and begins, quietly and meticulously, to stretch them to the breaking point. It leaves them, at best, limp.

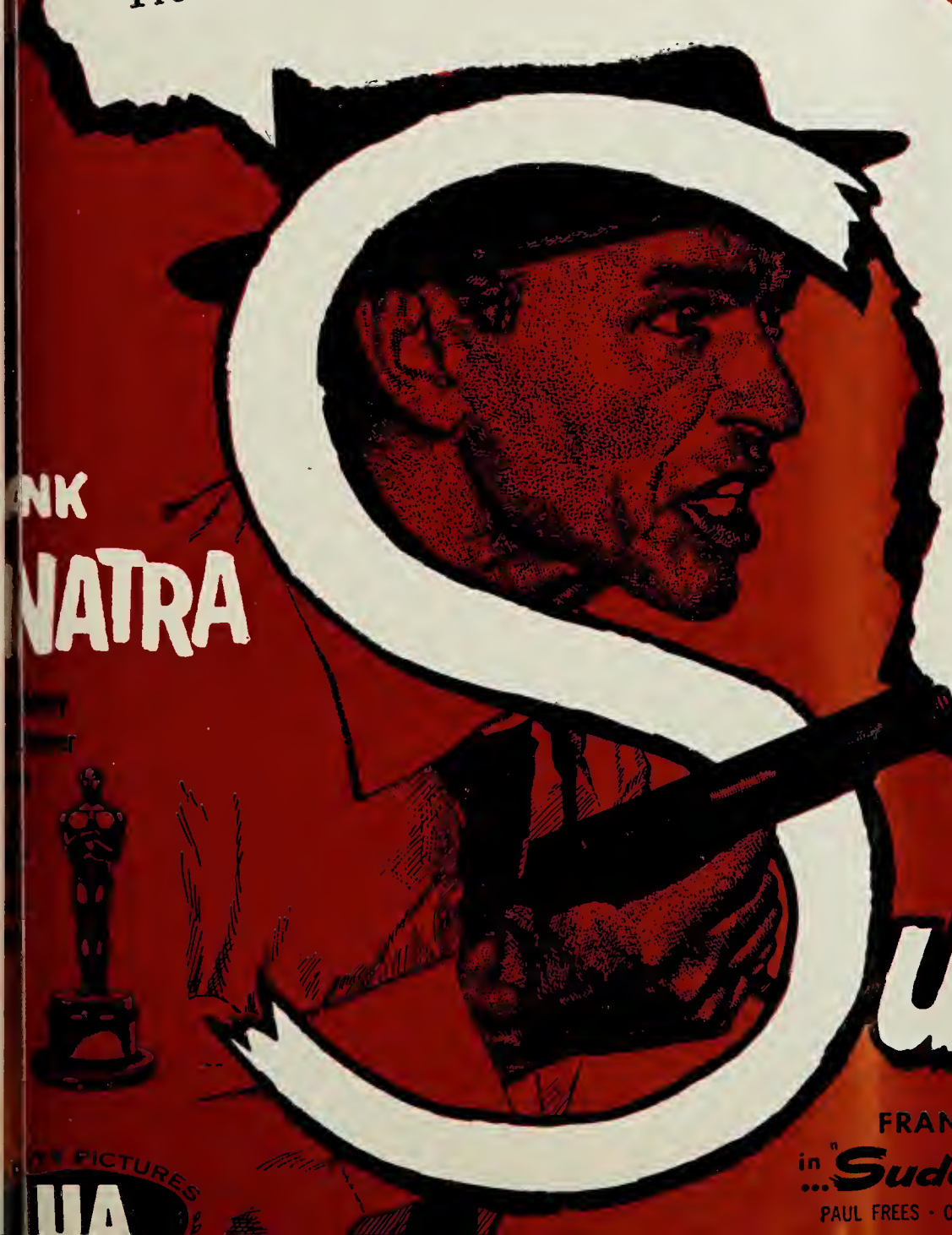
Two things happen to the uneventful-looking town of Suddenly, Calif. The President of the United States decides to visit it, and an attempt is made to assassinate him. Foot by thrumming foot, the film's tension accumulates, with never a fancy or pointless thrum. Under Lewis Allen's superb direction, everyday incidents—the television-repair man's arrival, the newsboy's daily round of deliveries —are astutely set against the epochal fact of what impends.

As the assassin in the piece, Sinatra superbly refutes the idea that the straight-role potentialities which earned an Academy Award for him in "From Here to Eternity" were one-shot stuff. In "Suddenly," the happy-go-lucky soldier of "Eternity" becomes one of the most repellent killers in American screen history. Sneeringly arrogant in the beginning, brokenly whimpering at the finish, Sinatra will astonish viewers who flatly resent bobby-soxers' idols.

Sterling Hayden also does well as the ambushed sheriff who tries to persuade Sinatra that nobody ever got away with an assassination. This killer weakens not a whit: "If Booth wasn't such a ham, he'd have made it."

Decorated for his killing of 27 Germans during the war, he looks forward to his latest assignment with particular pleasure: "I never killed a President before." Watching him go about it is one of those occasions that make your theater's starting times important.

▶**Summing Up:** Sure scorer.



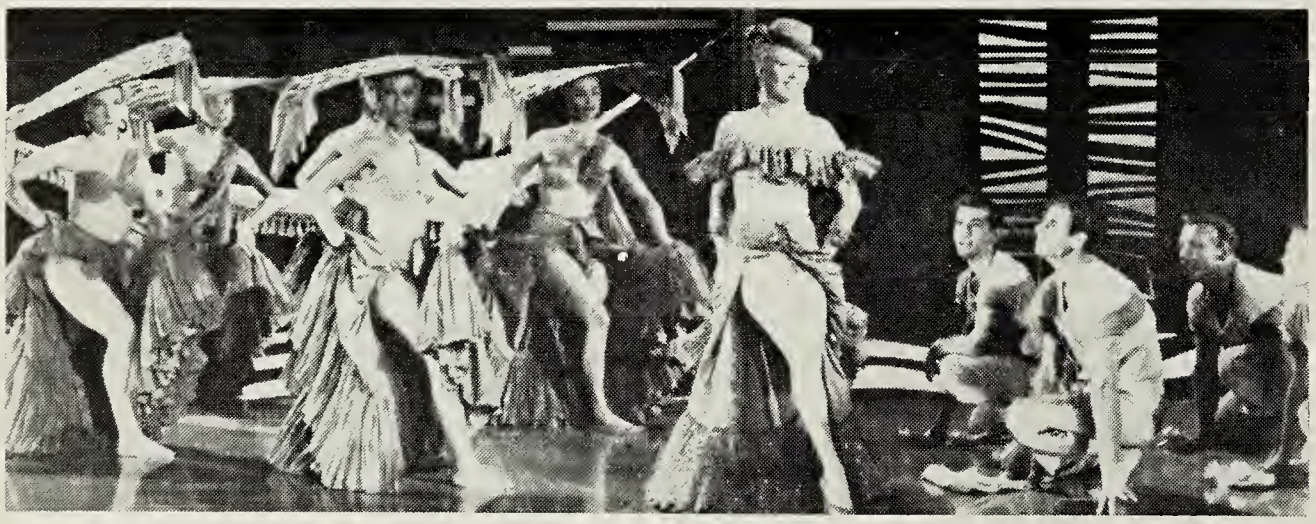
CinemaScope Celebrates



DESIREE—Marlon Brando and Jean Simmons head the cast of this historical romance, in DeLuxe color, from 20th-Fox. Other 20th-Fox CinemaScope releases are: "There's No Business Like Show Business," "Untamed," "A Woman's World," "The Black Widow" and "Carmen Jones."



A STAR IS BORN—Judy Garland and James Mason co-star in this musical drama, in Technicolor, from Warner Bros. Lending support are Jack Carson and Charles Bickford. Other CinemaScope top-liners at WB include: "Battle Cry," "Land of the Pharaohs" and "Helen of Troy."



THREE FOR THE SHOW—Betty Grable, Jack Lemmon, Marge and Gower Champion headline this Technicolor musical, the first CinemaScope release from Columbia. Follow up CinemaScope features will include "The Violent Men," "The Long Gray Line" and "Joseph and His Brethren."



SITTING BULL—United Artists' first anamorphic release was produced by W. R. Frank in Eastman Color and stars Dale Robertson, Mary Murphy and J. Carroll Naish. Other UA CinemaScope features will be "The Kentuckian" and "Gentlemen Marry Brunettes."

11,000 Houses Equip For Fox Innovation In 40 Countries

In the comparatively brief period of the one year ended this week, the anamorphic medium of CinemaScope, under the pioneering leadership of 20th Century-Fox, has been responsible for major progress within the motion picture industry. Particularly in exhibition has the advancement of this new medium wrought tremendous strides.

Throughout the word today, close to 11,000 theatres are specially equipped for the showing of CinemaScope pictures. But just one year ago not one theatre had the facilities for the projection of an anamorphic print.

In the U.S. and Canada, there are over 8,100 theatres outfitted for the special equipment required by CinemaScope. In Europe, Asia, Africa, South America and Australia, a total of amost 3,000 theatres are similarly equipped.

Strides In Production

Great strides were made also in CinemaScope picture production during the past year. Today there are more than 24 features showing in theatres of 40 nations throughout the world as filmed in CinemaScope. A year ago there was only one: 20th-Fox's "The Robe." Now, from practically every motion picture producing company, CinemaScope features are continuously in release.

A year ago there were only 10 CinemaScope features on the drafting board, with the majority of these from one company, 20th-Fox. Today, there are 97 films awaiting release, in production or in preparation for 1954-55 for all companies.

In the world of finance, CinemaScope is a baby that has already made a substantial black ink mark. For 20th-Fox, film rentals on the first 12 CinemaScope pictures have reached a figure of $40,000,000 and a total of $62,000,000 is anticipated by the end of this year for 17 pictures.

Net, Stock Rise

The company has announced a net of $3,096,545 for the first six months of 1954. The net for the similar period one year ago was $158,309. Stock Sept. 17, 1953 was selling at 15⅝ per share; this September, 26¾ per share.

On "The Robe" alone, film rentals from 4,051 domestic and Canadian engagements totaled $15,127,557. The international gross to date is $5,000,000 and the company expects to draw an additional $10,000,000 from playings in the U.S. alone.

To date, $66,875,000 has been estimated as invested by approximately 8,100 domestic theatres in CinemaScope equipment. A total of $16,500,000 has been estimated as invested in like equipment by theatres overseas.

By the end of the current year, the company anticipates that 10,000 domestic and Canadian theatres will have been equipped for anamorphic presentation. Installations throughout the world are taking place at an estimated average of 200 per week.

In honor of CinemaScope's first birthday, a myriad of celebrations and activities were held this week in many municipalities of the

Fruitful First Anniversary

97 Pictures Promised For '54-55 Release In Infant Medium

U.S., Canada and other lands. Exhibitors, government officials, business, social and civic figures joined the festivities in each of these locales.

On local and national television and radio programs, CinemaScope also was accorded salutes. Ed Sullivan's CBS-TV "Toast of the Town" devoted a full hour to "The Darryl F. Zanuck Story" to lead off the long list of special airwaves activities.

In city-to-city celebrations, plaques were unveiled and birthday parties were held galore at scores of theatres where mayors cut CinemaScope birthday cakes in the presence of various notables. Proclamations designating Sept. 16 as "CinemaScope First Anniversary Day" were issued in many localities.

Editorials Honor Medium

Theatres co-operated for the occasion by inserting slugs in newspaper ads. Editorials, special layouts showing pictorial highlights of CinemaScope's initial year, and interviews with theatremen on their acquaintance with the new medium were spotted in the press throughout the nation.

Credit was given to Spyros P. Skouras, 20th-Fox president, for his foresight in introducing CinemaScope; Prof. Henri Chretien, for developing the special lenses; Earl Sponable, 20th-Fox director of research, for leading technical developments in the medium, and Al Lichtman, 20th-Fox director of distribution, for spearheading the CinemaScope sales campaign.

Charles Einfeld, 20th-Fox vice-president in charge of advertising, publicity and exploitation, was lauded for leading a promotional drive that made the world CinemaScope-conscious, and Darryl F. Zanuck, vice-president in charge of production for the company, who retooled the 20th-Fox studio for complete anamorphic picture making, was praised for his efforts.

Coming CS Releases

In coming months, such are the CinemaScope features that are going into national release from most companies: "Desiree," "There's No Business Like Show Business," "Woman's World," "The King and I," "Prince of Players," "The Greatest Story Ever Told," "A Star is Born," "Moby Dick," "Brigadoon," "Ben Hur" and "Sign of the Pagan."

Also, "The Long Grey Line," "Joseph and His Brethren," "That Lady," "20,000 Leagues Under the Sea," "Helen of Troy," "Captain Lightfoot," "Battle Cry," "Land of the Pharaohs," "The Racers," "Black Widow," "The Kentuckian," "The Black Prince," "Hit the Deck," "Beau Brummell," "Jupiter's Darling," "Many Rivers to Cross," "Green Fire," "Chief Crazy Horse" and "Bad Day At Black Rock."

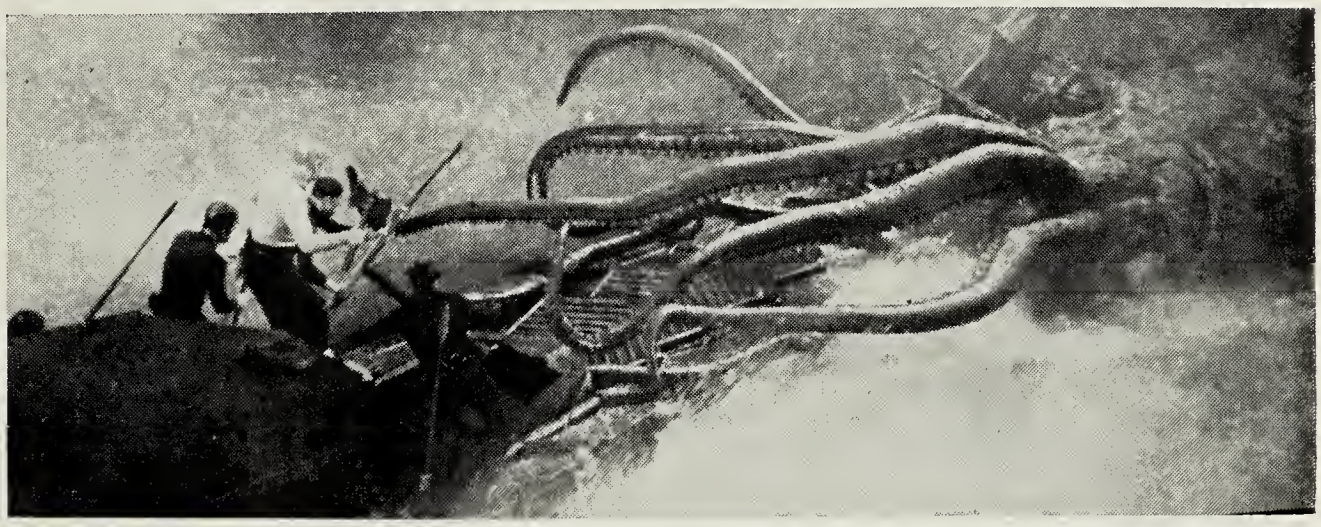
Also, "The Prodigal," "To Hell and Back," "Three For the Show," "The Violent Men," "Sitting Bull," "The Adventures of Hajji Baba" and "The Wandering Jew."



MANY RIVERS TO CROSS—Robert Taylor and Eleanor Parker star in M-G-M's comedy-drama, in Eastman Color. Additional CinemaScope productions scheduled by the same studio include: "Bad Day At Black Rock," "Brigadoon," "Green Fire" and "Jupiter's Darling."



CAPTAIN LIGHTFOOT—Rock Hudson and Barbara Rush are starred in Universal-International's Technicolor tale of an Irish Robin Hood. Other U-I CinemaScope productions are "Sign of the Pagan," "The Black Shield of Falworth," "Chief Crazy Horse" and "To Hell and Back."



20,000 LEAGUES UNDER THE SEA—Jules Verne's undersea adventure phantasy, translated into live-action drama by Walt Disney, stars Kirk Douglas, James Mason, Peter Lorre and Paul Lukas. Much of the story was photographed off the coast of the Bahamas, in Technicolor.



THE CONQUEROR—The saga of Ghengis Khan, oriental warlord, is brought to the screen in Eastman Color by RKO Pictures with John Wayne and Susan Hayward co-starred. Dick Powell produced and directed with a supporting cast headed by Pedro Armendariz and Agnes Moorehead.

Metro Totals 29 Releases For '54

With the scheduling of six new pictures and four reprints for release by M-G-M from October through the end of the year, the company will have released a total of 29 features during 1954. This count does not include "Julius Caesar" and "Brigadoon," which are excluded from the total because these films are receiving special handling, the company explains.

Of the six new pictures, four are in color. Of the total 29, 20 are in color, while four are in CinemaScope. Figures compare with a total of 46 films released during the 1953 calendar year. That total included 19 color features and two 3-D films, according to an accounting by the company.

Starting October, "Rogue Cop," starring Robert Taylor, Janet Leigh and George Raft, will head the list of releases. This will be followed by "Beau Brummell," Technicolor, topcasting Stewart Granger and Elizabeth Taylor.

Reprints Scheduled

Two reprints for the month include "A Woman's Face," starring Joan Crawford and Melvyn Douglas, and "Dr. Jekyll and Mr. Hyde," headlining Spencer Tracy and Ingrid Bergman.

"Athena" and "The Last Time I Saw Paris" are the two Technicolor November releases. The former stars Jane Powell, Debbie Reynolds, Edmund Purdom and Vic Damone, while the latter topcasts Elizabeth Taylor, Van Johnson and Donna Reed. Two reprints, "Tarzan and the Ape Man" and "Tarzan Escapes," starring Johnny Weismuller, have been set for the month.

December will see the release of "Crest of the Wave," starring Gene Kelly and "Deep in My Heart," Technicolor, toplining Jose Ferrer, Helen Traubel and Merle Oberon. In addition to the reprints definitely scheduled, the company is testing several others before slating them for re-release.

At "White Christmas" Preview



Three thousand persons were on hand for a midnight preview of "White Christmas," Paramount's first picture in VistaVision, which will open at the Radio City Music Hall next month. Snapped in the lobby (l. to r.): Barney Balaban, Paramount prexy; Danny Kaye, who co-stars in the film, and Russell Downing, pres. and managing director of the Music Hall.

Trust Suit Dismissal Carries Strong Omen

In an anti-trust suit ruling that is seen as possibly setting a precedent in the industry, Federal Judge Archie O. Dawson has dismissed the suit filed by the New Dyckman Theatre Co. because he believes that the complaint contained too many irrelevant charges. Included in the ruling was a statement of great concern over the amount of time spent by the courts on such cases.

Judge Dawson gave the plaintiff 30 days to file an amended complaint that would be more concise than the original. He asked additionally for an "informal pre-trial hearing" to make sure that the issues presented in the new suit are "particularlized and the bounds of permissable discovery formulated."

The suit was brought against RKO Theatres, RKO Radio, Warner Bros., Stanley Warner, 20th-Fox and Universal. The Dyckman Theatre charges conspiracy favoring the RKO Coliseum and Marble Hill theatres as well as conspiracy against the company in other cities.

Trade Leaders Join Tribute To Balaban

Top motion picture leaders have launched an all-out campaign to obtain industrywide participation in the $1,000,000 tribute to Barney Balaban, President of Paramount Pictures. They pledged themselves to fill a minimum of twenty-five tables at the testimonial dinner for the Paramount executive on Sunday, September 26th at the Waldorf-Astoria in New York.

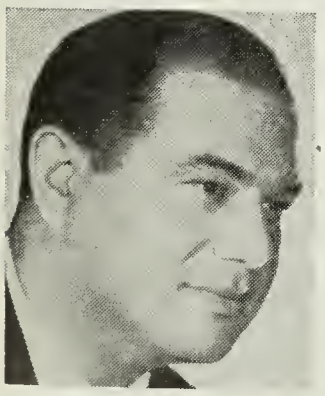
The testimonial is being sponsored by the Metropolitan Council of B'nai B'rith in recognition of Balaban's "thirty-five years of dedicated service to B'nai B'rith and to his fellow man." Participation in the tribute is by purchase of $1,000 in State of Israel Development Bonds.

The industry leaders acted at a special luncheon at the Hotel Astor called by Simon H. Fabian, Stanley Warner president, and Jack Cohn, executive vice-president of Columbia Pictures. The tables to be filled by the motion picture industry at the Balaban testimonial will represent a minimum of $250,000 in Israel Bond sales. Both Fabian and Cohn took the lead in spearheading the industry drive. Each purchased a $10,000 State of Israel Bond in honor of Balaban.

Robert M. Weitman, vice-president and director of American Broadcasting-Paramount Theatres, will serve as chairman of the entertainment and program committee for the testimonial.

UA Lauds Benjamin With Sales Drive

United Artists is honoring its board chairman, Robert S. Benjamin, with a six-month sales drive, culminating March 5, it has been announced by William J. Heineman, vice-president in charge of distribution, and B. G. Kranze, general sales manager. Both Kranze and Heineman will serve as drive co-captains.



ROBERT S. BENJAMIN

In connection with UA's 35th anniversary celebration, going on this year, Arthur B. Krim, president, and Arnold M. Picker, vice-president in charge of foreign distribution, made their first stop this week on their Far Eastern tour, arriving in Tokyo, where a ceremonions welcome was accorded them. Krim and Picker are due in Manila later this month.

The sales drive will see release of what is termed the most impressive line-up of important productions in UA history, with a "blockbuster-a-month" promised exhibitors by Arthur B. Krim, company president. A total of $50,000 will be awarded winners in the drive, in which the company's 32 branches are competing.

The salute to Benjamin will place emphasis on a drive for billings and collections and will be divided into four laps: Sept. 5-Oct. 16; Oct. 17-Nov. 27; Nov. 28-Jan. 1; Jan. 2-March 5. Cash prizes will be given after each lap and at the drive finale.

Encompassed during the drive is release of "The Barefoot Contessa," Technicolor; "Vera Cruz," Technicolor; "Sitting Bull," CinemaScope-Eastman Color; "The Purple Plain," Technicolor; "Suddenly," and "Romeo and Juliet," Technicolor.

$2,475,000 Action Filed

UTICA, N. Y.—An anti-trust suit seeking $2,475,000 in damages from the major distributors and other film companies has been filed here by J. Steven Holt and the Central Avenue Amusement Co., Inc., both of Albany. The plaintiffs claim that they have been discriminated against and charged higher prices for product.

Dewey Into Industry Rumors Say MPAA

Albany.—Rumors current on Capitol Hill that Governor Thomas E. Dewey will accept a post with the motion picture industry when his term of office is completed at the end of the year have been neither confirmed nor denied by the governor's office. The report receiving the most attention is the one alleging that the governor would be given some post with the MPPA.

Possible positions suggested for Gov. Dewey with this organization include one as special counsel and another as an executive with the group's Hollywood office. Not much credence is being given to the published report that Gov. Dewey would succeed Eric Johnston as head of the group.

New Appointments . . .

JOHN WOLFBERG, veteran theatre owner, joined the Hal R. Makelim organization in charge of sales, after having disposed of his California theatre interests. Wolfberg was an original member of the National Allied committee appointed to study the Makelim Plan. He disposed of leases on the Marcal and Newsview theatres, Hollywood, and the Imperial, Inglewood, to take his new post.

In another appointment at the Makelim organization, KINGSLEY COLTON was named assistant to Makelim. He will also handle distributor correspondence on "Man of Conflict," "Stolen Identity" and all other Atlas Pictures films formerly handled by Sam Nathanson, resigned.

JOHN NEAL, a member of the United Artists sales staff in Australia for the past 10 years, was appointed branch manager for the company in Bangkok, succeeding Harry Wilhoit, resigned. The Neal appointment was one of a series of promotions and appointments announced by the company. Neal's successor as branch manager in Adelaide is RON JESSUP, who joined the Australian organization in 1935 as office boy and progressed to his present post.

Continuing the list of new UA appointments, H. F. GRIBBLE, formerly branch manager in Auckland, New Zealand, was named acting manager in New Zealand, succeeding Harry S. Withers, resigned. TED RYSFELD was transferred from the managership of Trinidad to that of Hong Kong, while WILLIAM KORENBROT received the Trinidad post.

In a home office move, LEON FELDUN, formerly manager in Puerto Rico, was assigned temporarily to the home office foreign sales staff. Feldun's successor in Puerto Rico is SAM JONES, a newcomer to UA. Jones has worked abroad for Warner Bros. and Universal.

In addition to these executive appointments, two trainees, MORTON RAVEN and JOHN STEPHENS, have been given field spots, with Raven going to Sydney, Australia, and Stephens going to the UA branch in Santiago, Chile.

R. M. EYMAN, Ohio's assistant state superintendent of education since 1945, was named to succeed Dr. Clyde Hissong as chief film censor for the state. Eyman, who holds a doctorate degree from Ohio State University, was formerly superintendent of a county school system. Dr. Hissong has returned to the faculty of Bowling Green State University.

JACK SAFER was appointed mid-central states sales representative for Filmakers Releasing Organization. He will headquarter in Indianapolis and supervise Cincinnati and Memphis territories.

SHELDON GUNSBERG, formerly a member of the publicity staff of Universal, was named managing director of specialized theatre operations for the Walter Reade Theatres. In his newly created post, Gunsberg will supervise operation of the circuit's Baronet Theatre, N.Y.C., and other Reade interests in the specialized theatre field. He will also work with Continental Distributors, Inc., a distribution company in which the Reade organization has an interest.

ARTHUR GREENBLATT, former Lippert Productions general sales manager, was appointed home office special sales representative of Allied Artists. Greenblatt will supervise the Boston, New Haven, New York, Albany and Buffalo branches and will be contact man for some of the important circuits headquartering in New York.

At the same company NAT NATHANSON was promoted to mid-west district manager. He will supervise Chicago, Indianapolis, Des Moines, Omaha and Milwaukee, as well as remain in direct charge of AA's Chicago branch.

DUDLEY G. LAYMAN was elected financial vice-president of RKO Theatres Corp. Layman is a director of the corporation.

THEODORE R. KUPFERMAN, vice-president and general counsel of Cinerama Productions Corp., was elected chairman of the board of Carroll Pictures, Inc. Kupferman, formerly with the legal departments of Warner Bros. and N.B.C., will also act in a consulting capacity to Carroll L. Puciato, president of Carroll Pictures.

MARVIN FISH was named traffic manager of the UA advertising department. Fish also serves as assistant to production manager Nat Lax.

MUNIO PODHORZER has become associated with George Roth in Atlantic Pictures Corp. The new association does not affect Podhorzer's position as head of Casino Films Exchange. Atlantic is currently distributing several foreign films including "Flamenco" and "April 1, 2000." Roth is also handling the U.S. distribution of "Mr. Hulot's Holiday."

MAURICE SEGAL, former account executive with Norton and Condon, joined Universal Pictures Co. to work under Jeff Livingston on publicity for the J. Arthur Rank Organization film productions. Segal replaces Sheldon Gunsberg, resigned. Segal has also worked as trade press contact for RKO and Paramount.

FRANCES BECK, veteran film publicist, was placed in charge of handling fashion promotions in the long-range advance campaign for the United Artists release "Romeo and Juliet."

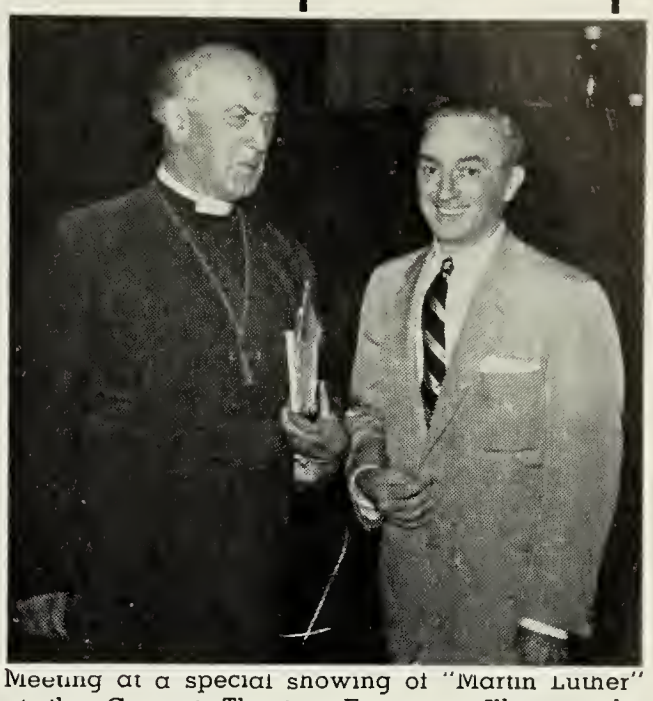
LEONARD MINTZ was appointed to the sales staff of Buena Vista, the distribution subsidiary of Walt Disney Productions. Mintz will headquarter in Philadelphia and cover the exchange areas of Washington, D.C., and Pittsburgh. His first assignment will be "The Vanishing Prairie."

ALBERT MARGOLIES AND CO., has been named special publicity and public relations consultant for Walt Disney Production. The association is on a term basis and supersedes the picture-to-picture campaigns on which Margolies has been operating for more than a year.

ABE GLASER was named general professional manager of the Walt Disney Music Co. Glaser has been with the Disney firm for the past four years.

ALFRED F. CORWIN, MPAA's New York office information director, was named to work on an Association overseas information program.

Archbishop and Bishop



Meeting at a special showing of "Martin Luther" at the Coronet Theatre, Evanston, Ill., are the Archbishop of Canterbury and Coronet's manager, Hector Bishop.

"Luther," Cartoon Slated For Release

Accompanying the announcement that the Louis de Rochement production of "Martin Luther" will be nationally released at popular prices starting October is the news that the producer's Technicolor cartoon production of "Animal Farm" has been completed and is now being prepared for late fall release in the U.S.

"Animal Farm" differs from most cartoon features in that it has been made on an adult theme, having been based on George Orwell's satirical book. De Rochemont claims that the satire has been left intact, thus giving "the adult movie-goer something to take away."

"Luther," which has already played 3,000 bookings at advanced prices, is now being aimed at 8,000 additional bookings at regular prices, according to Cresson E. Smith, general sales manager. The film will be sold the same way as before, but this time double bills will be permitted, provided that the second film is "in good taste," according to Henry Endress, of Lutheran Church Productions.

Smith and Endress praised exhibitors for their handling of the film the first time around, claiming that new friendships were developed by the theatremen. Smith stated that the film rentals totaled $3,000,000 in the U.S. for the 3,000 bookings.

Dividends . . .

The American Broadcasting-Paramount Theatres board has announced dividends of 25 cents per share of preferred and common stock payable Oct. 20 to holders of record Sept. 24, according to an announcement by Leonard H. Goldenson, president.

Decca Records Inc., has declared a regular quarterly dividend of 17½ cents per share of capital stock payable Sept. 30 to holders of record Sept. 20, 1954.

The Universal Pictures Co. board of directors has declared a quarterly dividend of 25 cents per share of common stock payable Sept. 28 to holders of record on Sept. 17, 1954.

Independent Trade Reviews

"Sitting Bull"

(United Artists) CinemaScope Eastman Color 105 Min.

Cast: Dale Robertson, Mary Murphy, J. Carroll Naish, John Litel.

Credits: Produced by W. R. Frank; Directed by Sidney Salkow; Screen play by Jack De Witt.

A continuous stream of action is delivered in United Artists' first CinemaScope release. It should prove delightful to fans of outdoor adventure stories and highly exciting for the kiddies. Story, built around the historic stand at the Little Big Horn by Col. Custer, concentrates on a fresh angle for some genuine suspense and reliable plot twists. Main character, Chief Sitting Bull, is effectively portrayed by J. Carroll Naish for special highlighting of the Indians' role in the classic slaughter. With the anamorphic lens and stereophonic sound, the magnitude of the battle scenes is enhanced considerably. Scores of whooping redskins circling wildly about blue-coated cavalry soldiers registers with a tremendous visual and aural wallop. As photographed in Mexico, utilizing the brilliant tints of Eastman Color, "Sitting Bull" comes through as good action fare which should return a profit at box offices throughout the land.

Central romantic focus in this film concentrates on a running affair between Dale Robertson, an outspoken Army officer, and Mary Murphy, a general's daughter. It is Robertson who bucks the opinion that war between the Sioux and the U.S. is inevitable in the post-Civil War west. In trouble with the Army, Robertson convinces President Grant to send him on a secret mission to Sitting Bull. Latter asks for a conference with the President. Under leadership of Col. Custer, the soldiers bungle the conference arrangements and mayhem breaks loose. The Custer slaughter is the result. Still trying to heal wounds, Robertson leads Sitting Bull and his people to safety and is saved by the Indian from a firing squad at the last minute. A clinch with Miss Murphy ends the day.

"The Human Jungle"

(Allied Artists) 82 Min.

Cast: Gary Merrill, Jan Sterling, Paula Raymond, Emile Meyer, Regis Toomey, Chuck Connors.

Credits: Produced by Hayes Goetz; Directed by Joseph M. Newman; Screen play by William Sackheim and Daniel Fuchs; Story by Sackheim.

Allied Artists has another box office block buster here, that should follow in the wake of "Riot in Cell Block 11," and in many spots do bigger business due to the broader horizon of its theme. A carefully etched story of people in a notorious district in a city and the efforts of the police to clean the area up, the film has a hard hitting powerful script that holds interest throughout. The film is a duo triumph for Producer Hayes Goetz, who has packed it solidly with production values, and Director Joe Newman, who has filled it with moving character studies and also caught the pulse of the riff raff in a festering slum section of a city. The casting is striking with Gary Merrill delivering solidly as a police captain, who is being forced into being a lawyer, Jan Sterling is immense as a stripper in a slum district dive and some new faces here show great promise. Chuck Connors, who plays the heavy, is a standout and shows a great future as a starring player. Pat Waltz as an eager young cop trying to learn about the district, also looks like star material. The exploitation angles are here galore, the title, Miss Sterling's sexy dance sequences, and the marquee draw of Miss Sterling and Merrill is a potent factor in the general market.

The story as told here is a story that could have been ripped out of the headlines in any papers in any major city in the U.S. It is the story of an easy living stripper, who is murdered in the shadiest district in a city. Police Chief Emile Meyer stations hard hitting Captain Gary Merrill to the district and Merrill decides to get rough with crime. His prime suspect in the murder is Chuck Connors, an employee of Florenze Ames, a legal minded big shot. Merrill is doing okay until Pat Waltz, a plain clothesman, accidentally kills a bystander in an attempt to break up a holdup. The papers blast Merrill, who has been trying to maneuver Jan Sterling, a stripper friend of Connors and the deceased girl, in a position to help the police. Despite an inquiry into the death of the civilian, Merrill, encouraged by his wife, Paula Raymond, uses Jan as a lever and captures Connors, who confesses the murder after a chase through a brewery.

"Suddenly"

(United Artists) 77 Min.

Cast: Frank Sinatra, Sterling Hayden, James Gleason, Nancy Gates, Kim Charney, Paul Frees.

Credits: A Robert Bassler production; Produced by Bassler; Directed by Lewis Allen; Original screen play by Richard Sale.

Here is an unusual melodrama, exploitable to the hilt, about an attempted assassination of the President. Coupled with this off-beat theme is the presence of Frank Sinatra, seen in his second straight acting role. With proper selling, "Suddenly" should score a pay-off. Rounding out the attraction is Sterling Hayden, who may be picking up a following in the action crowd. Latter category will find the proceedings of "Suddenly" to their liking. Story is grim, rather unpleasant and sometimes gripping. As the would-be assassin, Sinatra gives a heavy portrayal to the character of a demented killer who lacks any degree of human kindness. He twists the broken arm of a man, taunts a terrorized woman, slaps an elderly man for melodramatic effect.

Sinatra and his gang arrive in the small California town of Suddenly on the day the President is scheduled to pass through via train. Setting up headquarters in the home of Nancy Gleason, widow with a small son, the hoodlums begin preparing a rifle setup with which to accomplish their goal. Hayden, the sheriff, is taken captive. He begins to play on Sinatra's nerves and eventually outlines a trap which serves temporarily to delay his plans. What saves the President, however, is a last minute change in schedule which re-routes the chief executive away from the town.

"The Black Dakotas"

(Columbia) Technicolor 65 Min.

Cast: Gary Merrill, Wanda Hendrix, John Bromfield, Noah Beery, Jr., Faye Roope.

Credits: Produced by Wallace MacDonald; Directed by Ray Nazarro; Screen play by Ray Buffum and DeVallon Scott; Story by Buffum.

"The Black Dakotas" will find its best reception as a supporting feature. A good programmer, it has lots of action and will serve as good support on any bill. The film is well-cast with Gary Merrill, Wanda Hendrix and John Bromfield all turning in believable performances, however, some novel twists not familiar to movie audiences would have assisted the story line here greatly. A tale of a Southern spy, who is trying to get some Northern gold for himself and not the South as he is supposed to, the film starts off with an interesting premise and the aspects of becoming more than an exploitable programmer, but then it falls into pattern as the story unfolds.

Gary Merrill kills Frank Wilcox, a Northern courier from President Lincoln to the Indians against orders. Merrill is supposed to inflame the Indians and cause unrest so that Northern troops would have to be dispatched to quell the outbreaks and thereby this would be an assist to the South. He is also supposed to waylay a gift of $130,000 in gold being sent by President Lincoln to the Indians. Merrill in his quest meets Wanda Hendrix, daughter of Fay Roope, a Southern spy killed for his activities. As Merrill's activities with Noah Beery, Jr., Wanda and the Indians evolve, it becomes apparent that he is soley interested in getting help in his work and then killing all his aides and galloping off with the gold. However, John Bromfield, owner of the stage line, who suspects Merrill beats him to the Indians and he, in turn, uses the Indians to combat Merrill. Merrill is captured, the gold is given to the Indians and a treaty for peace is signed by the Indians through the efforts of Bromfield, who gets Wanda for all his troubles.

"Ugetsu"

(Harrison & Davidson) Japanese 96 Min

Cast: Machiko Kyo, Masayuki Mori, Kinuyo Tanaka, Mitsuko Mito, Sakae Ozawa.

Credits: A Daiei Film Production; Produced by Masaichi Nagata; Directed by Kenji Mizoguchi; Screen play by Matsutaro Kawaguchi and Yoshikata Yoda; Adapted from the classic stories of Akinari Ueda.

An inspired and haunting Japanese-language production, dealing with the exploits of two wayward husbands and their wives in the war-torn Nippon of four centuries ago, is impressively unreeled in "Ugetsu." In all categories, this is an excellent motion picture. Its action, mood and fantasy should bring art house patrons in overwhelming number to every class situation where the picture is booked. Novelty appeal ("Ugetsu" is the second Japanese film to be commercially shown in the U.S.), scenes of harsh violence and sex should account for considerable drawing factors in a general audience. Additional box office lures are to be found in the picture's copping of a 1953 Venice International Film Festival grand prize and the fact that "Ugetsu" was produced by the same firm that made "Rashomon," the first Japanese picture shown in this country. English titles are excellent.

"Ugetsu" will transport any audience through a complete range of emotional experience. Supporting the story line is an excellent musical score which serves to bring out every dramatic twist. The main character, a potter, is shown as he abandons his wife for a temptress, who turns out to be a ghost. The potter's assistant, meanwhile, forsakes his trade for the glory of soldiering. When both men have had enough of their meanderings, they return to their craft. Only the potter's wife has been killed and his assistant's wife reduced to prostitution. All ends well, however, as the spirit of the dead wife remains to comfort the potter.

"Two Guns And A Badge"

(Allied Artists) 68 Min.

Cast: Wayne Morris, Morris Ankrum, Beverly Garland, Roy Barcroft, William Phipps, Damian O'Flynn, Stanford Jolley, Robert Wilke.

Credits: Produced by Vincent M. Fennelly; Directed by Lewis D. Collins; Screen play by Dan Ullman.

This is an average western that will please sagebrush fans. It has action, chases and some gun battles. The story line holds interest, although the plot is quite familiar. Wayne Morris handles his role well and Beverly Garland once again stands out as the femme lead. The story is based on the townsfolk in a town plagued by outlaws mistakenly accepting drifter Wayne Morris for a gunfighter that they had sent for. Sheriff Morris Ankrum impressed by Morris makes him a deputy and Morris, a former jailbird, sets about to rid the town of its bad hombres and rustlers. He comes in contact with Beverly Garland, who is rancher Roy Barcroft's daughter, but he almost kills his chances with her when he tells her that he thinks that her father is the brains behind the rustling and

(*Continued on page* 16)



There are stars you hitch a wagon to.
There are stars you make a wish on.
But there never was a star like

JUDY GARLAND

co-shining with

JAMES MASON

in

"A Star is Born"

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Independent Trade Reviews

(*Continued from page* 14)

killing. However, all is well when he discovers the true culprits are William Phipps and his henchmen and Morris takes them over for the law and stays out as sheriff, when Ankrum announces he is going to retire.

"Down Three Dark Streets"

(United Artists) 84 Min.

Cast: Broderick Crawford, Ruth Roman, Martha Hyer, Marissa Pavan.

Credits: An Edward Small production; Produced by Arthur Gardner and Jules V. Levy; Directed by Arnold Laven; Screen play by Bernard C. Schoenfeld and the Gordons.

A suitable mystery adventure is presented in adequate style in this Edward Small production, with Broderick Crawford and Ruth Roman on hand for marquee allure. A modicum of suspense is generated in this offering as Crawford, seen as an FBI agent, methodically sets about to track down the killer of his buddy. Picture is well made, with an exciting climax putting the cap on some intriguing action sequences. Adding considerably to the overall effect is the semi-documentary style in which the film is carried off. Hard action and tough goings-on throughout will maintain audience interest from start to finish.

When Crawford's buddy is killed, it is discovered that three separate cases on which the dead man had been working must be investigated in order to find the killer. Crawford sets about the task. He cracks the first case, a search for a gangster; then the second, an auto theft ring, to no avail. On the third case, tracking down an extortionist-kidnaper, Miss Roman is involved. Here a trap is set and the killer is captured.

"Jesse James' Women"

(United Artists) Technicolor 83 Min.

Cast: Peggie Castle, Donald Barry, Jack Beutel, Lita Baron, Mike Carr, Joyce Rhed, Betty Brueck.

Credits: A Panorama Pictures Corp. presentation; Produced by Lloyd Royal and T. V. Garraway; Directed by Donald Barry; Screen play by D. D. Beauchamp; Songs by George Anthiel and Stan Jones.

A hearty measure of exploitable possibilities is to be found in this action film in which Jesse James becomes involved with four women. Production values, direction and performances, in general, rarely rise above the acceptable category for a professional film. Photographed in Mississippi with the print rendered in Technicolor, "Jesse James' Women" marks the initial production venture of exhibitor Lloyd Royal of Mississippi. The picture is loaded with saucy scenes between Donald Barry, who plays the outlaw, and each of the four females. On two occasions, the women see fit to pull and tear at each other for Barry's favor. Two songs are spotted against saloon settings while a couple of fisticuff scenes supply the action requirements. With strong selling in rural areas, the picture should find a highly lucrative outlet.

Action is spotted in Mississippi, where Jesse James and his band has begun operations. Jesse uses his attraction to women in order to facilitate the staging of robberies and various other thefts. One by one, however, the women wise up to him and he is lured into a fight with a professional boxer and thrashed. Jesse turns the tables on the women and leaves town, holding the upper hand.

French Classic Revived

American distribution rights to the forthcoming re-release of the Rene Clair production "A Nous, La Liberte" have been acquired by Joseph Burstyn, Inc.

First Allied Artists CinemaScope Entry



THE ADVENTURES OF HAJJI BABA—Produced by Walter Wanger for Allied Artists, this Technicolor tale of Near Eastern intrigue and phantasy stars John Derek and Elaine Stewart. It was filmed in CinemaScope. Distribution will be made by 20th Century Fox. Another Allied Artists production, "The Black Prince," also in CinemaScope, will be released by AA next April.

AA's One-A-Month Release Policy Revealed For Major Productions

Allied Artists "is now definitely coming out of its transition period" with scheduling being arranged "in order to release top caliber pictures at the rate of one a month," stated executive producer Walter Mirisch recently. He disclosed the titles of 10 productions to be released by the company during the next eight months, including one CinemaScope film, "The Black Prince."

In line with expansion plans, Mirisch revealed that Samuel Bischoff Enterprises, Inc., will personally produce two pictures annually over a three-year period for AA release. Bischoff will launch the new association with "The Phenix City Story."

Mirisch noted that "Prince" marks the company's first multi-million dollar film and that a greater proportion of Technicolor features are being scheduled. The company is also engaging "a greater number of important stars, producers and directors," according to Mirisch.

He added that AA is also "dealing with increasingly important subject matters." He explained that plans of the last year or two are "rapidly materializing" and pointed to such upcoming productions as John Huston's "The Man Who Would Be King" as well as "John Brown's Raiders" and "Hold Back the Night."

September Release

September release is "The Human Jungle," Gary Merrill-Jan Sterling starrer, to be followed in October by "Tonight's the Night," in Technicolor, starring David Niven and Yvonne De Carlo; "Danger Point," topcasting Mark Stevens, and "Target Earth," starring Richard Denning.

In November the company will release "The Bob Mathias Story," with Mathias playing himself, and in December "John Brown's Raiders," starring Raymond Massey. January release is "The Big Combo," topcasting Cornel Wilde, Richard Conte and Jean Wallace, to be followed in February by "Shotgun," in Technicolor, starring Sterling Hayden and Yvonne De Carlo.

March will see the release of "The Annapolis Story," in Technicolor, starring John Derek, Diana Lynn and Kevin McCarthy, while April has been set as the release month of "The Black Prince," in CinemaScope, which stars Errol Flynn, Joanne Drue and Peter Finch.

Four Industry Cases Await Supreme Court

(*Continued from page* 5)

1942, seeking $1,350,000 in treble damages. The final award, paid in 1948, was for $125,000 trebled to $375,000. Goldman included only the $125,000 in its gross income for that year, whereupon the present legal proceedings got under way. Both the Tax Court and the Court of Appeals held that punitive damages are not taxable income.

In another case, the state of Indiana has asked the U.S. Supreme Court to review a ruling of the state Supreme Court that film rentals paid by Indiana exhibitors to out-of-state exchanges cannot be made subject to the Indiana gross income tax. The dispute arose over the film rental income paid by Northern Indiana exhibitors to the Warner Bros. Chicago exchange.

Based on Decision

The Indiana Supreme Court based its ruling on the decision that the films sent to Indiana exhibitors from out-of-state exchanges constitute interstate commerce. The state claims that exhibition in a state breaks the flow of interstate commerce, and that if the state Supreme Court decision is permitted to stand, the receipts of the Indiana exhibitor would also be tax exempt.

The eight major distributors have asked the Supreme Court to refuse to review lower court decisions throwing out the F. E. Harrison anti-trust case against them. Miss Harrison lost both in District and Appeals courts on her charges of conspiracy to force her suburban Philadelphia Bryn Mawr Theatre to play behind the Warner Theatre.

Earlier, Miss Harrison appealed for a review on the grounds that the lower courts had erred in refusing to allow the Paramount decrees as prima facia evidence of unlawful motives. The distributors charge that Miss Harrison for the past 20 years has been leasing her theatre, had never transacted business with the distributors and therefore had no cause of action against them.

REGIONEWS

ALBANY

Mgr. Paul V. Wallens has taken over operation of the 1550-seat Grand Theatre in Albany, and mgr. Joseph Stowell has taken over operation of the Lincoln Theatre in Troy. This is in accordance with terms of the Consent Decree against Warner Bros. The leases are reported to be for 10 years with weekly payment of 15% of the grosses. Both houses will continue as "B" first-runs but they are no longer move-over spots for pictures which have played the Palace and Troy respectively. . . . John and Philip Marotta, operating the Carman Drive-In Guilderland, discontinued construction of another ozoner near their home town of Amsterdam. . . . Greenwald, Kovner & Goldsmith, attorneys, incorporated the Anamorphic Lens Corp. to conduct business in N.Y.C.

Alan Iselin's Auto-Vision, East Greenbush, was one of the area drive-ins which distributed donation envelopes to patrons for the March of Dimes emergency drive. Iselin served as theatre chairman while Jack Goldberg, Metro mgr., as distributor chairman. . . . The Esther Williams stage unit, which opened a tour at the Palace with the Metro star's husband, Ben Gage as emcee, was presented at a scale of 85¢ until 4 p.m.; $1.10 at night, and 35¢ for children. It played one day here. . . . Sylvan Leff of Realart Pictures will handle distribution of "Duel In The Sun" in this area.

ATLANTA

Clyde Vaughan, veteran RKO salesman, has resigned to become mgr. of the War Eagle Theatre, Auburn, Ga. . . . Jay Soloman and Mose Lebowitz, owners of Independent Theatres in Chattanooga, Tenn., took over the Rialto and Central theatres in Atlanta. . . . Babe Cohen and Joy Houck, owners of the Lippert Exchange in New Orleans, took over the Lippert and Realart Exchanges in Atlanta from John W. Mangham. Francis White, owner of the Lippert Exchange, Charlotte, is also a part owner. Roy Nichud of N.O. was appointed branch mgr.; Ray Edwards, former office mgr., has again hit the road, and R. H. Fairchild was appointed Fla. representative with headquarters in St. Petersburg. . . . Herman (Dusty) Rhodes, Columbus, Ga. and Montgomery, Ala., drive-in owner, in hospital here following heart attack. . . . Sid Reams, Republic sales representative, home after months in hospital.

Montgomery, Ala. theatre managers have been asked by the City Commission to discontinue their midnight shows as a means of reducing gangsterism among the youth of the city. William Wolfson, mgr. of the Paramount, only local theatre with a Saturday midnight movie, reports he has had these shows for the past 15 years and not a single complaint has ever been brought to him. . . . Moss Theatre Co., owner of the Ritz, Ocala, Fla., appointed Richard R. Montgonery as mgr. They also transferred Doc Saunders, who managed the Ritz, to the State in Gainsville, Fla. . . . T. A. MacDougald has been appointed gen. mgr. of the Cannon Theatres in Lake City and Live, Oak, Fla. He was former mgr. of the Desota Theatre in Lake City. . . . Port Theatre, a unit of Martin Theas., will have CinemaScope about Oct. 1, also Lam Amuse. Co.'s Royal Theatre, Hogansville, Ga.

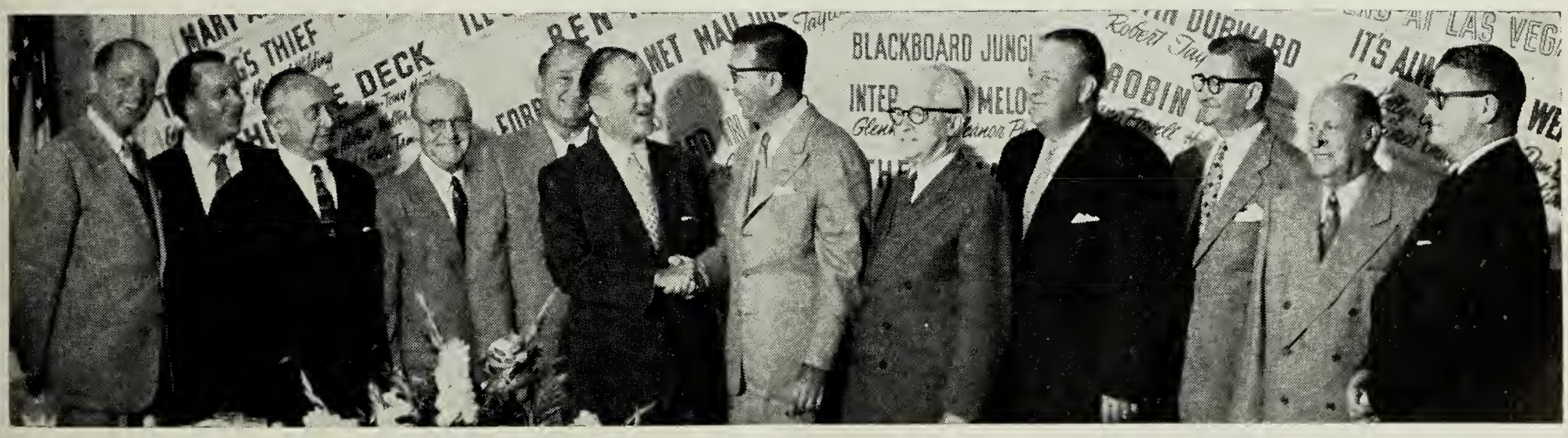
Robert E. Morales has been appointed dist. mgr. for Claughton's theatre in Tampa. He replaces Curtis Miller, transferred to Miami, Fla. . . . Plans for a 500-car ozoner with CinemaScope in Fort Pierce, Fla., announced by Rupert Koblegard, Jr. Herbert Small, architectural engineer with Southeastern Equip. Co., is preparing specifications. It will have a capacity for 200 more cars than the Fort Pierce Drive-In, also owned by the Koblegard interests. . . . Front and lobby of the Dreka Theatre, Deland, Fla., have been redecorated. Owner George Stonaris has also ordered CinemaScope for the house. . . . J. H. Thompson, Skyview-Drive-In, Gainesville, Ga. installing CinemaScope. . . . L. J. Duncan, Al-Dun Amuse. Co. West Point, Ga., new owner of the Valley-Drive-In.

Wm. Richardson, pres. Capital Releasing, reports that "Duel in the Sun" has broken records wherever played. Deals for the picture have been closed with several circuits, including Wilby-Kincey, Martin Theas., Lam Amuse. Co., Georgia Theas., Crescent Amuse. Co. and ABC Booking Co. . . . A. L. Sheppard has renovated his Grand Theatre Waynesboro, Ga. and included installation of air conditioning, CinemaScope and wide screen. . . . Home Theatre, Zephyrhills, Fla. installed CinemaScope, also State Theatre, Eustis, Fla. . . . ABC Booking Service, Jacksonville, Fla. has taken over buying and booking for Suburbia Drive-In, Gainesville, Fla. and Magnolia, Titusville, Fla. H. J. Knight, of the Palm-Drive-In, Largo, Fla., is now doing his own buying and booking. . . . Robert Craft, owner of the Woodside-Drive-In at Greensville, Tenn., turned over the buying and booking to Al Rook Booking Service. Don Wenger, gen. mgr. of the Pekin and Ritz, (Negro patronage) in Montgomery, Ala., has installed wide screen. Don and the Mrs. just returned from a vacation in Havana.

A $25,000 damage suit filed against Johnson City Ents. Johnson City, Tenn., by Mrs. Mabel Trolson was decided in favor of the defendant. A similar suit brought by Mrs. Trolson's daughter was thrown out. The two women charged that they had gone to the Majestic Theatre and that after an argument with the asst. mgr., Mrs. Trolson was requested to leave. They claimed that they suffered "embarrassment and humiliation." . . . Friends of Earle Hendren, owner of Capital Amuse. Co. of Erwin, Tenn., gave a dinner in his honor at the Farragut hotel Knoxville, in celebration of his 40th year in show business.

BOSTON

The $3,000,000 suit of Victoria Theatre, Lawrence, Mass., against distributors and various circuits is set for trial on Oct. 25 in U.S. District Court before Judge Sweeney. . . . Joseph E. Levine, pres. of Embassy Pictures, has completed negotiations for the New England release of Selznick's package, "Notorious" and "Farmer's Daughter." The pictures will open Oct. 21 at the Paramount



Dore Schary, M-G-M studio head, greets Charles Reagan, gen. sales mgr., and other sales and promotion executives on arrival in Hollywood for a four-day meeting to work out sales and promotional policies for forthcoming product. L. to R.: Si Seadler, advertising mgr.; Dan Terrell, eastern publicity director; Rudolph Berger of Washington; John J. Maloney of Pittsburgh, J. P. Byrne of New York; Reagan; Schary; E. M. Saunders, asst. gen. sales mgr.; Burtus Bishop of Chicago; John S. Allen of Dallas; George A. Hickey of Los Angeles; and Mike Simons, director of customer relations.

BOSTON (cont'd.)

and Fenway in Boston and in all other theatres belonging to New England Theas. circuit day and date. . . . Paramount Pictures and the Astor Theatre will offer the feature "Sabrina" for a special preview showing at the Astor on Sept. 22, with all proceeds going to the Steeple Fund of Old North Church. The famous spire was blown down during the hurricane. Martha Hyer, featured in the film, was in town to sell tickets for the benefit and to meet the press at a cocktail party arranged by publicist Arnold Van Leer.

Although returns from drive-in theatre collections for the Jimmy Fund are not yet tabbed, officials have announced the remarkable take registered at the Fresh Pond Drive-in, Cambridge, which collected a total of $2,675.77 during the two-week drive—thanks to mgr. Paul McBeath and the McLaughlin brothers, owners. . . . Rose Chalifoux, switchboard operator at the Metropolitan Theatre for the past 25 years, has resigned to accept a civil service post in the offices at Logan Airport. . . . Fred Katz, Warner booker resigned to enter another field and is replaced by Edward Barry, who had been the cashier's clerk. . . . Billy Moran, business agent of the IATSE local at Fitchburg and a v.p. of the Mass. Federation of Labor, is continuing his goodwill addresses by plugging the motion picture industry to brother tradesmen in other locals.

Ernest Colarullo, a booker at Affiliated Theas. for the past five years, has resigned to take over the ownership and management of Borba's Market in Hingham. He is replaced at Affiliated by Arthur Rowe, former dist. mgr. and booker for Graphic Circuit. . . . Paramount Theatre, Danforth, Me., was completely destroyed by fire. Owner Gray Erwin has not announced plans to rebuild. . . . In RKO's Drive-In Dough Contest for Playdates conducted among the salesmen and bookers, Stan Davis lead the salesmen as of Sept. 1, and Florio Simi, the bookers. Contest started March 5 and will conclude late in Nov. when the ozoners close. . . . Doris Johnson, secretary to the pres. of Smith Mgmt Co. has set Sept. 19 for her marriage to Walter Bamberg of Dorchester. After a wedding trip she will return to the office. . . . Mary Elizabeth Kremmell, eldest daughter of Bill Kremmell, Warner booker, has entered St. Joseph's Novitiate to study to become a nun in the Order of St. Joseph.

CHARLOTTE

Distribution of "Duel In The Sun" in this area is being handled by Francis J. White, Jr. and Scott Lett of Screen Guild Productions. . . . Southeastern Theatre Equip. Co. is installingRCA Dynalite Screen and CinemaScope in the Pastime, Murfreesboro; the Maxton, Maxton, and the Franklin, Franklin, N. C. Front of the Colony, Wilmington, N. C., has been remodeled and new poster frames installed. . . . P. H. Riley, owner of the Park-Drive-In Aiken, S. C., reports that a storm blew his screen down. It will be rebuilt at once. . . . The stork visited the home of Jim DeBorry, Columbia sales representative, and left a baby girl

Alleghany Theatre Corp. of Enfield, N. C. took over the Levon Theatre in that city from W. G. Overton. Leslie L. Sprinkle will manage, . . . Two armed men forced mgr. Carl Queen, of the Shelby-Drive-In at Shelby, N. C. to hand over $75. . . . Charles Tucker, owner of the Drive-In at Wadesboro, N. C., has taken over the Paula Theatre, Mt. Pleasant, N. C. . . Everett Theatres, Charlotte, reported that J. D. Milsaps, Jr. is new mgr. of the Propst and Ritz in Lake City, S. C. . . . Bill Osteen's Skyway-Drive-In at Anderson, S. C. was broken into for the second time in six months. . . . Cameo Theatre, Swan's Quarter, N. C., managed by J. L. Lancaster, has been equipped for wide screen presentations.



En route to location for "Timberjack," now being filmed against the spectacular scenery of Montana, Republic president Herbert J. Yates and Mrs. Yates (Vera Ralston) stop off in Portland, Ore., where they are greeted by Jan Markstaller, Queen of Rosaria, and General Thomas Riles of the Oregon National Guard. Miss Ralston, Sterling Hayden, David Brian and Adolph Menjou have starring roles in this Republic Trucolor production, which also features Hoagy Carmichael.

CHICAGO

Reported that Armitage Theatre will reopen Oct. 1, also that Bland Bros. will reopen the Calo Theatre this month. . . . Carl Hart is here from the N. Y. headquarters to substitute for Universal office mgr. Alfred Platzman, in Michael Reese Hospital for surgery. . . . Gardner Theatre Supply moving to larger quarters at 1314 S. Wabash Ave. on Oct. 1. . . . Irving Fine retired as mgr. of the Terminal Theatre. . . . H&E Balaban's Milford Theatre serving free coffee to patrons, following lead of their well known northside Surf Theatre. . . . Sam Schiller, veteran showman, is in Michael Reese Hospital recovering from a heart attack.

Lawrence Stewart named mgr. of the Oakland Square Theatre. . . . McGuire Sisters, singing trio from the Arthur Godfrey show, start a 3-week stint at the Chicago Theatre on Sept. 24. . . . All Chicago drive-ins advertise free admissions for children. . . . Jack Eataro joined the booking staff of Allied Artists. . . . Alex Halpern, Stanley-Warner zone mgr., announced the following territory winners in the "Fabian Fabulous Forty" national contest: Pete Pisano, Avalon Theatre, Chicago, 1st; Joe Real, Midwest Theatre, Okla. City, 2nd; Ralph Krause, Milwaukee Theatre, 3rd; William Bindle, Rialto Theatre, Racine, Wis., 4th. . . . Kroger Babb, Hallmark Productions, was hospitalized in Springfield, Ill. while on a business trip in that territory. . . . Harold Goodnote, 20th-Fox salesman, is back in his territory after three months convalescence.

M-G-M plans 25 subsequent runs in this territory of "Julius Caesar," starting Sept. 24. . . . Irving Fine was named mgr. of the Lake Shore Theatre; R. C. Valentine named mgr. of B&K's Terminal Theatre. . . . Bob Roundtree, Belmont Theatre operator, at home convalescing from serious illness. . . . Chicago Musical College building, which houses the Ziegfeld Theatre, has been sold for $200,000 thru Sudler & Co. . . . Diek Horgan, has been upped from director of the amusement tax division to chief of the administrative offices.

CINCINNATI

Mid-Four Theatres are erecting a 1200-car drive-in on Route 4, outside of Hamilton, Ohio, on the Middletown Pike. It will be equipped with individual in-car heaters for year- round operation, and will have a large screen for CinemaScope. It will also be equipped for closed TV. The owners, Mark Cummins and Ben Cohen, operate the Holiday and Acme, Hamilton, also other theatres in Ohio, Kentucky, and Florida. It is expected that the theatre will open by Thanksgiving. . . . Elston Dodge, owner of the Elstun Theatre, Mt. Washington, Ohio, held a free matinee recently, donating all proceeds to the polio fund. . . . The local UA office is watching with interest progress being made on "The Kentuckian," formerly called "Gabriel's Horn," which is being filmed in nearby Levi-Jackson Wilderness Park, Cumberland Falls, Ky. The picture is CinemaScope, Technicolor—and 120 local people have been hired as extras.

Alan Moritz, theatre chain operator, has taken on distribution in this territory of a diamond carbon uesd in projection machines. Moritz makes his headquarters in the Film Building, 1634 Central Pkway. . . . Tri-State Theatre Service took over booking and buying for the New Star Theatre, Richwood, W. Va., owned by Wendell H. Holt. . . . Lester Rosenfeld, West Virginia exhibitor, has made all preparations for his proposed visit to Hawaii, on Nov. 2. . . . M. M. Dorsey, of the Dorsey Theatre, Johnstown, Ohio, is in Florida for relief of his hayfever. . . . "The Moon Is Blue" has set a record at the World Theatre, Columbus, managed by Charles Sugarman, as it is now in its 20th week there.

"Duel in the Sun," distributed by Realart of Cincinnati, opened for a week's run in the Schine Kentucky Theatre, Lexington. . . . Joe Alexander, RKO city mgr., pleased to receive the news that "A Star Is Born," is to open at the RKO Albee in the near future.

CLEVELAND

Julius Lamb, mgr. of the Colony Theatre in suburban Shaker Square, rounds out his golden anniversary in show business this month. Lamb began in Chicago in 1904 when he opened a nickelodeon in competition with Carl Laemmle, who founded Universial Pictures. He came to Cleveland in 1930 for Warner, managed the Variety for one year, then went to the Uptown where he was mgr. for 23 years. . . . The Shaker Theatre re-

(*Continued on page* 20)

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CLEVELAND (cont'd.)

opened after a next-door fire ruined its lobby and projection booths. The Shaker, which is part of the Associated Theatre group, was completely remodeled during the nine weeks it was closed. Robert Martin continues as mgr. . . . Both the Palace and Hipprodrome theatres carried the special, closed circuit theatre telecast of the Marciano-Charles fight Sept. 15. All seats were reserved at $3.50. . . . Independent operator, Bernard Rubin of Imperial Pictures, has taken over the RKO Theatres' lease on Keith's 105th.

DALLAS

John J. Houlihan, local branch manager of Republic Pictures, heads a new insurance company especially organized to serve people in the movie industry, from script girl to projectionist. Houlihan, as pres. of Midwestern Security Life Insurance Co. of Texas, announced that stock will be offered primarily to people in the motion picture business. The company will engage in life, health, accident, and hospitalization insurance. The first 50,000 shares will be sold at $10 per share, with William J. Garrett Co., Dallas securities firm. handling stock sales. The company, temporarily set up in Republic's film distributing center at 2024 Jackson, expects to become national in scope. Other members of the industry on the board of directors are Claude Ezell, pres. of Claude Ezell & Associates; John Franconi, pres. of Capitol Pictures; E. V. Green, pres. of Texas Theatres, and C. V. Jones, v.p. of Rowley United Theatres.

Mrs. George V. Basham of Dallas became the 100,000th person to see "This is Cinerama" at Dallas' Melba Theatre. Managing Director Paul Swater says attendance continues to "exceed expectations." . . . Dallas News front page columnist Paul Crume recently took a crack at one specific theatre and, indirectly, at all theatres who don't pay close attention to their neon lettering. . . . The suburban Lakewood Theatre is doing very well with an attendance-building Wed. night "Question Night Quiz."

DENVER

Schumour Theatres are building a 350-car drive-in, the Sunset, at Craig, Colo., where they also operate other theatres. . . . R. H. Daniels is opening Hollwood, N. M., to movies via a 350-car drive-in he is building there, set to open this month, and planned for year-round operation. . . . V. J. Dugan, 20th-Fox branch mgr., has returned home from Rochester, Minn., where he underwent surgery following a checkup at the Mayo Clinic. . . . Earl Bell, Warner branch mgr., entered St. Joseph's hospital for a checkup.



Gregory Peck confers on makeup with director John Huston just before filming a scene for "Moby Dick" in Youghal, Eire. Background for the Warner Technicolor film is New Bedford of the whaling days.

Distribution of "Duel In The Sun" in this area is being handled by H. C. Fuller and Robert H. Bird of Dimension Pictures Ltd. . . Someone stayed in the Santa Fe after the show closed for the night, and did a large amount of vandalism. They broke locks on all the cabinets, broke into candy and ice cream cabinets, shattered a portable radio and broke into the ticket storage cabinet. . . . Joe LeVee, 65, Warner salesman and father of Paulette Goddard, died in a Denver hospital following an operation. . . . Attending the National Theatre Supply sales meeting at Los Angeles from Denver were J. B. Stone, branch mgr.; Dick Lutz, asst., and salesmen Robt. Tankersley and Morton Dyksterhuis. . . . Floyd Brethour, asst. booker at Metro, is taking two weeks off for naval air reserve training, and will spend four days of it in Bermuda

Watch These Dates!

Sept. 21-23: Kiamesha Lake, N. Y.—Allied Theatre Owners of N. J. convention—Concord Hotel.

Sept. 22-24: San Antonio—Texas Drive-In Theatre Owners Assn. convention—Plaza Hotel.

Sept. 26: New York—Metropolitan Council of B'nai B'rith dinner honoring Barney Balaban—Waldorf-Astoria.

Sept. 28: Missoula, Montana — Montana Theatre Owners Association.

Sept. 28-29: Kansas City, Mo. — Kansas-Missouri Theatre Association — Hotel President.

Oct. 10-11: Milwaukee—Allied States Assn. fall board meeting—Schroeder Hotel.

Oct. 12-14: Milwaukee—Allied States Assn. annual convention — Municipal Auditorium.

Oct. 27: Kansas City—Allied ITO of Kansas-Missouri—Hotel Aladdin.

Oct. 30-Nov. 4: Chicago — Theatre Owners of America convention—Hilton Hotel.

Oct. 31-Nov. 4: Chicago — TESMA Trade Show—Conrad Hilton Hotel.

Nov. 8-9: St. Louis-Missouri-Illinois Theatre Owners convention—Chase Hotel.

Nov. 14-16: Charlotte—Theatre Owners of N. and S. Carolina—Hotel Charlotte.

Nov. 16-17: Indianapolis — Allied Theatre Owners of Indiana fall convention—Marott Hotel.

Nov. 17: New York—Motion Picture Pioneers annual dinner—Hotel Astor.

Nov. 19-20: Chicago—Colosseum of Motion Pictures Salesmen of America annual convention—Drake Hotel.

Nov. 21-23: Jacksonville—Motion Picture Exhibitors of Florida convention—Roosevelt Hotel.

Sept. 26: New York—Metropolitan Council of B'nai B'rith dinner honoring Barney Balaban—Waldorf-Astoria.

Dec. 5-7: Oklahoma City—Theatre Owners of Oklahoma convention.

Dec. 6-8: Memphis, Tenn.—MPTO of Arkansas, Mississippi and Tennessee — Gayoso Hotel.

Dec. 7: Boston — Independent Exhibitors, Inc. Convention—Hotel Bradford.

DES MOINES

Glen Wilson reopened the Lakota Theatre at Lakota after several weeks of darkness. . . . Jim Green, former mgr. of the Princess in Eagle Groove was transferred to the Estherville Theatre, and Robert Nicholson took over managerial duties at the Princess. . . . A fire in the concession building at the Northside Drive-In, 5 miles north of Ottumwa, caused damage of about $10,000, according to owner Jake Cohen. . . . William Haver was named mgr. of the Paramount in Waterloo, and city mgr. for Tri-States in Waterloo. Haver, a step-brother of screen actress June Haver, replaces Bob Leonard who moved to California to enter private business.

A. C. Smead, mgr. of the Liberty in Council Bluffs, has purchased the theatre building for $35,000 from the estate of Susanna C. Dodge. . . . Gilbert Rathman, mgr. of the Marion in Marion, reported theft of $85 from the cash drawer of the theatre . . . A. H. Talbot, mgr. of the Iowa in Cedar Rapids for the past 21 years, has retired. No replacement has been named by RKO, which operates the Iowa. . . . Evabell Hubbard, employee of the Watts and Osage Theatre in Osage for the past 17 years, resigned to become the bride of Dick Hillistad. . . . The Aurelia Theatre in Aurelia was closed and the equipment sold. . . . Plans to reopen the Park in Ft. Dodge were announced by owner Hassan Habhab. House will reopen as the Varsity Theatre after complete remodeling and redecoration.

John H. Evers and his son, Everett, have leased the theatre in Schleswig from the VFW and plan to reopen in late Sept. New projection equipment and screen will be installed. . . . Harry A. Dearmin, mgr. of the Orphum in Marshalltown, offered a reward for information leading to the conviction of vandals who slashed four leather seats in his theatre. . . . Schaller Theatre in Schaller, managed by the Chamber of Commerce, has closed its doors. . . . Playing days at the Tripoli Theatre in Tripoli have been changed, according to owner George Lindsley. Shows will be held Friday, Saturday, Sunday and Wednesday nights; Monday night shows have been discontinued. . . . Wm. Feld of Triangle Films signed a franchise for distribution of "Duel In The Sun" in this area.

DETROIT

Wayne Parsons, former mgr. of the Broadway-Capitol, has been named mgr. of the Gold Coast, which David Korman has taken over. The house is currently making a bid for key run product. . . . The Booth Theatre, operated by the family of the late Julius D. London, has also revamped local booking practice of long standing by securing key runs. . . . United Artists Theatre offered a record six hour show, when a sneak preview of the coming attraction was booked for one performance, along with the regular showing of "Gone With the Wind," now in its ninth week. . . . Roberta Lee, mgr. of the Stone Theatre, operated by Milton Jacobson, is

(*Continued on page* 22)

35th Anniversary

CONVENTION

ALLIED
THEATRE OWNERS
OF NEW JERSEY, INC.

at the fabulous

CONCORD

Kiamesha Lake, N. Y.

September 21-22-23

PLAN TO ATTEND THIS CONVENTION

MAKE YOUR RESERVATIONS NOW

ALLIED THEATRE OWNERS OF NEW JERSEY, INC.

234 West 44th Street, New York

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DETROIT (cont'd.)

recovering from a broken foot.

Local filmites are enrolling in the new lineup of teams for the Film Bowling League, with Stanley Baran of Allied Artists handling registrations. . . . Frank J. Downey, who has managed the local MGM exchange for 30 years, is moving to California following his retirement. . . . United Detroit Theatres using a new grouped-style advertising in its current newspaper copy, in place of the usnal distinctive format for each house. . . . The Broadway-Capitol has booked "Duel in the Sun" for a first run showing, opening September 16. . . . Charles Zack, mgr. of the West Side Drive-In, had "Miss Flame" and her court of beauties as guests at a reception to plug the Firemen's Field Day. . . .George Kopp, div. mgr. of ASCAP's Chicago and Minneapolis districts, will now also have the Detroit office under his supervision

HOUSTON

Louisiana, Oklahoma and New Mexico ozoners invited to attend Texas Drive-in Ass'n convention in San Antonio. Highlight of convention was a report by Everett Looney of the law firm of Looney, Clark and Moorehead on "segregation," who said that the problem of segregation for drive-in operators was a long range one and could not be met at this time. . . . TV held Houston theatre-goers home with showing of ever popular "Wuthering Heights" on Lux Radio Theatre. . . . Post Oak Drive-In, advertises the only completely asphalt lot in town.

Dog Show plus twin features highlight show at Trail Drive-In, with $30 in cash prizes to Houston's handsomest canine. . . . Interstate Theatres and Loew's listing big hits to be shown during new movie season. . . . Hi-Nabor Drive-in installing a CinemaScope screen. Next on list are Post Oak, South Main and Shepherd. . . . "Living It Up" playing currently in 10 neighborhood theatres.

MIAMI

Claughton's anti-trust suit for treble damages of $9,450,000 against Paramount, Warner, 20th-Fox, Universal, Columbia and UA goes to trial in Federal Court here on Sept. 19. It involves discrimination against the Royal, Variety and Embassy theatres during the years 1941-51.

Wometco Theatres have taken over the Coral Drive-In, Miami, from E. J. Milicker. . . . Curtis Miller, Claughton's gen. mgr. in Tampa, left that post to fill a similar one in Miami, formerly occupied by A. W. Corbett, who will spend most of his time in an executive post at the Urmey Hotel, recently purchased by the Claughtons. . . . Elmer Shard is now at the Dade Theatre as mgr.

FILMS TELEVISED SEPT. 4 to 17

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

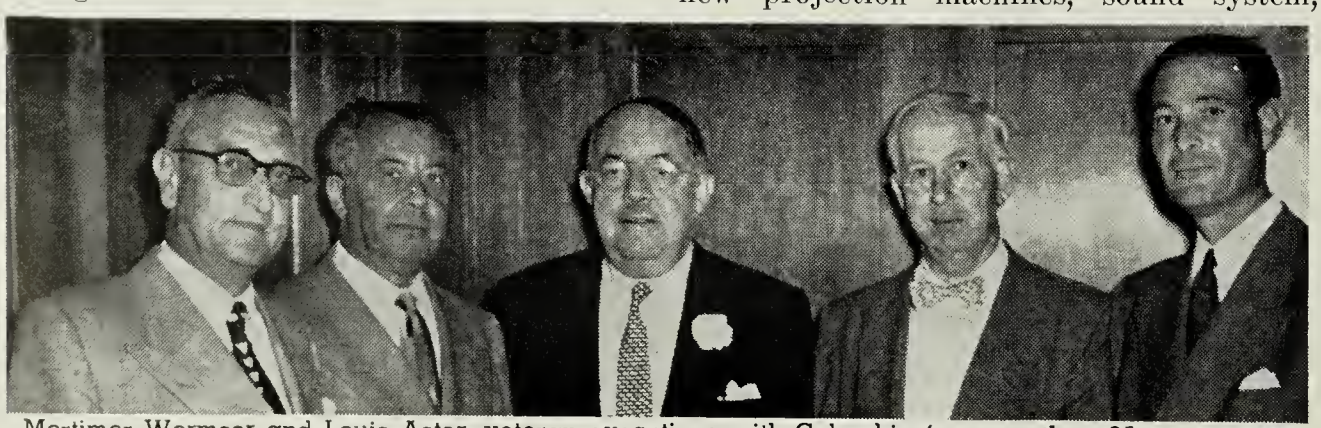
Title	Cast	Original release date
Adventures of Mr. Smith	Gus McNaughton	
The Black Book	Robert Cummings	Eagle Lion 8-21-49
Blackout Murders	John Abbot	
Born to the Saddle	Donald Woods	
California Trail	Gilbert Roland	Col. 7-22-33
Double Barrelled Miracle	Lee Bowman	
Fire One	Don Ameche	
Flight No. 7		
Gay Cavalier	Gilbert Roland	Monog. 3-30-46
Lady Godiva Rides Again		
A Letter From Home	Cesar Romero	
Livingstone In Africa		Anglo-American Corp. 3-21-29
The Lost Barricade	Greta Gynt	
Meet The Boy Friend		Rep. 7-19-37
Noose For a Lady	Dennis Price	
Spider Woman	Nigel Bruce	Universal 1-21-44
That Hamilton Woman	Vivien Leigh	UA 3-20-41
Tinderbox		Animated Cartoon feature
Trapped	Lloyd Bridges	Eagle Lion 10-1-49
Tread Softly	John Bentley	
Western Kid	Range Busters	

MINNEAPOLIS

Harry A. Rolbiecki, for 13 years operator of the Vogue at Arcadia, Wis. has sold the theatre to John W. Leland. Sale included the theatre building, equipment and adjoining residence. . . . Dahlstrom and Weinberger, theatre decorators, have redecorated th following theatres: State at Harvey, N. D.; Perry at Perry, Iowa; Carroll at Carroll, Iowa; Spencer at Spencer, Iowa; Arrow at Cherokee, Iowa; and Vista at Storm Lake, Iowa. . . . The Westgate, a suburban art house, will play "The Pickwick Papers" first run, according to Sam Niefeld, mgr. . . . The Edina, a neighborhooder, celebrated its 20th anniversary with three free shows on August 31. Film was "Mr. Deeds Goes to Town." Neighborhood merchants cooperated n a tie-in ad with 1934 prices featured. . . . Chris Jessen reopened the Jordan at Jordan Minn. . . . Frank Campo, Paramount booker, passed out cigars on arrival of a daughter, Lisa, his second child.

Dick Dynes, RKO city salesman, was on a special assignment in South Dakota. . . . CinemaScope with stereophonic sound has been installed in the Gem at Harmony, Minn. . . . The State at Caledonia, Minn., installed a wide screen. . . . CinemaScope with single track sound was installed in the Cresco at Cresco, Iowa. . . . Dorothy Schroeder, bookers' clerk at MGM, was married to Ted Dornfeld. . . . Warren Betzinger purchased the Trojan at Rushford, Minn.

Don L. Tracy and Don, Jr. have completed a modernizing program at the Grand, Carrington, N. D., including a wide screen, new projection machines, sound system, high intensity lamps and a new illuminaed sign and marquee. . . . Fire destroyed the Star at Hopkins, a Mpls. suburb. House had been converted from film to stage play operation. . . . A new wide screen was installed in the Riviera at La Crosse, Wis., according to Ans Holley, mgr. . . . Construction started by Ed Knaus of an all-steel and concrete theatre at Aurora, Minn., expected to be in operation by Oct. 1. House, which will replace one burned down five years ago, will cost over $25,000. . . . New at Independent Film Service are Viv Manro, booker, and LaVerne Boerner, who returned as branch mgr.'s secy. . . . Distribution of "Duel In The Sun" is being handled in this area by Donald E. Swartz, Independent Film Distributors.



Mortimer Wormser and Louis Astor, veteran executives with Columbia for more than 25 years, were honored at a reception in the home office and presented with gifts commemorating the occasion by exec. v.p. Jack Cohn. Shown here (l. to r.): A. Montague, gen. sales mgr.; Astor, sales exec.; Cohn; Wormser, asst. treas., and A. Schneider, v.p.

NEW HAVEN

A triple damage suit, charging unfair practices, has been filed by New Haven Drive-In Theatre, Inc., North Haven, Conn., against Loew's, Paramount, Warner, RKO, Conn. Theatrical Corp. and New England Theatres, Inc., alleging that defendants have failed to provide the ozoner with a fair share of pictures in comparison with other outlets in the area.

Lou Cohen, mgr. of Loew's Poli, Hartford, and Mrs. Cohen will be honored at a testimonial dinner on Oct. 4 at the new Statler, to mark Cohen's 35th year in show business and the couple's 35th wedding anniversary. J. F. McCarthy, Conn. dist. mgr. for Stanley-Warner, is serving as gen. chairman. McCarthy worked with Cohen on the old Poli Conn. circuit some decades ago. . . . Also marking their 35th weeding anniversary this Fall are Sam Cornish, partner-manager, Niantic Theatre Corp., Niantic, and Mrs. Cornish. . . . Ray McNamara, Allyn, Hartford, distributed 5,000 heralds through downtown parking lots, in conjunction with regional premiere of Allied Artists' "The Weak and the Wicked."

Hartford Theatre Circuit is reopening the Art Theatre, 850-seat first-run foreign film outlet, the latter part of the month. Extensive remodeling is currently under way, according to C. J. Lawler, gen. mgr. . . . Ted Harris, partner in the State Theatre, Hartford, announced the engagement of his daughter Adele to Avram Levinson, Bristol, Conn. dept. store exec.

(*Continued on page* 24)

WEEK OF OCTOBER 4th, 1954



In support of President Dwight D. Eisenhower's spirited appeal to the exhibitors of America to hold a Theatre Audience Collection on behalf of the brave and war-ravaged South Koreans, on or about the week of October 4th, this advertisement is inserted, without charge, as a patriotic and public service by

THE INDEPENDENT FILM JOURNAL

NEW ORLEANS

"The Human Jungle" will have its world premiere on Sept. 28 at the Joy Theatre here. It will be attended by members of the cast, headed by Gary Merrill and Jan Sterling. . . . Women of the Motion Picture Industry (WOMPI) held its first national convention in Dallas, Tex., where is was born two years ago. New Orleans may be the scene of WOMPI's second national convention in 1955 if the Dallas convention accepts the local club's invitation. . . . Drive-Ins here had a temporary setback due to a mosquito epidemic. . . . Fox Theatre, Pollock, La., closed. . . . G. H. Campbell's New Ren Theatre, Yazoo, Miss., closed some months ago by fire, reopened on Sept. 10.

Elroy Theatre at Kentwood, La., owned by Roy Saxon, has installed CinemaScope. . . . Hi-Way Drive-In of Bay St. Louis, Miss., changes hands on Oct. 1, passing from Ed Ortte to Mrs. N. Rhodes. . . . Mrs. Jack Waldron reopened her Town Theatre at Hackberry, La. after a summer closing. . . . Hilltop Theatre at Clinton, Miss. reopened under management of Mrs. Sue Jones. . . . The Abalon at Algiers, La. installed a wide screen with Tuchinsky lens. . . . Frank de-Graauw of Abbeville, La. changed the name of the Dixie Theatre to Frank's Theatre. His brother Robert has a theatre named Bob's.

CinemaScope equipment has been installed in 20th-Fox's screening room. . . . No plans have yet been made for rebuilding the Gay Theatre a Harvey, La., which burned to the ground in Aug. . . . Sept. 10 saw the opening of Paramount-Gulf's new Saenger Theatre in Shreveport, on the site of the old theatre which was destroyed by fire a year and a half ago. . . . Gulf Coast Drive-In, Biloxi, Miss., managed by Russell Naill, has been equipped for wide screen presentations. Wide screen was installed in the Beach Drive-In at Biloxi. . . . Jim Harris resigned as mgr. of the 82 Drive-In at Stamps, Ark., to take over his father's business there.

NEW YORK

Joseph Brenner Associates, 276 W. 43rd St., has consumated a deal with Leo Brecher Theatres for the opening of "Angelika" at the 68th St. Playhouse this month in the German language version with English subtitles. . . . All facilities of the Concord Hotel in Kiamesha Lake will be made available to guests attending the Allied Theatre Owners of N. J. annual convention Sept. 21-23. Entertainment has been arranged for each night as well as a cocktail party, golf tournament, special features for the ladies, and a banquet on Wednesday evening to climax the event. . . . Clarence Rubin, N. Y. dist. mgr. for ASCAP, has been upped to div. mgr. and will supervise the New York, Newark and Philadelphia offices. . . . Members of the trade press and other industryites will miss Joe Priore, veteran critic of Film Daily, who passed away last week.

Max E. Youngstein, UA v.p. and v.p. of the local Cinema Lodge, has been appointed chairman of the Lodge's principal 1954 fund-raising project—the sale of 500 contribution share certificates at $25 per share with one of the purchasers to be awarded a 1954 four-door Cadillac sedan. . . . S. S. Krellberg, Principal Film Exchange, is handling distribution of "Duel In The Sun"



Sadao Iguchi, Japanese Ambassador to the U.S., and John D. Rockefeller, III, president of the Japan Society, which sponsored the premiere of the prize-winning Japanese film "Ugetsu," are shown at the opening at Leo Brecher's Plaza Theatre.

in this area. . . . WOR-TV will launch a movie series, beginning Sept. 21, of more than $45 million worth of top films never before shown on TV. . . . Paramount's "Sabrina" will open at the Criterion Theatre on Sept. 22.

David Katz, who recently resigned as managing director of the Roxy, has leased the 800-seat Island Theatre in Hollis, L. I. from Laurelton Amuse. Co., which is affiliated with the Interboro Circuit. A complete renovation and refurbishing of the theatre is under way, to include CinemaScope equipment and stereo sound. Realtors Berk & Krumgold negotiated the deal. . . . A newly renovated and streamlined RKO Proctor's theatre is catering to the entertainment needs of the people of Mt Vernon. The entire lobby has been redecorated; the auditorium newly carpeted and decorated, and a modern refreshment bar added. New Bausch & Lomb lenses, created specially for CinemaScope, have been installed together with stereophonic sound and the last word in air-conditioning.

PHILADELPHIA

A 3000-car shopping center, planned for the site of what was the old Willow Grove amusement park, has been bought by developers at a reported price of $1,905,000. A motion picture theatre, to be operated by a national company, will be part of the new project. At present there are only two theatres in this area, The City Line Center in Philadelphia and the Towne in Levittown, both of which enjoy key run playing time and have been reporting good business. . . . Alden Theatres patrons screamed & shouted when during an especially scary part of a recent double bill Frankenstein show, there was heard soaring creatures and wings flapping. The lights were turned on and revealed five pigeons that had been let loose by some small boys who smuggled the birds into tthe theatre

Thieves broke into the Lane and Erlen Theatres and got an estimated $100 from vending machines at the Erlen. The machines at the Lane had been emptied before the thieves arrived. . . . Leon Cohen's Vine St. Screening Room has been equipped with stereophonic sound. . . . Esther Rudo, 25 years with Columbia and div. mgr. Harry Weiner's secretary, and John Sloan, 28 years with the company and head shipper, were presented with gold watches at a buffet party where the local branch personnel also celebrated winning of the "Columbia Clean-Up Drive." . . . I. J. Segall is doing the booking and buying for the Midway Theatre in Allentown.

ST. LOUIS

George Phillips and Herman Gorelick of Realart are handling distribution of "Duel In The Sun" in this area. . . .Family Drive-in at Dexter, Mo., owned by the Yewell Lawrence estate, inaugurated its new CinemaScope equipment purchased from the McCarty Theatre Supply. . . . At Martinsville, Ill., the Mars Theatre reopened under management of Nat Fitzgerald. . . . The Old Trails Theatre at Greenup, Ill., owned by Paul Musser, closed temporarily. CinemaScope equipment is being installed in Musser's Lyric at Casey, Ill. . . . Named chairman of the motion pictures subcommittee in the campaign for an earnings tax amendment to the St. Louis charter was Edward B. Arthur, gen. mgr. of Fanchon & Marco. Special election on the amendment is Sept. 30.

The Webster Theatre at Steelville, Ill., owned by H. E. Webster, is being remodeled to present CinemaScope pictures. . . . Carlos Perryman, Roxy Theatre, Shelbyville, Ill., starting his 15th year with the company, was honored with a special "Carlos Perryman Anniversary Night" with all adults admitted for only 15¢. Francis Starr, Roxy mgr., emceed the program. . . . Wide screens are to be installed at both the Marvel Theatre and Diana Drive-In, Carlinville, Ill., owned by Mrs. Frieda Paul. . . . Owner of the Columbia Theatre, Bess Schulter, recently installed Ampex fourtrack stereophonic sound system for four consecutive CinemaScope pictures and it was so successful she decided to make the house a demonstration theatre for all owners contemplating installation of such equipment. . . . Hi-Way Theatre here recently installed Amtex sterophonic sound and mgr. Martin Davis is pleased with the results.

Alvin Theatre at Athens, Ill., reopened under management of W. J. Rodell. . . . A. B. Magarian, East St. Louis theatre owner, has become a partner in A. D. Magarian and Son, general insurance agency. . . . Edward Fellis, retired veteran theatre operator and former Illinois State Representative, passed away. . . . The Uptown Theatre at Fairfield, Ill., reopened with its new CinemaScope equipment and wide screen. Robert Johnson is mgr. . . . Okaw Theatre at Findlay, Ill., reopened. Owner-mgr is J. F. Janssen.

RCA Seamless screens have been installed in the Grand Harrisburg, Ill. and the Orpheum at Eldorado. Both are Turner-Farrar theatres. . . . Bill Collins has leased the 450-seat Canton Theatre, Canton, Mo., with an option to purchase, to R. L. Adkins. . . . Nat Steinberg, veteran motion picture salesman and film exchange mgr. has joined the staff of Radio Station WIL in St. Louis. . . . A wall-to-wall Walker Screen has been installed by Ruby S'Reneo in his Screening Room here. . . . At Palestine, Ill., the Vogue Theatre, formerly leased and operated by Roy Hanley, was closed. . . . The 400-seat Girard Theatre at Girard, Ill., was closed by Mr. and Mrs. Ray C. Hess for an indefinite period. . . . Ansell Bros. Empress Playhouse will open on Sept. 28.

Annual convention of Missouri-Illinois Theatre Owners will be held Nov. 8-9 at the

(*Continued on page* 35)

DEVOTED TO THE BEST INTERESTS OF

YOUR THEATRE

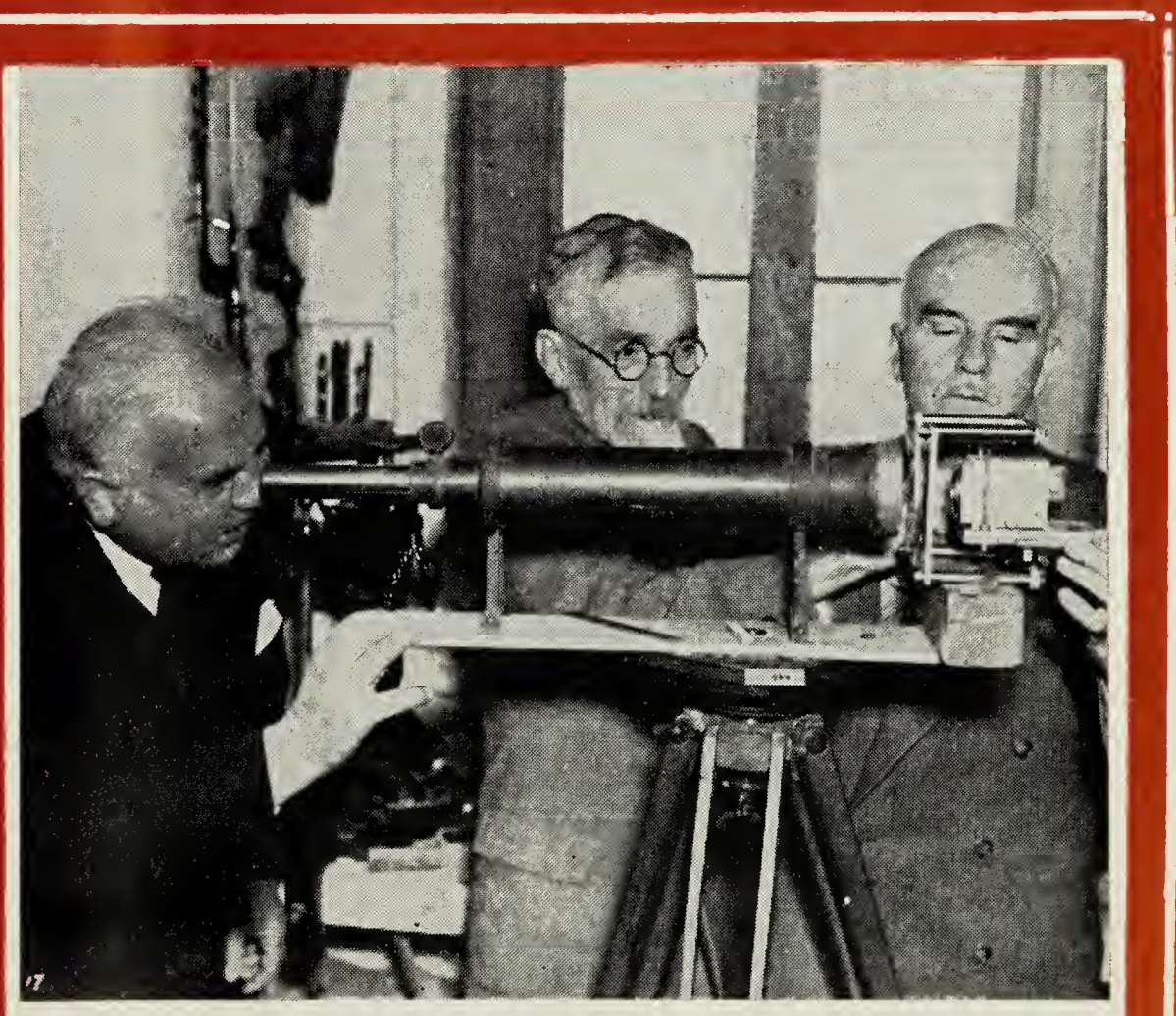


Poblocki Warning Sounded

Gottschalk Lens Explained

Film Cleaner Introduced

Portland Theatre Equipped



The Beginning of a New Era
In Motion Picture Presentation

Record Attendance Seen
For Combined Trade Show

NEW DEPRECIATION PROCEDURE

See Page 28

Headquarters Report:

Signs Indicate Record Attendance At Chicago Combined Trade Show

The large number of advance reservations for the 1954 TESMA-TEDA-TOA-IPA trade show, scheduled from Oct. 31-Nov. 4 at Chicago's Conrad Hilton Hotel, indicates the greatest attendance ever, according to a TOA headquarters report. Early interest "clearly emphasizes the importance exhibitors throughout the nation are attaching to this year's convention and giant combined trade show," declared TOA head Walter Reade, Jr.

The exhibitor leader noted that "of particular interest and benefit to all theatre owners will be the TESMA-TOA theatre equipment and new processes forum and the IPA-TOA concession forum." The nation's leading experts in their representative fields are slated to form panels at each forum to discuss developments and answer questions.

From Roy Boomer, TESMA executive secretary, comes the assurance that the exhibits at the trade show can be visited at no charge whatsoever by any theatre owner in the country. As well as visiting the exhibits, the theatremen are invited to present their problems to the experts as a means of solving them.

Total number of booths at the show is expected to reach 200, with exhibits coming from a wide variety of manufacturers. The directors of the show announce that they hope to have on hand representative items of every product that a theatre could conceivably use.

200 Booths Expected

To date the International Popcorn Association has sold 41 of the 43 booths in the North Exhibition Hall for the "Popcorn-Candy and Concessions Exhibit," according to Carl Siegel, of the Stanley Warner Management Corp., who is serving as IPA exhibit chairman. He added that when all the booths in the North Hall are sold, seven display spaces in the outer foyer may be sold.

The front entrance to the popcorn-candy and concession hall is being decorated to make it appear like the main entrance to a circus tent, and floorshow acts and a barker will invite convention registrants to visit the exhibits. Siegel declared that at least 5,000 visitors are expected at the concession hall during the five days.

Chairmanship of the open forum committee representing TESMA has gone to V. J. Nolan of the National Carbon Co., Inc. Assisting Nolan for TESMA and TEDA will be Clarence Ashcraft, Lee Jones and Nash Weil. This committee is working with TOA representatives to work out the details of the forum.

In another appointment, Mrs. Elizabeth Wagner has again agreed to act as chairman of the TESMA ladies entertainment committee which will function during the convention and trade show. Assisting Mrs. Wagner will be Mrs. Bea LaVezzi, Mrs. Marie Wendt and Mrs. H. T. Matthews.

Schedule of the concession sessions, according to program co-chairmen Bert Nathan and Nat Buchman, has the morning of Nov. 1 reserved for a discussion of popcorn, while the afternoon meeting will be devoted to candy and ice cream problems. The next morning calls for a discussion of drinks and hot dogs, while the afternoon session will be reserved for snack bars.

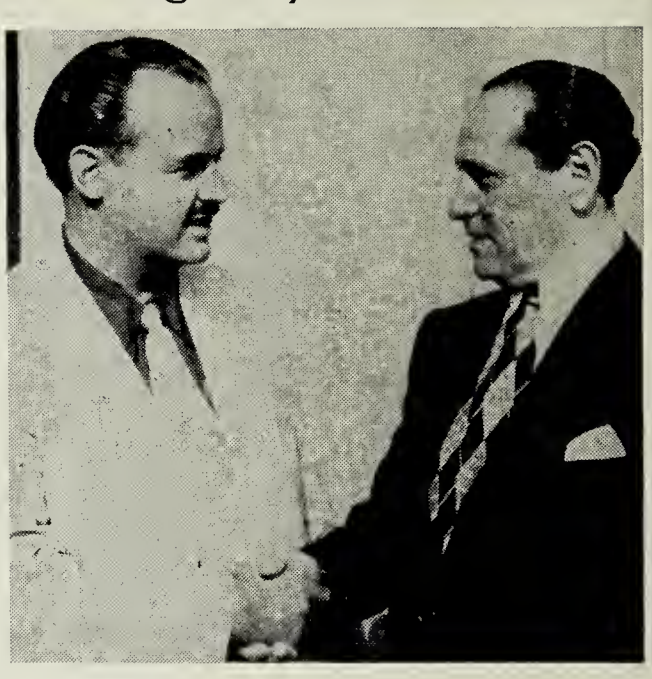
The following day calls for an examination of the concession problems of drive-ins, while the last afternoon will see the grand summary session, which features the combined concession panel of TOA-TESMA-TEDA-IPA. Moderator will be Nathan, of Theatre Popcorn Vending Corp.

The panel will be devoted to an answering of the exhibitor's question of "what's my best concession line?" Other problems to be discussed during the various sessions include persuading manufacturers to build proper equipment for drive-ins and how a knowledge of the restaurant business will help drive-in operators.

The role of intermissions and trailers in helping to spur concession business will also be taken up at one of the meetings. Prices, especially on popcorn and candy, will be discussed by the concession experts, with the purpose of showing the exhibitor how to price his concession wares to encourage the biggest sales.

The theme of all these sessions will continue to focus on improving and developing current systems, with the accent always on new ideas. In each case, both the problems of the exhibitor and the manufacturer-distributor will be discussed.

Magnasync Shake



D. J. White, president of Magnasync Manufacturing Co., Ltd. (l.), shakes hands with Henri A. Lube, president of Cuauhtemoc studios in Mexico City, upon conclusion of a franchise arrangement under which Lube will represent Magnasync products in Mexico. White and W. H. Stutz, Magnasync executive vice-president, recently concluded a survey of the stereophonic sound needs of Mexico exhibitors.

Booth Reservations Going Fast For Trade Show As Manufacturers Prepare Displays

With the latest count showing all but about 10 of the 144 booths reserved for the TESMA trade show, scheduled for Chicago's Conrad Hilton Hotel from Oct. 31-Nov. 4, the list of firms participating provides a wide survey of the technical needs of the film industry.

Companies having reserved one or more booths include Neumade Products, National Theatre Supply, Protective Coatings, Inc., Romar Vide Co., Charles Hires, Knoxville Scenic Studios, Diecast Aluminum Speakers, Free Productions, Inc., Capitol Stage Lighting Co., Lorraine Carbons, Griggs Equipment Co. and C. Gretors & Co.

Also, Magnasync Mfg. Co., Wollensak Optical Co., Bell and Howell, Continental Electric, Mission Dry Corp., Superior Electric Co., Ampex, Whitney-Blake Co., Edward H. Wolk Co., Pepsi Cola Co., Ideal Seating, Adler Silhouette Letter Co., Raytone Screen, Projection Optics, Goldberg Bros., Cole Products, Automatic Devices Co. and Gordos Corp.

The Ballantyne Co., Heywood-Wakefield, Walter Futter, Da-Lite Screen Co., Motiograph, Coca-Cola Co., Drive-In Theatre Mfg., Strong Electric, Irwin Seating, Bausch and Lomb Optical Co., Radiant Mfg. Corp., Everfrost Sales, First American Products, Paromel Corp., La Vezzi Machine Works, Apco, Eprad, American Seating, Wenzel Projector Co. and Orange Crush Co.

J. E. Robin, Inc., National Carbon, Kollmorgen Optical Corp., General Register, Nchi, Majectic Enterprises, C. S. Ashcroft Mfg. Co., Kneisley Electric, Fairchild Recording, Altec Service Corp., Altec Lancing, Manley, Dawo, Dad's Root Beer, Century Projector, Ladies Lounge, Miracle Whirl Sales Co., Superdisplay, the Sweets Co. of America and Serv-A-Car Products.

Hollywood Brands, Henry Heide, Carbonic Dispenser, Hubert Mitchell Industries, Norpat Sales, Breschell Products, Radio Corp. of America, Hershey Chocolate Co., Switzers Licorice Co., Reese's Peanut Butter Cup, Berlo Vending, Star Mfg. Co., the Nestle Co., Quaker City Chocolate and Confectionary Co., Helmco and Wagner Sign Service.

Business firms that have contracted for booth space in "Popcorn-Candy and Concession Hall" at the combined trade show in Chicago include: Apco., Inc., Blevins Popcorn Company, Canada Dry & Ginger Ale, Inc., Capital City Products Co., Cargill, Inc., Central Popcorn Company, Cole Products Company, Dell Food Specialities Company, Diamond Crystal Salt Co., The Albert Dickinson Co., Kelling Nut Co., Evans Manufacturing Co., F & F Laboratories, and Ferrara Candy Co.

Also, Flavo-Rite Foods, Inc., Jet Spray Cooler Co., Mars, Inc., Walter H. Johnson Candy Co., Jo-Lo Perfumatic Dispenser, Inc., Lusk Candy Co., Ucanco Candy Co., J. A. McCarty Seed Co., Monticello Manufacturing Corp., The Nestle Company, Ben Newman Associates, Pepsi-Cola Co., Phenix Foods Co., Premier Popcorn Co., Pronto Pop Corn Sales Corp., and Regal Products Co.

Also, Rowe Manufacturing Co., Steel Products Co., Superior Refrigerator Mfg. Co., Tidy House Paper Corp., C. F. Simonin's Sons, Inc., Tone Products Co., C. J. Van Houten & Zoon, Inc., The Wander Company, Berlo Vending Corp., Coca-Cola Company, Savon Candy Co., and Joyce Sales Co.

DRIVE-INS GO

WIDE SCREEN

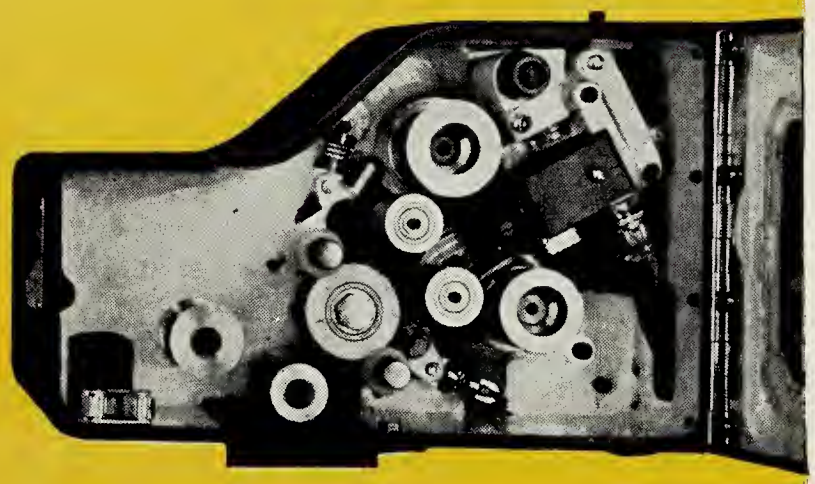
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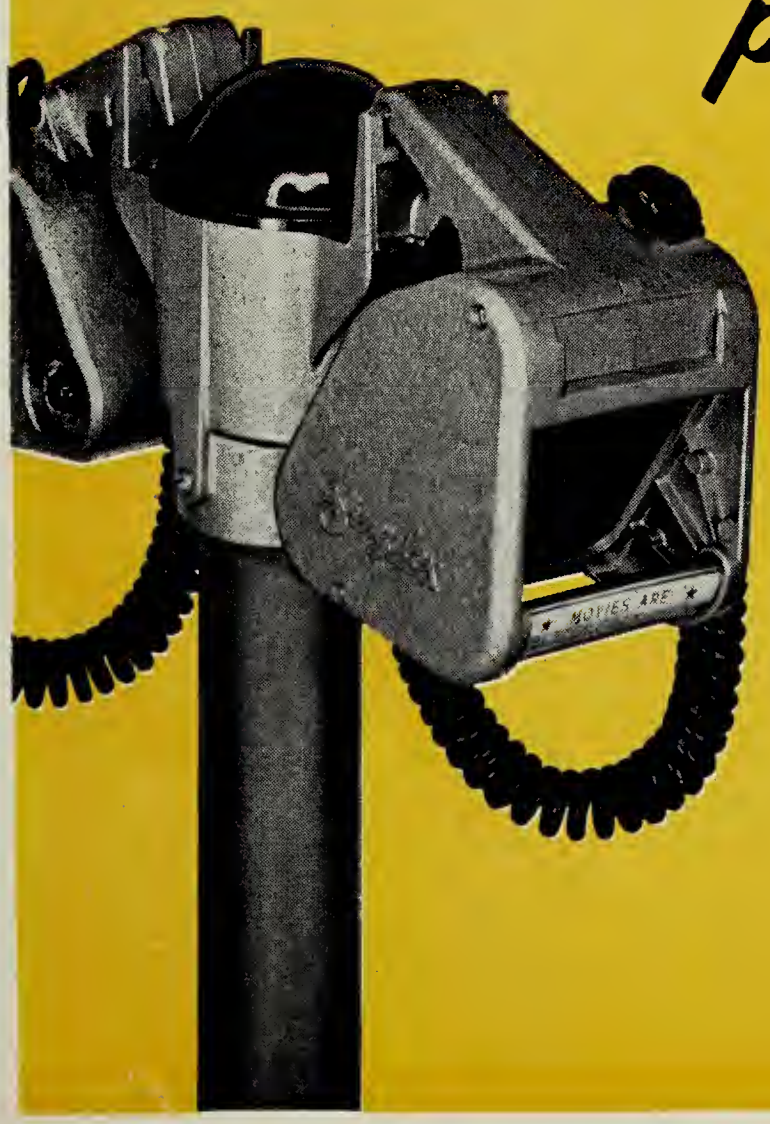
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YOUR TAX PROBLEM

New Depreciation Provisions

By S. HOWARD APFEL, C.P.A

Member of N. Y. State Society of C.P.A.'s, Nat'l Assoc. of Cost Accountants, American Institute of Accountants, Federal Tax Forum.

One of the very important provisions of the new Internal Revenue Code of 1954 deals with the liberalization of depreciation allowances with respect to property acquired or constructed after December 31, 1953. The methods that the new Code permits will allow the writing off of an investment as a depreciable asset at a considerably greater rate than heretofore.

The accelerated rate of depreciation will result in less taxes to be paid in the earlier years, and hence funds will be made available to meet obligations incurred in connection with the acquisition or construction of the asset.

Beginning with taxable years ending after December 31, 1953, taxpayers may use one of the three following methods for new assets having a life of over three years:

1. **The straight line method**
2. **The declining balance method**
3. **The sum of the digits method**

The straight line method is familiar to all business men. It is the method that is now mostly in use.

The declining balance method, though permitted in the past, has been liberalized further. This method permits twice the rate of the straight line method and each year's depreciation is based on the cost remaining after deducting the previous depreciation written off.

The third method is the sum of the digits method. This method gives about as high deductions as the declining balance method in the early years, and although deductions diminish each year, it does allow the taxpayer to write off 100% of the cost over the useful life. For example, with an asset having a life of 5 years the denominator of the fraction becomes the sum of the years as follows: 1 plus 2 plus 3 plus 4 plus 5, or 15. In the first year 5/15ths is written off; in the second year 4/15ths; in the 3rd year 3/15ths; in the 4th year 2/15ths; and in the last year 1/15th.

As a general rule, no matter what the useful life involved, when you have recovered 50% of cost under the straight line method, you recover

67% under the declining balance method
73% under the sum of the digits method

Also, under the new declining balance method only 93% of the cost is recovered. The new law permits a switching to straight line depreciation to recover the balance at any time.

RESTORATION OF LEASEHOLD

For those theatre operators who lease their building and have made substantial alterations that have to be torn down, in accordance with the provisions in a lease, the new Internal Revenue Code has a relief provision.

In the event that restoration has to be made to the property, and the cost can be reasonably estimated, it is now allowable to reduce current income by an annual charge. The method of computing the amount will be issued in regulations to be published by the Treasury Department in the near future.

This method will allow a theatre operator to build up out of "tax-saved" money the necessary funds to finance a portion of the costs of restoration.

The use of accelerated depreciation and use of a reserve for restoration of leasehold can result in earlier recovery of investment in property; the temporary retention of tax funds for investment. in income-producing assets; reduce the amount of financing which might otherwise be required; and improve earnings.

ILLUSTRATION:

A theatre owner purchases new equipment costing $5,000 with a useful life of 5 years and a salvage value of zero. The depreciation deductions are as follows:

	Straight Line		*Declining Balance*		*Sum of the Digits*	
Year	*Annual Charge*	*Cumulative Charge*	*Annual Charge*	*Cumulative Charge*	*Annual Charge*	*Cumulative Charge*
1	$1,000	$1,000	$2,000	$2,000	$1,667	$1,667
2	1,000	2,000	1,200	3,200	1,334	3,001
3	1,000	3,000	720	3,920	1,000	4,001
4	1,000	4,000	472	4,392	666	4,667
5	1,000	5,000	243	4,635	333	5,000
TOTAL	$5,000		$4,635		$5,000	

Altec Employe Relations

A series of feature stories dealing with the various departments of the company has been started in the Altec "Exchange," the house organ of the equipment firm. Designed to create closer contact between the home office and field members, the first two articles concern the merchandising and accounting departments. Wide-spread response from branch employes has been the result, the company reports.

Portland Fox Theatre Equipped To Present All New Developments

PORTLAND, ORE.—The latest in theatre design is the new million-dollar Fox Theatre, a unit of Evergreen Theatres, which opened last month. The 1536-seat house is equipped to present every one of the new processes, with a stereophonic sound system that includes 16 auditorium speakers in addition to the stage speakers.

With six projectors in the projection room, the operator can achieve the desired aspect ratio almost immediately, while it takes not much longer to switch from one medium to another, the company reports. Masking of the screen is controlled by a push button system installed in the booth.

The house is air conditioned by a 100-ton refrigeration unit that is said to deliver 30,000 cubic feet of air per minute from units located in the ceiling. The auditorium has been filled with the American Seating Co. Bodiform chairs, covered with red velours and filled with rubber foam cushions.

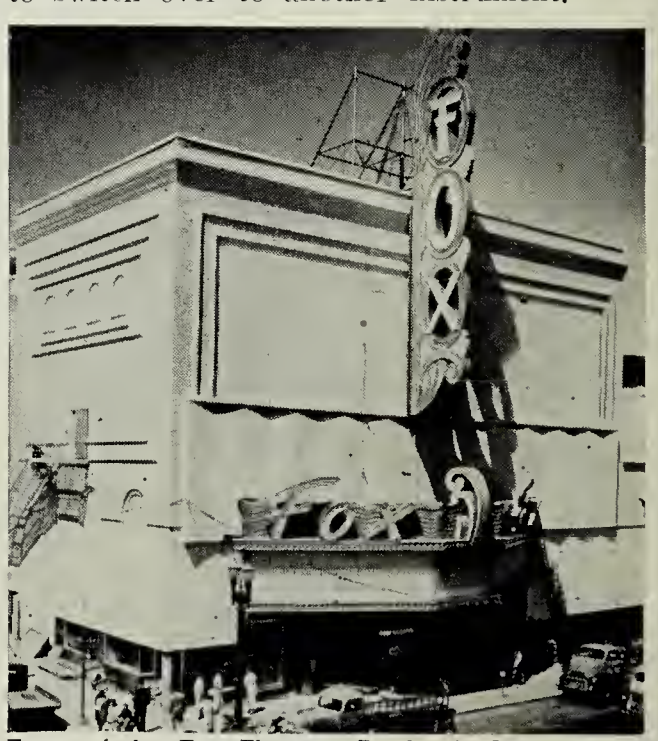
The frame of the building is the remains of an older building that once stood on the property. The company claims that everything but the four walls and the roof is new. The building has now been designed to withstand earthquake and fire.

Screen Installed

A 32 by 63-foot Miracle Mirror screen has been installed in the house. The screen is convex and has been curved on a radius of 125 feet. The auditorium is lighted by motor-controlled dimmers, with the projectionist able to pre-set any color he wants. Curtains are also operated by motors via remote control from the projection room.

The theatre has been decorated with the idea of giving a rich and warm atmosphere, and the color scheme has been chosen accordingly throughout. For a high note in comfort, the ladies lounge has been provided with a specially designed mirror.

The house is allegedly acoustically perfect, with no dead spots or echoes in it. Dual sound equipment is constantly available at all times so that should anything go wrong with the sound, the operator would be able to switch over to another instrument.



Front of the Fox Theatre, Portland, Ore., newest unit of Evergreen Theatres, which has been provided with the latest equipment.

Over 90% of all theatres and drive-ins showing CinemaScope... use Bausch & Lomb cylindrical anamorphic attachments

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Neumade Markets Renovex Cleaner

The development of Renovex, alleged to be the first non-toxic film cleaning solution that can be offered to users of motion picture film at a price comparable to that of conventional solutions, has been announced by Oscar F. Neu, president of Neumade Products Corp., N.Y.C. The new solution can be used anywhere without the usual precautions regarding ventilation or exhaust equipment, according to the report.

The substance is also said to be non-inflammable, thus reducing fire hazard. Neu claims additionally that it renders film anti-static, so that it will repel dust particles or lint rather than attract them. First shipments of Renovex have already been made, according to L. E. Jones, Neumade sales manager.

Renovex is being sold at approximately the same price as the Renovene film cleaning solution now included in the Neumade line, according to the statement. Jones declared that "thorough tests have shown that the new solution will instantly remove dust, dirt, grime, oil and finger marks and that it dries immediately, leaving no residue."

It is also said to wax and polish film surfaces, thus protecting the emulsion and ensuring smooth projection. The company claims that one application eliminates green, sticky prints and revitalizes prints that are dried out and brittle. The company has available on request a two-color illustrated brochure on Renovex.

Playground Drive-In Costs

By Norman R. Miller, Vice-Pres.
American Playground Device Co.

All drive-in theatre operators recognize the value of a children's playground, but many of them are somewhat uncertain as to what equipment should be installed and how much money should be invested in a playground.

There are some essential factors to keep in mind. The playground equipment should be properly selected for size, sturdiness and design. It should be correctly installed and regularly mantained. Observance of these points will assure the purchase of the safest equipment that is available.

How much money should the drive-in operator spend for playground apparatus? Well, it's surprising how much standard, high grade, rugged and well-designed equipment can be purchased for a few hundred dollars. For instance, a 600-car drive-in, the Hilltop, near Escanaba, Mich., has an impressive battery of playground devices, which cost less than $600, in all.

The Hilltop has the following American units: a three-swing set, on 7-foot frame, with chair-type nursery seats for the very small tots; a three-swing set, on 10-foot frame; a two-board see-saw; a merry-go-round, with enclosed safety platform, capable of carrying 25 children; an all-steel slide, with 6-foot high platform and 12-foot chute, and a primary castle walk, a climbing structure which combines features of the castle tower and the horizontal ladder.

Proper installation of playground apparatus will reduce maintenance costs. And, it's essential to playground safety.

Alignment of all frame members is necessary to assure the best appearance and maximum structural strength. While the concrete is still wet and the fittings loose, a level should be used to make sure that top beams are level and straight, with vertical supports perpendicular to the ground.

After alignment, the fittings can be pulled down tightly and allowed to harden. No apparatus should be attached to the frames nor any playground unit be placed in use until the concrete footings have hardened for at least 48 hours; 72 hours is preferable.

Concrete around the base of all frame support members should be troweled smooth and shaped conically so that it is highest at the pipe members proper. It is recommended that at least four inches of turf cover all concrete footings, level with the ground line.

Timely repairing and repainting of playground equipment will make it last longer and will increase child safety. A regular maintenance program should be continued throughout the year.

Badly worn, splintery or cracked slide siderails, swing seats, see-saw boards and other wood parts of apparatus are dangerous and should be repaired or replaced promptly. Swing chains, hooks, hangers and frame fittings also should be checked carefully.

Adds Extra Years

Years of extra service can be added to playground equipment by painting it frequently and regularly. Outdoor enamel will do very well on wood parts. The protective coating will last longer and look much better if the wood parts are sanded reasonably smooth before they are refinished.

In addition to carefully selecting, installing and maintaining playground equipment, it is well to supervise the area to assure additional safety. Ushers could be used as supervisors before the parking rush begins. Placing picnic tables and park benches at the playgrounds will encourage parents to watch their children at play.

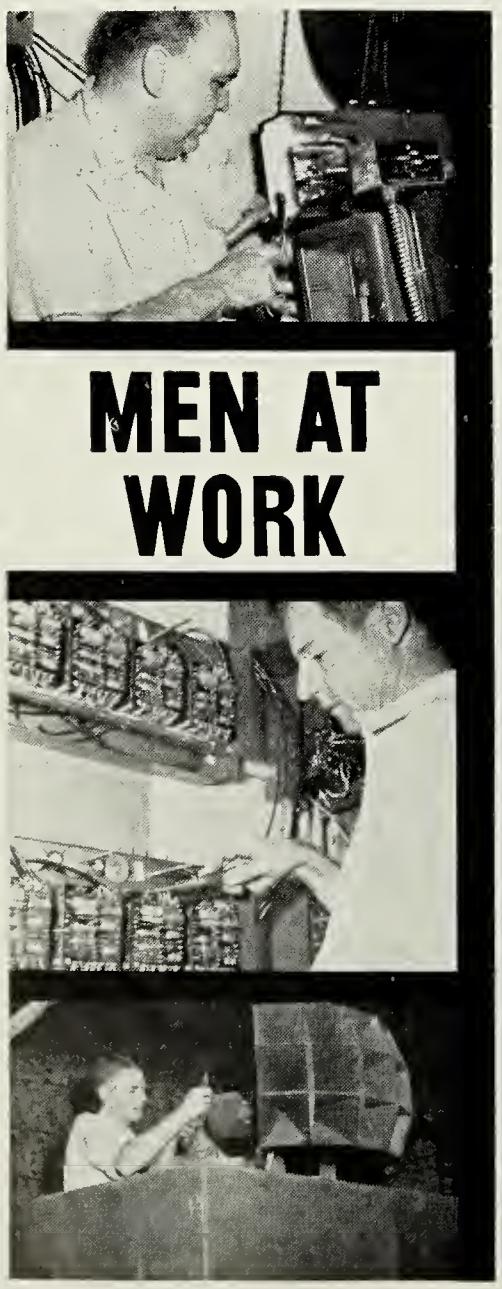
Here are some safety rules to be posted near the playground devices:

SWINGS—Don't stand or kneel on swings. Don't climb on frames. Don't jump off swing while still in motion. Don't stand near swings in motion. Don't swing crookedly. Don't hold a smaller child on your lap while swinging. (Some accidents are caused by wooden swing seats hitting bystanders. American has a patented rubber-encased swing seat that gives protection against injury.)

SLIDES — Don't overcrowd platform. Only one child should slide at one time. Don't slide backwards. Don't crawl or run up the slide. Avoid horseplay.

CLIMBING STRUCTURES—Don't play tricks on castle towers or castle walks. Don't step on hands or feet of other children. Hold on carefully. Playing tag, jumping up and down, and other show-off antics may cause bad falls.

SEE-SAW—Give warning to person on the other end before getting off. Hold on to board tightly when getting off and let it rise gradually so child on the other end may get off safely.



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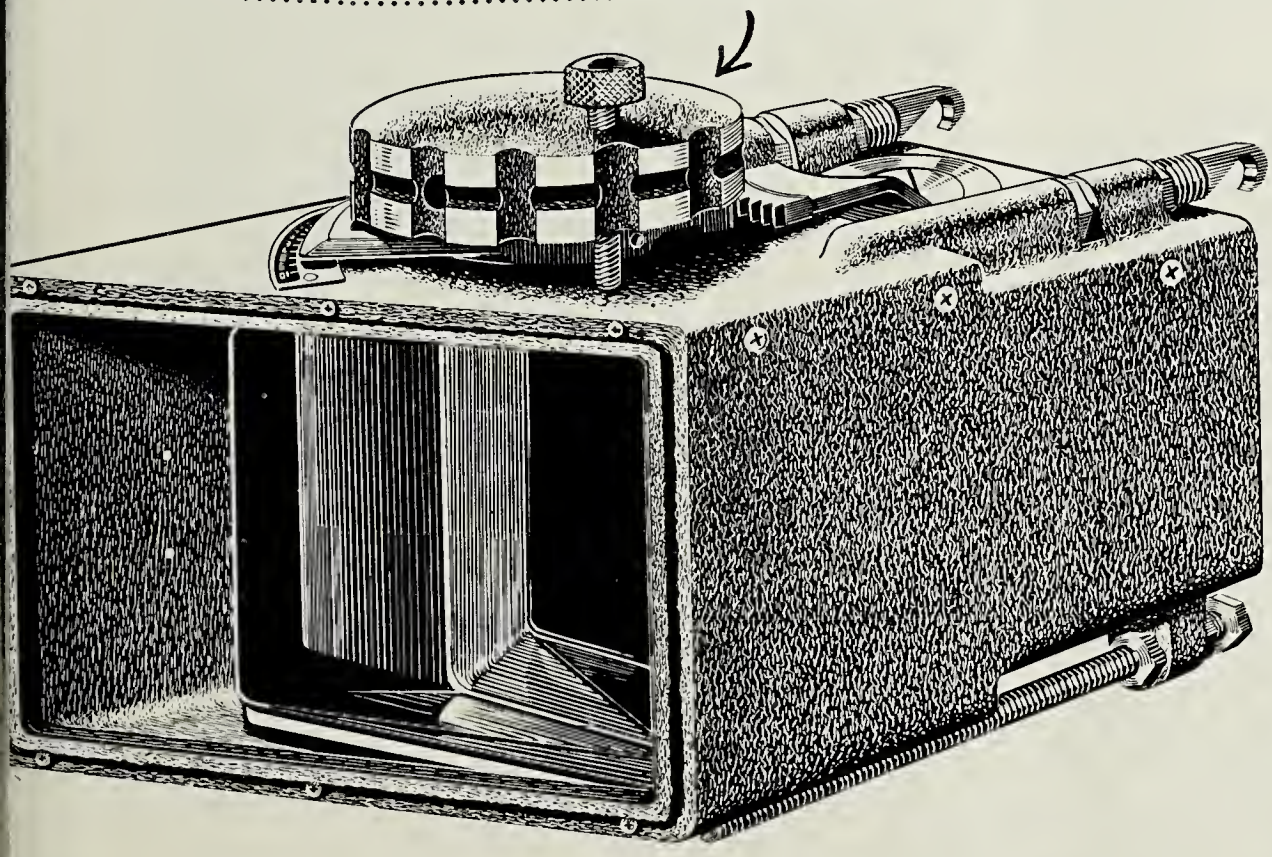
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Ben Poblocki Wants Rental Adjustments To Precede Repairs

MILWAUKEE. — The exhibitor will never risk spending any money to rehabilitate his theatre and bring it up to present day standards unless producers co-operate by adjusting film rentals—so stated Ben Poblocki, president of Poblocki and Sons, in a letter to THE INDEPENDENT. The exhibitor based his statement on his experience with the Plaza Theatre, Burlington, Wisc., which he purchased Jan. 1.

Poblocki declares that if he knew then what he knows now, after six months of operation, he never would have spent $45,000 to improve the theatre when he bought it. He claims that his manufacturing business in serving theatres in modernizations dropped from $500,000 in 1949 to less than $100,000 in 1953 and will be less than $50,000 in 1954.

If this continues, the exhibitor stated that "we know for sure that no one will invest any money in rehabilitating theatres and consequently they will just get worse and fall off to nothing." He noted that in Wisconsin only three houses out of 256 were modernized to any degree in 1954 and that two of them spent less than half of what they should.

Despite the fact that the 527-seat Plaza Theatre was given a complete overhauling, the house still lost $2,878 during the first six months of the year, according to Poblocki. He explained that the average film rental for the period was slightly more than 40 percent.

Hopes For Profit

With adjustments from the film companies, the exhibitor notes that he "hopes to make at least 10 percent net profit" for the period, but without this adjustment the modernization of the theatre would be a total waste. He claims that he sees "no salvation for this theatre unless they let us play pictures on a sliding scale."

Poblocki, in the theatre equipment business for many years, explained that he always thought that the only way to run a theatre is to keep it constantly in top shape. Therefore, when he purchased the Plaza, he decided to do a complete job of modernizing the house.

The theatre was equipped with stereophonic sound with surround speakers, a new screen the full width of the theatre and a lift curtain. The rear exits were replaced with additional side exits to conform to the new shape of the picture image. Glass doors, a new box office, vending stand, house front and loge chairs were all included in the program.

Theatres that are not modernized and do not give the best of service drive the customers away from the movies, claims Poblocki.

Judges Panel Named

NASHVILLE. — The six judges who will select the prize-winning model name for the new Cretors Corp. popcorn machine designed by Raymond Loewy Associates include Walter Reade, Jr., TOA head; Fred C. Matthews, Motiograph vice-president; Trueman T. Rembusch, of Syndicate Theatres; designer Loewy; J. J. Fitzgibbons, Jr., president of International Popcorn Association, and Clark S. Rhoden, of E. C. Rhoden Enterprises. Winning name will earn $500.

Gottschalk Maintains

Panatar Lens On Projector Delivers Anamorphic Throw

HOLLYWOOD.—"Our lens attaches to the projector not to the prime lens," explained Robert Gottschalk of Panavision Corp. "Prime lenses were not made to have great weight hung on them. Our tests have shown that weight throws them out of alignment." Accompanied by one of his executives, John R. Moore, Gottschalk further explained that the company has increased its facilities to get its Super Panatar lens to the exhibitors.

The company is manufacturing 30 pairs a day. As for delivery, Gottschalk pointed out that the company makes delivery as soon as possible upon receiving an order. In regard to the price of the Super-Panatar lens, Gottschalk said that the price of $895.00 a pair is current.

The Super Panatar lens is optically engineered for variable prismatic performance to give maximum results on CinemaScope, he stated. Over 1,000 pairs have been made and 1,500 pairs are on back order. Such theatre organizations as Pacific Coast Drive-In, Balaban and Katz, Schine Theatres, Loew's Theatres Inc., Stanley Warner Theatres, Delft Theatres, M-G-M, Technicolor Corp., and Columbia Pictures are all using the Super Panatar lens.

Moore explained the difference in the Super Panatar lens: "We use a thicker prism and a higher density of glass. This results in a better picture on the screen." It was also pointed out by Moore and Gottschalk that with their lens, the screened image remains centered and there is unusual clarity.

"We favor the prismatic system because the prism anamorphoser inherently has less problems to be overcome in grinding," Gottschalk explained. In explaining in greater detail, he stressed the fact that the prismatic lens is ground flat and because of this will not vary. As a result of this, he stated, it is superior in optical quality to other lenses.

"To put it simply," he stated, "the flatter the lens the better, because it is less subject to warping." Moore and Gottschalk pointed up that their lens is going to be used internationally and that they have been getting orders from around the world. It will fit any type of projector in the world, they claim.

The company also manufactures the Micro-Panatar printing unit. This is an optical printing unit, which enables companies to make anamorphic prints out of stock shot footage. It allegedly makes current use of any stock footage, no matter how old, a reality.

Gottschalk also stressed, that the Super-Panatar lens has one knob control. Any motion picture operator can put on a show with the lens, he claimed. The one knob rotates both prisms, and there is no chance for distortion of your screen picture. The Super-Panatar lens is always in focus, he said. The motion picture operator can take the Super-Panatar lens off and on the projector without realignment.

"Clarity is the most important thing today," both Moore and Gottschalk emphasized," especially with the anamorphic processes. A clear picture on a wide screen is what will help build the motion picture audience to even greater proportions. We are all working together to see that the finest and the clearest motion picture is on that screen," he said.

Panavision's offices are located at the Radiant Manufacturing Corp. in Chicago and the company has just opened a large office at 1917 Pontius, Los Angeles, 25, California. Gottschalk said that he would be glad to answer any questions that might be asked of him in regard to the lens and the printing process.

COVER PHOTO—*The* YOUR THEATRE *section of* THE INDEPENDENT *salutes CinemaScope on the first anniversary of its public unveiling (Sept. 16, 1953). In accordance with this celebration, the editor has seen fit to reproduce a photograph which dramatically sums up the introduction of the anamorphic medium to the motion picture industry. Seen examining the CinemaScope lens model—the first of its kind created by the inventor, Prof. Henri Chretien (center)—are Spyros P. Skouras, president of 20th Century-Fox (left) and Earl Sponable, the film company's research director. From this model came the impetus for a new era in motion picture presentation.*



A selection of equipment utilized in CinemaScope projection is featured by 20th Century-Fox, company that introduced the anamorphic medium to the motion picture industry.



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Ozoner Building Keeps Pace, Forcing Ballantyne Expansion

OMAHA. — Activity in the building and planning of new drive-ins is continuing at a quick pace, according to a report from the Ballantyne Co. The company reveals that probably the most novel co-owned ozoner it is equipping is the Pine Drive-In, being built in Long Pine, Nebr., by two exhibitors approximately half way between their individually owned indoor theatres.

Exhibitors Vern Lindholn, of the Ainsworth Theatre, and Rauley Connell, owner of the Rock Theatre, Bassett, have teamed up to build the outdoor theatre, which they will operate together. Ballantyne sound and projection equipment will be used at the Pine as well as at a new drive-in soon to be constructed at Ord, Nebr., in time for an anticipated early spring opening.

To keep up with the quickened pace, the equipment company has tripled the size of its Omaha plant through the purchase of adjoining buildings, according to R. S. Ballantyne, president. The expansion increases the size of the plant to more than 60,000 square feet of floor space and will permit the company to consolidate its operations under one roof, he explained.

Ballantyne four track magnetic sound was demonstrated and explained by E. J. Nelson, company development and research engineer, at the new technique clinic sponsored by the equipment firm and held at this city's Center Theatre. The 690-seat house was chosen in accord with the small theatre theme of the clinic.

Participating Companies

The company felt that practically every exhibitor has seen the result of the many techniques in the larger theatres but that small theatre owners still needed the opportunity to see how the developments would fit their houses. The clinic was held as part of Tent 16, Variety Clubs' annual all-industry field day.

Manufacturers participating in the demonstration included the host Ballantyne Co., Fairchild Recording and Equipment Co., Radiant Manufacturing Corp., Projection Optics Co., Superscope, Vidoscope, Bausch & Lomb and the Bell & Howell Co.

Nelson explained that the purpose of the demonstration was to give the exhibitor a true picture of the operation and reproduction of each manufacturer's product.

Speaking for his own company's magnetic stereophonic sound system, the engineer declared that the company has decided that the best method to utilize surround speakers is to have enough of them to give an all-around effect.

In this way, the audience does not get any definite sense of direction but rather feels completely surrounded by the sound, he explained. For the test at the Center Theatre, 15 surround speakers were used. These were operated via Ballantyne's built-in trigger system in the fourth amplifier.

The Ballantyne engineer also demonstrated the process of cropping pictures in order to attain a different ratio from 2.55 to 1 down to 2 to 1. He pointed out that "because of the physical size of the smaller theatres, it is almost impossible to run a screen at the standard 2.55 to 1 proportions."

The speaker explained that "in a theatre where the screen is limited to 18 or 20 feet, a proportion of 2.55 to 1 would create a typewriter ribbon effect." He stated that in these instances the company felt it is better to run a picture nine feet high by 18 feet wide rather than seven feet high by 18 feet wide.

For the various scenes in the test, apertures were switched in the projectors which cropped sides until they were reduced to a 2 to 1 proportion. This showed how much of the picture is lost in this type of presentation.

In addition to the Ballantyne stereophonic sound, the test was run on the company's 4570 arc lamps, burning 42 amperes at the arc. Lenses were Bausch & Lomb 4.25 fl. 8 Super Cinephor objective lens with the B&L anamorphic attachment. The picture was presented on a Williams Silver screen 14'6" high by 36'6" wide.

The program began with a discussion of Superscope and then proceeded to a test of Perspecta Sound. Ballantyne conducted the next part of the meeting, and this session was followed by a showing of the various anamorphic attachments including Superscope, Super Panatar, Hilux Val, Vidoscope and Bell & Howell. In all cases a B&L Super Cinephor lens was used as the objective lens.

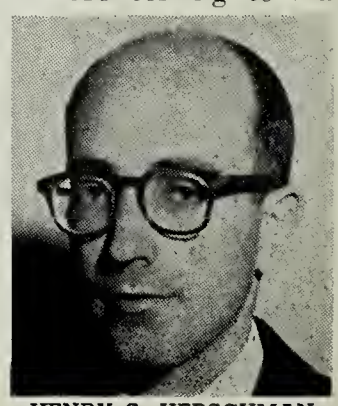
All representatives of the lens manufacturers explained that any anamorphic lens can be used with any process. After the demonstration, the projection room was opened for inspection of Ballantyne stereophonic sound equipment, while the other products were placed on display in the lobby.

New Posts

ELMER O. WILSCHKE resigned his post as operating manager of Altec Service Corp. to become vice-president in charge of operations for Fine Sound Inc. The latter company developed the Perspecta stereophonic sound method of recording. After pioneering in sound motion pictures, Wilschke joined Altec when the company was formed in 1937, at which time he managed the Philadelphia division office. He has been operating manager of the Service Corp. since 1948. His successor will be appointed within the next few weeks.


ELMER O. WILSCHKE

HENRY S. HERSCHMAN was appointed advertising manager of Radiant Manufacturing Corp., Chicago. Before coming to Radiant, Herschman was advertising and sales promotion manager for several Chicago industrial firms and mail order houses. The new appointee is a graduate of the University of Illinois. Radiant manufactures screens for use by the industry.


HENRY S. HERSCHMAN

ST. LOUIS (*Continued from page 24*)

Chase Hotel. L. J. Williams, Louis K. Ansell and John Meinardi will be general chairmen. . . . The St. L. City Council upheld the County Planning Commission's rejection of a permit for construction of a drive-in on the east side of Lindbergh Blvd., between US 66 and E. Watson Rd., filed by Carl G. Swenson, owner of the property, who sought a change in the zoning regulations. . . . Atomic Drive-In at Kevil, Ky., operating for some time with 16 mm films, has been converted to 35 mm operation. Blaine Sykes is owner. . . . M. L. Gardner, E. Harris, A. Farber and J. M. Rice are listed as officers of the newly incorporated Hugh Gardner Theatres, Neosho, Mo. . . . Frisina's Capitol Theatre in downtown Litchfield, Ill. is to receive improvements costing some $60,000, according Russell Hoge, city mgr.

SALT LAKE CITY

"Duel In The Sun" is being distributed here by H. C. Juller and Robert Laird of Dimension Pictures, Ltd. Exceptional business on the film is reported by Bob Hedges, mgr. of the Orpheum, Ogden, and DeMordaunt's Rio at Idaho Falls. . . . W. W. McKendrick, UA branch mgr., is enthusiastic about the company's first CinemaScope production, "Sitting Bull," after attending its world premiere. . . . Finus Lewis is installing Manly popcorn equipment and product in his Strand Theatre, Livingston, Mont. . . . Frank Adams, mgr. of the Hyland Drive-In, announced that late show lovers could come at 10 p.m. and see the complete double feature bills. Same policy is being observed at the Utah D-I chain's Autorium, Redwood and Airport drive-ins.

Carl Sagerstrom, mgr. of Irving Gilman's World Theatre, had a record run with "One Summer of Happiness," which just closed its 10th week. . . . Mgr. Lou Sorenson of the Utah Theatre scheduled a 9 a.m. free showing of "Broken Lance" for the oldsters of this locality. . . . The N.Y. Philharmonic's opening night at Carnegie Hall on Oct. 7 will be seen and heard over closed circuit TV at the Utah, according to Ray M. Hendry, v.p. and gen. mgr. of Intermountain Theas. . . . Installation of CinemaScope and an all-purpose screen has been completed at the 20th-Fox projection room. . . . C. R. (Buck) Wade of the U-I exchange announces that a saturation booking of "Bengal Brigate" is coming up here the latter part of Oct. He reports that the magazines Look and Colliers have given the production a big rating.

Most of the ozoners here are publicizing that children under 12 are being admitted free. The Motor-Vu offers 2 hours of fun in its Mother Goose Playland for 10¢. . . . The Woodland Theatre claims big business with an Intermountain premiere of "Naughty New Orleans," for which it raised prices for a 50¢ top to 70¢. . . . James Needham, mgr. of the Villa Theatre, is bringing back "Little Boy Lost" because of numerous requests. It will be a double with "Gog." . . . Richard Frisbee announces his Southeast Theatre in Sugarhouse now has a CinemaScope installation.

SAN FRANCISCO

The Pix, a small Market Street grind house, want from Affiliated Theatres to Manuel Levin. . . . Maury Schwarz, owner of the Rita, foreign film theatre, announced he will keep the house open Fri.-Sat.-Sund. instead of the former two-day-operation. . . . Irving Levin, div. dir. of San Francisco



Picture bride Ruta Lee, touring the far west in behalf of M-G-M's "Seven Brides for Seven Brothers," visits with Ray Hendry, head of Intermountain Theatres, while in Salt Lake City.

Theatres, advertised a "stay all day and night" show for the neighborhood Harding in a bid for good weekend business. The program consisted of "Destry Rides Again," "Fighting Caravan," "Conflict," "Buck Privates" and "Below the Sahara." . . . Boyd Sparrow, Loew's Warfield, mgr., was replaced by William Elder, formerly at Loew's Penn, Pittsburgh, Pa. Other replacements at the Warfield include Ernest Bourgeouis, new to the industry, taking over as asst. mgr. to replace Harry Morgan, and chief of service Joseph Pitruzzelo stepping up to take over George Uribie's duties as asst. mgr. Norman Copple was promoted from usher to chief of service. Charles Kurtzman will supervise the theatre from Boston, making visits to the Coast every few months.

John Parsons, Telenews dist. mgr., put on a lively campaign to celebrate the 15th anniversary of the theatre. Activities included a city-wide publicity campaign with theatre activities covering free gardenias for the ladies, cutting of a huge anniversary cake by the Lt. Gov. and his wife, a concert by the U.S. Navy band and a guest list to include service officers and civic dignitaries. . . Al Chiarpotti, Universal booker, is back after Army service. . . John Cummings, former booker for August Panero theatres, is now a salesman at RKO. . . . H. Bradley Fish took back his Clovis Theatre at Clovis which he leased about 16 months ago. . . . The Paramount contracted for the closed circuit TV showing of the New York Philharmonic-Symphony's 113th opening night, Oct. 7. . . . Al Grubstick, Pacific Releasing Co., is handling distribution of "Duel In The Sun" in this area.

Charles S. Reyes, promoted from asst. at the El Rey, to mgr.; Edward Cirimele, former asst., Uptown,replaced Reyes at El Rey; Charles Couvert, who went over to El Rey as asst., returned in that capacity to Uptown. Charles Marquardt, formerly mgr., Oakland Telenews, is now mgr. of the San Francisco Cinerama, replacing George Minehart whose new duties include arrangements for special school showings, theatre parties for organizations, industries and conventions. John Russell of Fox West Coast replaced Marquardt as mgr. of Oakland Telenews. . . . Bradley Fish of Clovis has taken over booking and buying for the August Panoor circuit.

Chester Theatre at Chester went from Walter H. Finn to Mr. and Mrs. Frank Adcock. . . . John Rickett, former Universal booker, has been assigned to U-I's home office in New York City. . . . Earl Williams is no longer with Royal Hawaiian Amusement. . . . Max Bercutt of Warner was in from Los Angeles to set up campaign for "A Star is Born," to open at the St. Francis Oct. 1. . . . Murry Lafayette, UA field man, is on sick leave in a Los Angeles hospital. . Jerry Zigmond, West coast div. mgr. and Earl Long, S. F. dist. mgr. for United-Paramount, scheduled to attend meeting called by pres. Leonard Goldenson, Sept. 21-23, at Chawnee-on-Delaware. . . . George Mann, gen. chairman of the Will Rogers Memorial Fund drive, has enlisted 100 drive-ins throughout the territory to hold a midnight performance, with all proceeds going into the fund.

SEATTLE

"Duel In The Sun" is being distributed in this area by Jack J. Engerman and Zollie M. Volchok of Northwest Releasing Corp. . . . With closing of the Liberty Theatre, mgr. "Clint" Wineholt was advanced to management of the Music Box and Blue Mouse theatres, succeeding Nick Furfaro, who was upped to mgr. of the Orpehum, where CinemaScope will shortly be installed, according to H. B. Sobottka, V.P. of John Hamrick Theas. . . The Orpheum Theatre, Seattle, was closed for several weeks of renovation and repairs . . . Lacey Drive-In near Olympia was robbed recently of the money in its cigaret machine. . . . Over $1,000 was taken in a recent burglary at the Roosevelt Theatre, Seattle, but money was recovered a few hours later from an unemployed cannery worker. . . . James Jack High, 79, veteran motion picture operator, succumbed to a heart attack at his home in E. Stanwood, Wash. For many years he was chief projectionist at the Orpheum Theatre, Seattle.

J. Willis Sayre, drama and movie editor of the Seattle Post-Intelligencer, will be honored Sept. 23 with a dinner at the Washington State Press Club. Major film studios in California are sending representatives to pay tribute to the oldest living, active drama critic in the U. S. . . . John Danz, pres. of the Sterling Chain, announced reopening of the Crest and Gateway theatres. Both houses have been equipped with E.Z.I. Giant screens for the showing of CinemaScope attractions.

WASHINGTON

Frank Shaffer, mgr. of the Dixie Theatre, Staunton, Va., has been selected as the first prize winner in the Washington Zone for the month of July in the "Fabian's Fabulous Forty" national managers contest, it was announced by George A. Crouch, general zone mgr. Co-winners of second place were Rodney Collier, mgr. of the Stanley, Baltimore, Md., and George Payette, mgr. of the Maryland, Hagerstown, Md. Mgrs. Sidney Hoffman of the Metropolitan, Washington, and Julian Lewis of the Ambassador, Washington, shared the two third place prizes.

The local Variety Club, which produces a star-studded show every Thursday at the two service hospitals, Walter Reed and Bethesda Naval, also plans to take 25 patients from Walter Reed, Bethesda Naval, Ft. Belvoir and Quantico Marine hospitals to see the world series—the latter in cooperation with the Washington Post and Times-Herald. The Club will be open every Saturday night starting Oct. 2, and plans are under way for a gala Halloween Party on Oct. 30.

HOLLYWOOD

. . . on the wire

RICHARD BERNSTEIN, *Editor*
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Hollywood 29. Tel.:
Normandie 2-6494

"Americano" Antic



On the set of RKO Pictures' "The Americano" are (l. to r.): Abbe Lane, actress; William Castle, director, and Sam Wiesenthal, executive producer.

Industry Enters New Era With 'Helen': Jack Warner

With the completion of Warner Bros. "Helen of Troy" and "Land of the Pharaohs," a new era "has been written in the motion picture industry's presentation of spectacle drama," stated Jack L. Warner, production head, in a cable from Rome released this week by the home office. Warner declared that the two films are "among the most important achievements" ever delivered by any company.

The bigness of these productions "opens complete new vistas in film drama," the Warner cable noted. He added that "in theme, scenic splendor and massive action they introduce a new heroic style."

16mm. Case Postponed

HOLLYWOOD.—The 16mm. case brought by the Government against 12 defendants has been postponed until Oct. 4 by Federal Judge Harry C. Westoper, who ordered the delay in order to arrange a pre-trial order to discuss documents to be used as evidence. The postponement does not mean that a settlement has been reached, Government attorney James McGrath declared.

Roy Rogers and Dale Evans head for the New York Roy Rogers Madison Square Rodeo after a charity appearance in Memphis. The western stars conclude a 26 show engagement in Toronto at the Canadian National Exhibition Sept. 13. . . . Over at M-G-M, Producer Jack Cummings, with "Interrupted Melody" about to go before the cameras, has begun work on "The Teahouse of the August Moon" and the musical version of "Robin Hood," next two films on his schedule. "Robin Hood" will star Howard Keel and Jane Powell.

* * *

Jack Lemmon, originally announced for the male lead in Columbia's musical version of "My Sister Eileen," and later reported unavailable due to his loanout for "Mr. Roberts," will still be able to join Janet Leigh, Betty Garrett and Aldo Ray in the CinemaScope Technicolor musical, executive producer Jerry Wald announced. Richard Quine directs "My Sister Eileen."

* * *

Scott Brady has been signed for the male lead starring with Jane Russell and Jeanne Crain in "Gentlemen Mary Brunettes," a United Artists release. Brady, who has been filming "Adventure in Rio," in Rome and Munich reports to Producer Robert Bassler and Director Richard Sale in Paris immediately.

* * *

Sam X. Abarbanel has acquired the rights to the life story of Major Charles Yeager, the test pilot for Air Research and Development Command of the USAF. Yeager was the first pilot to break the sound barrier. Yeager's story will be interwoven with the story of the X-1 and the Air Research Development Command. Abarbanel has secured priority on the project from the Department of Defense and Air Force. Abarbanel has had a writer, Bill Lundgren, researching the project for the past year for a book which Lundgren is now writing. Abarbanel was executive producer on "The Golden Mistress," which goes into United Artists release this month.

* * *

Two-time Academy Award winner Olivia de Havilland returned to Hollywood this week following a year's absence in Paris, France. While abroad, the star filmed "That Lady" in England and Spain and starts work this week on Stanley Kramer's "Not As A Stranger." . . . William Goetz signed Alex Nicol for one of the principal roles in "The Man From Laramie," the William Goetz production in CinemaScope and Technicolor for Columbia release starring James Stewart. Anthony Mann will direct the feature, which rolls Sept. 27.

* * *

Gordon Douglas was signed by Warner Bros. to a new long-term contract and his first assignment under the new pact will be to direct "The McConnell Story," the biopic of the late great triple jet ace, Captain Joe McConnell. Alan Ladd and June Allyson have been announced as the stars of "The McConnell Story." . . . Jack L. Warner announced the completion of a deal with Leland Hayward for the production of Ernest Hemingway's "Old Man of the Sea," with Spencer Tracy in the starring role.

* * *

Herbert J. Yates, Republic president, announced plans for filming one of the top front page stories of the year through the acquisition of the screen rights to "Killer on the Waterfront." Dealing with Elmer "Triger" Burke's fantastic escape from the Charles Street jail in Boston which made news headlines across the nation a few weeks back. The film has been assigned to associate producer Edward J. White. Boston reporter Don Charles Martin, who covered the jail kidnap which resulted in Burke being hustled to freedom by racketeers through four supposedly break-proof steel doors, is developing his idea, based on the dramatic facts, into material for filming.

* * *

Lyle Bettger was signed for the heavy role, that of Kirchner in "The Sea Chase," which will star John Wayne at Warner Bros. The film will be lensed in CinemaScope and in WarnerColor. John Farrow will direct. . . . Director Fritz Lang has purchased the novel, "Journey To Nowhere" by Nedra Tyre which he plans as an independent production under his Fritz Lang Productions banner. Lang is currently directing "Moonfleet," starring Stewart Granger, at M-G-M.

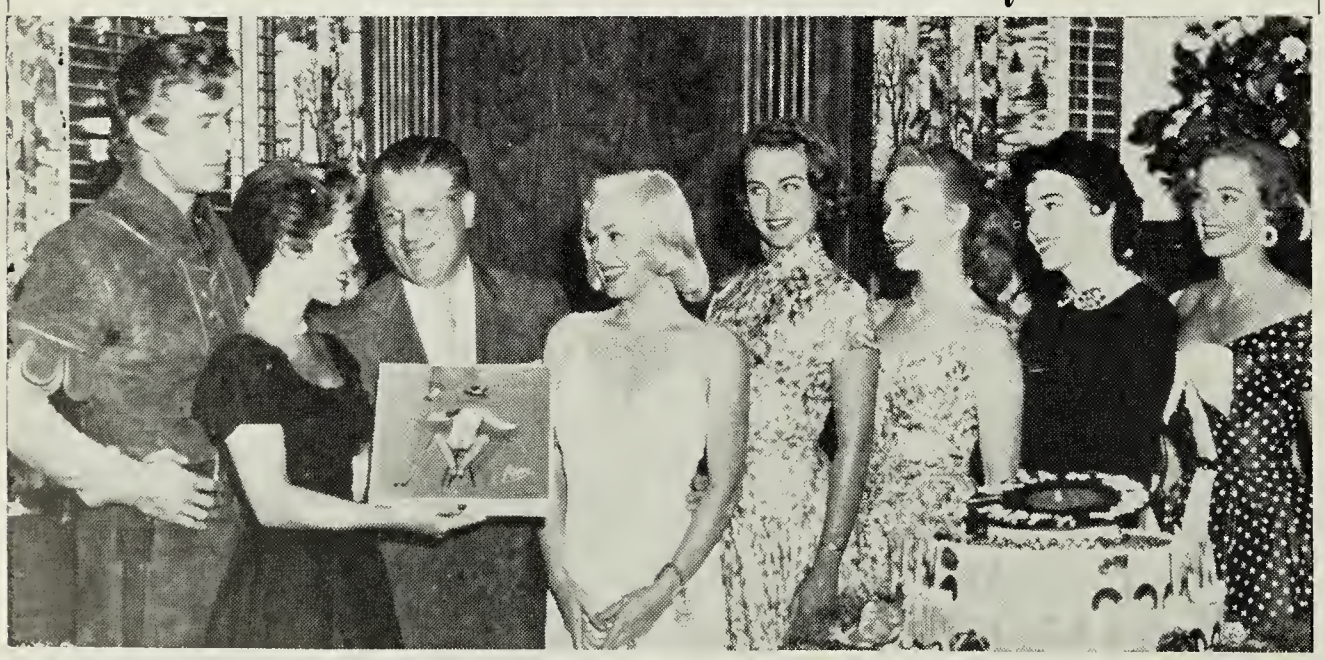
* * *

Victor Saville announced the signing of a contract with Robert Aldrich to produce and direct "Kiss Me Deadly" and "My Gun Is Quick," films to be made from two Mickey Spillane novels of the same titles and released by United Artists. Saville's work on "The Silver Chalice," his independent production for WB release, will keep him busy for the rest of the year.

* * *

Joan Crawford will star for producer-

U-I Stars Celebrate Decca Anniversary



Universal-International stars gathered at the U-I studios to help launch the 20th anniversary celebration of Decca Records, the parent company. The occasion for the celebration was the visit of Milton R. Rackmil, president of both Universal and Decca. One of the features of the celebration is the issuance of the $25 Bing Crosby Album being held by Gloria De Haven. Seen are (l. to r.): Mamie Van Doren, Myrna Hansen, Piper Laurie, Barbara Rush and Miriam Stevenson. Standing behind Miss De Haven are George Nader and Rackmil.

Paul Landres Says

Correct Pre-Production Planning Insures Quality For Budget Films

By Richard Bernstein

"Motion picture directors who have gone into TV are coming back to motion picture production," Director Paul Landres stated in an interview. Not only are they returning to feature film production, but they are coming back to the medium with some knowledge from TV which can be used beneficially in the making of feature theatrical films, he explained.

Landres, who directed "Navy Bound" for Allied Artists, last directed "Army Bound" for the same company before he went in for extensive TV directing. He has directed quite a number of top hits besides these two films for Allied Artists including "A Modern Marriage" and "Rhythmn Inn." He has directed 150 major half hour TV films and will return to feature films with a directing assignment on Malvin Wald's independent film, "Seven Is For Sinners."

"I feel that techniques of TV can be applied to the production of feature films," the director explained, "and help in the saving of time in production."

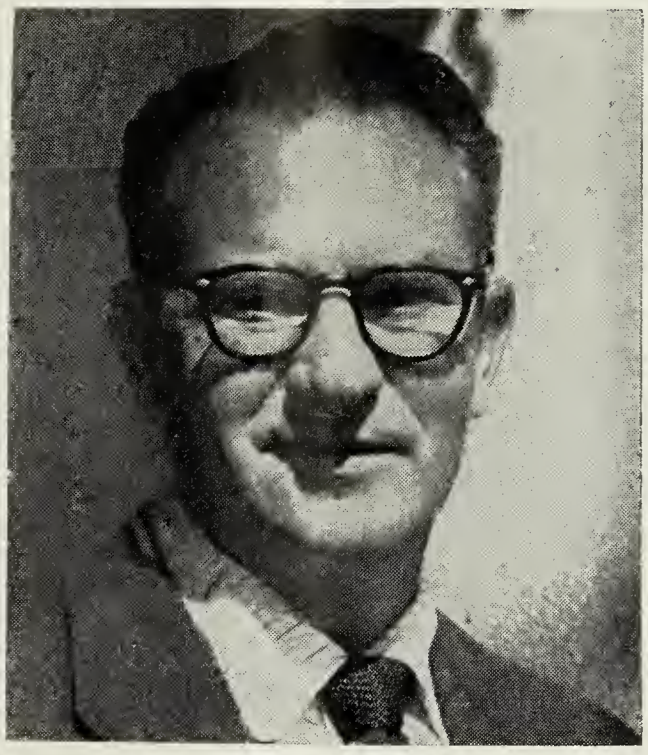
Landres points out that in TV a director learns economy and economical shortcuts in filming that can be used in motion picture making with success. Landres also cited the fact that there is a closer alliance between motion pictures and TV today with motion pictures getting top talent as well as top young directors from TV. TV has helped develop people for films.

Likes "Packages"

"The package setup of making motion pictures, wherein the producer, the director, the stars and the story are all a unit is a good thing for the director," Landres said. "It tends toward a closer association for the director and the cast and people in such projects are selected for their creative ability. A director has lots more leeway than at a studio where he is assigned what he needs for a film."

Landres stated that the director's biggest problem is always the effort to get the best quality within the shooting schedule and budget. He also emphasized that the independents are going to fill the gap left by the lessening of major studio production.

The major studios' policy of fewer and better pictures is a good one, but it has hit the exhibitor hard because he needs a quantity of films to change his bill. Landres stressed that the low budget filler film is a thing of the past and a supporting feature



PAUL LANDRES

today has to be a good picture, too.

"I believe that the independent field will come back into its own again," the director said. "An independent can make a top feature cheaper than a major studio. It also has its choice of all the elements of making a film plus the screen media used."

Landres stated that actually shooting for the new processes that have been developed for motion pictures the last few years isn't too much different.

He said that in TV a director learns to strive for quality at a particular cost and that this can be transferred into motion pictures. "An audience can detect a lack of quality in a film and feels that it is being cheated. Quality can be obtained by pre-production planning in films, just as it is obtained in TV, which has a lower budget to work with."

"Knowing what you want to film in a feature by pre-planning," Landres said, "is the way to cut cost corners. I make a sketched layout in advance of any film I do."

The director explained that as an architect blueprints a house, he blueprints a film. A former editor, Landres knows the overall picture of a scene. "Pace is the most important thing in a feature film," he said. "If it drags, you've weakened your picture. An honest story is imperative; it gets you an honest reaction."

In his blueprinting, Landres stated that about 85 percent of his film is planned out ahead of shooting and he makes about 15 percent changes while shooting.

In regard to "previewing," he recommends that a film be previewed before the toughest audience that can be found. This gives you the hardest criticism you'll get, and you can cut your picture accordingly.

Landres explained that each director has his own technique. "Each man of necessity has to evolve his own style. His style may be altered in different types of films, but it is still basically there."

"Seven Is For Sinners" is a gambling story, which has lots of action.

Title Changes

Universal - International: **"Six Bridges To Cross"** is the new title for "Five Bridges To Cross." (Stars Tony Curtis; Aaron Rosenberg produced).

Lippert: **"The Glass Tomb"** is the new title for "The Outsiders." (Stars John Ireland; Montgomery Tully directs).

HOLLYWOOD...

director Robert Aldrich in a film production of Jack Jevne's screen play, "The Way We Are," which will start May 1. A dramatic story located in Hollywood, it deals with two people, a woman who runs a stenographic and typing service and a younger man who has returned from Korea. The film will be shot primarily on location in and about the city. . . . Charles Schnee will produce "Monster Beneath the Sea" for Clover Productions, Inc. which Columbia will release. The science-fiction thriller will be filmed entirely on location at San Francisco with a starting date of Sept. 21. Schnee has completed negotiation with the U.S. Navy for the use of Commander Frank Lovelace to act as liason officer for the film's naval sequences. Robert Gordon will direct the feature.

* * *

Jack Palance has been signed by Director-writer Charles Marquis Warren to star in the title role of William the Conqueror in "The Norman," which will be produced independently by Warren's wholly owned company, Commander Films in the spring of 1955. Warren will direct from his own screen play on actual locations in England and France. The film will be shot in color and for wide screen.

* * *

"Saturday Night is My Delight," the romantic story of a happy, boisterous Irish family at the turn of the century, was purchased by M-G-M for Jane Powell and will be brought to the screen with a youthful all-star cast, produced by Joe Pasternak. Bruce Manning is writing the screen play from the book by Torrey Hood. The picture will not be a musical, but a comedy-drama with music.

* * *

"They Were So Young," the feature which was produced and directed by Kurt Neumann in four countries on a seven week schedule at a cost of $600,000, is going into final editing. The film, which will be released by Lippert Pictures, stars Scott Brady and Raymond Burr and introduces Johanna Matz. Lippert Pictures expects it to be the biggest release in its ten year history.

* * *

Prelimary negotiations for a release deal on Hall Bartlett's "Unchained" are being conducted in New York by Samuel S. Zagon, vice-president of Hall Bartlett Productions.

Exhib Watches "West"



Exhibitor Chuck Leonard, Hawthorne, Nev., and Mrs. Leonard are greeted on the set of Paramount's "Two Captains West" by Donna Reed in Indian princess costume. Miss Reed is a member of the all-star cast of the VistaVision film.

Hollywood Production

ALLIED ARTISTS

Shooting

THE BLACK PRINCE
(CinemaScope) (Technicolor)
Cast: Errol Flynn, Joanne Dru, Peter Finch.
Producer .....Walter Mirisch
Director .....Henry Levin

THE BIG COMBO
(Security Pictures-Theodora Productions)
Cast: Cornel Wilde, Richard Conte, Jean Wallace, Brian Donlevy, Helen Walker.
Producer .....Sidney Harmon
Director .....Joseph H. Lewis

Cutting

ADVENTURES OF HAJJI BABA
(Technicolor; CinemaScope, Shooting at Lone Pine)
(For 20th Century-Fox release)
Cast: Elaine Stewart, John Derek, Thomas Gomez, Amanda Blake Paul Picerni, Rosemarie Bowe, Melinda Markey, Laurette Luez, Peter Mamakos.
Producer .....Walter Wanger
Director .....Don Weis

THE BOB MATHIAS STORY
(Mathlon Prod. Inc.)
Cast: Bob Mathias, Ward Bond, Ann Doran, Melba Mathias, Diane Jergens, Paul Bryer, Howard Petrie, Eugene Mathias, James Mathias.
Producer .....William E. Selwyn
Director .....Francis D. Lyon

BOWERY TO BAGDAD
Cast: Leo Gorcey, Huntz Hall, Joan Shawlee, Eric Blore, Jean Willis, Rick Vallin, Robert Bice, Paul Marion.
Producer .....Ben Schwalb
Director .....Edward Bernds

TARGET EARTH
(Abtcon Pictures for Allied Artists release)
Cast: Richard Denning, Virginia Grey, Kathleen Crowley, Robert Roark.
Producer .....Herman Cohen
Director .....Sherman A. Rose

DYNAMITE ANCHORAGE
Cast: Dane Clark. Carole Mathews, Wayne Morris, Tom Hubbard, Otto Waldis.
Exec. Producer .....William Broidy
Producer .....Robert Nunes
Director .....Harold Shuster

DANGER POINT
Cast: Mark Stevens, Joan Vohs, Martha Hyer, Douglas Kennedy, Mort Mills, Cheryl Callaway.
Producer .....Lindsley Parsons
Director .....Mark Stevens

THE ANNAPOLIS STORY
(Technicolor)
Cast: John Derek.
Producer .....Walter Mirisch
Director .....Don Siegel

COLUMBIA

Shooting

A PRIZE OF GOLD
(Warwick Productions; Technicolor)
(For Columbia Release; Shooting in Berlin)
Cast: Richard Widmark, Mai Zetterling, Nigel Patrick, George Cole, Donald Wolfit.
Producers .....Irving Allan and A. R. Broccoli
Director .....Mark Robson

THE END OF THE AFFAIR
(David Rose Productions)
(Shooting in London; For Columbbia release)
Cast: Deborah Kerr, Van Johnson, John Mills.
Producers .....David Rose and David Lewis
Director .....Edward Dmytryk

WOMEN'S PRISON
Cast: Ida Lupino, Jan Sterling.
Producer .....Bryan Foy
Director .....Lewis Seiler

DEAD PIGEON
Cast: Ginger Rogers, Edward G. Robinson, Brian Keith, Lucy Marlowe, Kathryn Grant.
Producer .....Lewis J. Rachmil
Director .....Phil Karlson

Cutting

MASSACRE AT MOCCASIN PASS
(Technicolor)
Cast: Phil Carey, Audrey Totter, Charlita.
Producer ..... Wallace MacDonald
Director ..... Fred S. Sears

THEY RODE WEST
(Technicolor)
Cast: Robert Francis, Donna Reed, Phil Carey, May Wynn, Roy Roberts, Jack Kelly, Peggy Converse, Maurice Jara, Frank de Kova, Eugene Iglesias, Stuart Randall, George Keymas.
Producer .....Lewis J. Rachmil
Director .....Phil Karlson

BAT MASTERMAN, BAD MAN
(Technicolor)
Cast: George Montgomery, Nancy Gates, James Griffith.
Producer .....Sam Katzman
Director .....William Castle

JOSEPH AND HIS BRETHREN
(CinemaScope) (Technicolor)
Cast: To be announced later.
Producer .....Jerry Wald
Director .....William Dieterle

INDEPENDENT

Shooting

OKLAHOMA
(CinemaScope) (Todd-AO)
Cast: Gordon MacRae, Shirley Jones, Gene Nelson, Gloria Grahame, Charlotte Greenwood, Eddie Albert, James Whitmore, Rod Stieger, Barbara Lawrence, J. C. Flippen, Roy Barcroft.
Producer .....Arthur Hornblow
Director .....Fred Zinnemann

TARZAN'S HIDDEN JUNGLE
(Sol Lesser Prod.)
Cast: Gordon Scott, Peter Van Eyck, Vera Miles.
Producer .....Sol Lesser
Director .....Harold Shuster

Cutting

THE WHITE ORCHID
(Eastman Color) (Shooting in Mexico)
Cast: William Lundigan, Peggie Castle, Armando Silvestre.
Producer-Director ....Reginald LeBorg

THE LITTLE RED MONKEY
Anglo-Guild-Tony Owen Production
(Shooting in London)
Cast: Richard Conte, Russell Napier, Rona Anderson, Sylva Langova.
Producer .....Alec Snowden
Director .....Ken Hughes

RETURN OF COLUMBUS
Paal-Real Film Productions
(Shooting in Germany)
Cast: Paola Loew, Eva Kerbler, Sydney Chaplin, Charles Chaplin, Jr., Ursula Herking.
Producer .....Alexander Paal
Director .....Alexander Paal

MAD AT THE WORLD
(Filmakers)
Cast: Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell, Karen Sharpe.
Producer .....Collier Young
Director .....Harry Essex

LONG JOHN SILVER
(Technicolor) (Wide Screen)
Cast: Robert Newton, Connie Gilchrist, Lloyd Berrell, Grant Taylor, Kit Taylor.
Producer .....Joseph Kaufman
Director .....Byron Haskin

UNCHAINED
(Hall Bartlett Productions)
Cast: Elroy Hirsch, Barbara Hale, Chester Morris, Todd Duncan, Jnhnny Johnston.
Producer .....Hall Bartlett
Director .....Harry Horner

Lippert PICTURES, Inc.

Shooting

THE GLASS TOMB
(Executive Films for Lippert release)
Cast: John Ireland.
Producer .....Anthony Hinds
Director .....Montgomery Tully

AIR STRIKE
(Cy Roth Productions)
(For Lippert Release)
Cast: Richard Denning
Producer-Director .....Cy Roth

Cutting

A RACE FOR LIFE
(Shooting in England)
Cast: Richard Conte, Mari Aldon, George Coulouris.
Producer .....Mickey Delamar
Director .....Terence Fisher

ADVENTURE IN RIO
(For Lippert Release)
Cast: Scott Brady, Raymond Burr, Johanna Matz, Ingrid Stenn, Margot Hielscher.
Producer-Director .....Kurt Neumann

THE BLACK PIRATES
(Lippert Release)
(Shooting in El Salvador)
Cast: Anthony Dexter, Karen Wilde, Lon Chaney, Robert Clarke.
Producer .....Robert L. Lippert, Jr.
Director .....Allen Miner

METRO-GOLDWYN-MAYER

Shooting

THE PRODIGAL
(Eastman Color)
Cast: Lana Turner, Edmund Purdom, Louis Calhern, Audrey Dalton, James Mitchell, Taina Elg.
Producer .....Charles Schnee
Director .....Richard Thorpe

MOONFLEET
(CinemaScope) (Color)
Cast: Stewart Granger, Viveca Lindfors, Joan Greenwood, George Sanders.
Producer .....John Houseman
Director .....Fritz Lang

BOULEVARD IN PARIS
(Shooting in Paris)
(CinemaScope) (Color)
Cast: Anne Baxter, Steve Forrest.
Producer .....Henry Berman
Director .....Mitchell Leisen

HIT THE DECK
(CinemaScope) (Color)
Cast: Jane Powell, Debbie Reynolds, Ann Miller, Tony Martin, Vic Damone.
Producer .....Joe Pasternak
Director .....Roy Rowland

Cutting

THE LAST TIME I SAW PARIS
(Technicolor) (Wide Screen)
(Shooting in Paris)
Cast: Elizabeth Taylor, Van Johnson, Donna Reed, Walter Pidgeon, Eva Gabor, Kurt Kaszner.
Producer .....Jack Cummings
Director .....Richard Brooks

DEEP IN MY HEART
(Technicolor) (Wide-Screen)
Cast: Jose Ferrer, Merle Oberon, Helen Traubel, Walter Pidgeon, Doe Avedon, Paul Stewart, Jim Backus, Douglas Fowley.
Producer .....Roger Edens
Director .....Stanley Donen

MANY RIVERS TO CROSS
(CinemaScope) (Eastman Color)
Cast: Robert, Taylor, Eleanor Parker, Victor McLaglen, Jeff Richards, James Arness.
Producer .....Jack Cummings
Director .....Roy Rowland

JUPITER'S DARLING
(Eastman color) (CinemaScope)
Cast: Esther Williams, Howard Keel, Marge and Gower Champion, George Sanders, James Whitmore, Richard Haydn.
Producer .....George Wells
Director .....George Sidney

THE GLASS SLIPPER
(Eastman color; Wide Screen)
Cast: Leslie Caron, Michael Wilding, Roland Petit and the Ballets de Paris, Elsa Lanchester, Keenan Wynn, Estelle Winwood, Amanda Blake.
Producer .....Edwin H. Knopf
Director .....Charles Walters

BAD DAY AT BLACK ROCK
(Technicolor)
Cast: Spencer Tracy, Robert Ryan, Anne Francis, Walter Brennan, Dean Jagger, John Ericson, Lee Marvin.
Producer .....Dore Schary
Director .....John Sturges

Paramount Pictures

Shooting

EDDIE FOY AND THE SEVEN LITTLE FOYS
(VistaVision) (Technicolor)
Cast: Bob Hope, Linda Bennett, Jimmy Baird, Tommy Duran, David Kasday, Lee Erickson.
Producer .....Jack Rose
Director .....Melville Shavelson

LUCY GALLANT
(VistaVision) (Technicolor)
Cast: Jane Wyman.
Producer .....Pine-Thomas
Director .....Robert Parrish

Cutting

MAMBO
(Shooting in Italy)
Cast: Silvana Mangano, Michael Rennie, Vittorio Gassman, Shelley Winters, Katherine Dunham.
Producers .....Ponti—De Laurentis
Director .....Robert Rossen

THREE RING CIRCUS
(Techniclor) (VistaVision)
Cast: Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor, Wallace Ford, Nick Cravat, Gene Sheldon.
Producer .....Hal Wallis
Director .....Joseph Pevney

STRATEGIC AIR COMMAND
(VistaVision) (Technicolor)
(Shooting in Florida)
Cast: James Stewart, June Allyson, Frank Lovejoy, Barry Sullivan, Alex Nicol, Bruce Bennett.
Producer .....Samuel J. Briskin
Director .....Anthony Mann

RUN FOR COVER
(Technicolor) (VistaVision)
(Shooting in Colorado)
Cast: James Gagney, Viveca Lindfors, John Derek, Jean Hersholt, Grant Withers, Jack Lambert, Ernest Borgnine, Irving Bacon, Ray Teal, Trevor Bardette, Gus Schilling.
Producers .....William H. Pine and William C. Thomas
Director .....Nicholas Ray

Hollywood Production

LOVE IS A WEAPON
(VistaVision) (Technicolor)
Cast: John Payne, Mary Murphy, Francis L. Sullivan, Eduardo Noriega, Robert Cabal.
Producers .....William Pine and William Thomas
Director .....Phil Karlson

TO CATCH A THIEF
(VistaVision) (Technicolor)
(Shooting in France)
Cast: Cary Grant, Grace Kelly, Jessie Royce Landis, John Williams, Charles Vanel, Brigitte Auber, Georgette Anys.
Producer-Director ....Alfred Hitchcock

WE'RE NO ANGELS
(VistaVision) (Technicolor)
Cast: Humphrey Bogart, Peter Ustinov, Aldo Ray, Joan Bennett, Leo G. Carroll, Basil Rathbone, Gloria Talbott, John Baer.
Producer .....Pat Duggan
Director .....Michael Curtiz

BLUE HORIZONS
(Technicolor; VistaVision, Shooting at Jackson Hole, Wyoming)
Cast: Fred MacMurray, Charlton Heston, Donna Reed, William Demarest.
Producers .....William Pine and William Thomas
Director .....Rudy Mate

RKO RADIO PICTURES

Cutting

THIS IS MY LOVE
(Allan Dowling Pictures)
(Eastman Color) (Wide Screen)
Cast: Linda Darnell, Rick Jason, Dan Duryea, Faith Domergue, Hal Baylor, Mary Young, Jerry Mathers, Susie Mathers.
Executive Producer....Allan Dowling
Producer .....Hugh Brooke
Director .....Stuart Heisler

THE AMERICANO
(Technicolor)
(Robert Stillman Productions)
Cast: Glenn Ford, Ursula Theiss, Frank Lovejoy, Cesar Romero, Abbe Lane.
Exec. Producer .....Sam Wiesenthal
Producer .....Robert Stillman
Director .....William Castle

THE CONQUEROR
(Technicolor) (CinemaScope)
Cast: John Wayne, Susan Hayward, Pedro Armendariz, Agnes Moorhead, Thomas Gomez, John Hoyt, William Conrad, Jeanne Gerson, Leslie Bradley, Lee Van Cleef, Fred Graham, Pete Mamakos, Gregg Barton, Ken Terrill, Leo Gordon.
Producer-Director .....Dick Powell

CATTLE QUEEN OF MONTANA
(SuperScope) (Technicolor)
Cast: Barbara Stanwyck, Ronald Reagan, Gene Evans, Lance Fuller, Tony Caruso, Chubby Johnson, Jack Elam, Myron Healey, Yvette Dugay.
Producer .....Benedict Bogeaus
Director .....Allan Dwan

Republic

Shooting

TIMBERJACK
(Shooting in Missoula, Mont.)
(Trucolor)
Cast: Vera Ralston, Sterling Hayden, David Brian, Adolphe Menjou, Hoagy Carmichael, Chill Wills, Jim Davis.
Assoc. Producer-Director ....Joe Kane

Cutting

THE ATOMIC KID
Cast: Mickey Rooney, Robert Strauss, Elaine Davis, Bill Goodwin, Whit Bissell, Fay Roope.
Assoc. Producer .....Maurice Duke
Director .....Leslie Martinson

HELL'S OUTPOST
Cast: Rod Cameron, Joan Leslie, John Russell, Chill Wills, Jim Davis, Ben Cooper, Kristine Miller, Barton MacLane, Taylor Holmes.
Associate Producer-Director Joseph Kane

20th CENTURY FOX

Shooting

PRINCE OF PLAYERS
(CinemaScope) (Color)
Cast: Richard Burton, Maggie MacNamara, John Derek, Raymond Massey, Charles Bickford.
Producer-Director .....Philip Dunne

UNTAMED
(CinemaScope) (Color)
Cast: Tyrone Power, Susan Hayward, Victor Moreno, John Justin.
Producers .....Bert Friedlob and William Bacher
Director .....Henry King

THE RACERS
(CinemaScope) (Color)
Cast: Kirk Douglas, Gilbert Roland, Bella Darvi, Cesar Romero, Katy Jurado, Lee J. Cobb.
Producer .....Julian Blaustein
Director .....Henry Hathaway

Cutting

WOMAN'S WORLD
(Color) (CinemaScope)
Cast: Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Cornel Wilde, Elliott Reid.
Producer .....Charles Brackett
Director .....Jean Negulesco

BLACK WIDOW
(CinemaScope) (Color)
Cast: Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Reginald Gardener, Peggy Ann Garner, Otto Kruger, Virginia Leith, Skip Homeier.
Producer-Director ..Nunnally Johnson

THAT LADY
(Atlanta Films for 20thCentury-Fox release)
(CinemaScope) (Shooting in London)
Cast: Olivia DeHaviland, Gilbert Roland, Francoise Rosay, Dennis Price.
Producer .....Sy Bartlett
Director .....Terrence Young

THERE'S NO BUSINESS LIKE SHOW BUSINESS
(Color) (CinemaScope)
Cast: Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnny Ray, Mitzi Gaynor.
Producer .....Sol C. Siegel
Director .....Walter Lang

DESIREE
(CinemaScope) (Color)
Cast: Marlon Brando, Jean Simmons, Merle Oberon, Cameron Mitchell, Michael Rennie.
Producer ..... Julian Blaustein
Director .....Henry Koster

UNITED ARTISTS

Shooting

THE KENTUCKIAN
(Hecht-Lancaster Productions)
Cast: Burt Lancaster, Dianne Foster, Diana Lynn.
Producer .....Harold Hecht
Director .....Burt Lancaster

Cutting

VERA CRUZ
(Hecht-Lancaster Productions)
(Technocolor) (Shooting in Mexico)
Cast: Gary Cooper, Burt Lancaster, Denise Darcel, Cesar Romero, Sarita Montiel, George Macready, Morris Ankrum.
Producer .....James Hill
Director .....Robert Aldrich

BATTLE TAXI
(Ivan Tors Pictures)
Cast: Sterling Hayden, Arthur Franz, Marshall Thompson, Leo Needham.
Producers .....Ivan Tors, Art Arthur
Director .....Herbert Storck

BLACK TUESDAY
(Leonard Goldstein Productions)
Cast: Edward G. Robinson, Jean Parker, Peter Graves, Milburn, Warren Stephens, Sylvia Findley.
Producer .....Robert Goldstein
Director .....Hugo Fregonese

NEW YORK CONFIDENTIAL
(Rouse-Greene Productions)
Cast: Broderick Crawford, Richard Conte, Marilyn Maxwell, Anne Bancroft, J. Carrol Naish.
Producer .....Clarence Greene
Director .....Russell Rouse

Universal International

Shooting

THE LOOTERS
Cast: Rory Calhoun, Julia Adams, Ray Danton, Thomas omez, Frank Faylen.
Producer .....Howard Christie
Director .....Abner Biberman

LADY GODIVA OF COVENTRY
(Technicolor)
Cast: Maureen O'Hara, George Nader, Victor McLagen, Rex Reason.
Producer .....Robert Arthur
Director .....Arthur Lubin
(Technicolor) (CinemaScope)

TO HELL AND BACK
Cast: Audie Murphy, Marshal Thompson, Art Aragon, Charles Drake, Gregg Palmer, Jack Kelly.
Producer .....Aaron Rosenberg
Director .....Jesse Hibbs

Cutting

DESTRY
(Technicolor) (Wide Screen)
Cast: Audie Murphy, Mari Blanchard, Lyle Bettger, Lori Nelson, Thomas Mitchell, Edgar Buchanan, Alan Hale, Jr., Wallace Ford, Mary Wickes, Lee Aaker, Walter Baldwin, George Wallace.
Producer .....Stanley Rubin
Director .....George Marshall

FIVE BRIDGES TO CROSS
Cast: Tony Curtis, Julia Adams, George Nader, Bobby Curtis, Salvadore Mineo.
Producer .....Aaron Rosenberg
Director .....Joseph Pevney

SMOKE SIGNAL
(Shooting in Utah)
(Technicolor) (Wide Screen)
Cast: Dana Andrews, Piper Laurie, Rex Reason, William Talman, Douglas Spencer, Pat Hogan, Milburn Stone.
Producer .....Howard Christie
Director .....Jerry Hopper

ABBOTT AND COSTELLO MEET THE KEYSTONE KOPS
Cast: Bud Abbott and Lou Costello, Fred Clark, Lynn Bari, Frank Wilcox, Maxie Rosenbloom.
Producer .....Howard Christie
Director .....Charles Lamont

CHIEF CRAZY HORSE
(CinemaScope) (Technicolor)
Cast: Victor Mature, Suzan Ball, John Lund, Ray Danton, David Janssen, Keith Larsen, Morris Ankrum.
Producer .....William Alland
Director .....George Sherman

RETURN OF THE CREATURE
(3-D, Wide-Screen; Shooting in Florida)
Cast: John Agar, Lori Nelson, John Bromfield.
Producer .....William Alland
Director .....Jack Arnold

MAN WITHOUT A STAR
(Technicolor; Wide-Screen)
Cast: Kirk Douglas, Jeanne Crain, Claire Trevor, William Campbell, Richard Boone.
Producer .....Aaron Rosenberg
Director .....King Vidor

CAPTAIN LIGHTFOOT
(Technicolor; CinemaScope)
(Shooting in Ireland)
Cast: Rock Hudson, Barbara Rush, Jeff Morrow, Kathleen Ryan, Jeffrey Toone.
Producer .....Ross Hunter
Director .....Douglas Sirk

FOXFIRE
(Technicolor) (Wide-Screen)
Cast: Jane Russell, Jeff Chandler, Dan Duryea, Mara Corday, Barton MacLane.
Producer .....Aaron Rosenberg
Director .....Joseph Pevney

WARNER BROS.

Shooting

YOUNG AT HEART
(WarnerColor)
Cast: Doris Day, Frank Sinatra, Ethel Barrymore, Gig Young, Robert Keith, Dorothy Malone, Elizabeth Fraser, Alan Hale, Jr.
Producer .....Henry Blanke
Director .....Gordon Douglas

STRANGE LADY IN TOWN
(WarnerColor) (CinemaScope)
Cast: Greer Garson, Dana Andrews, Cameron Mitchell, Lois Smith, Walter Hampden.
Producer-Director ....Mervyn LeRoy

MISTER ROBERTS
(CinemaScope) (WarnerColor)
Cast: Henry Fonda, James Cagney, William Powell, Jack Lemmon, Ward Bond, Robert Roark.
Producer .....Leland Hayward
Director .....John Ford

Cutting

DRUM BEAT
(CinemaScope) (WarnerColor)
Cast: Alan Ladd, Audrey Dalton, Marissa Pavan, Robert Keith.
Producer-Director .....Delmer Daves

TALL MAN RIDING
(WarnerColor)
Cast: Randolph Scott, Dorothy Malone, Peggie Castle.
Producer .....David Weisbart
Director .....Leslie Selander

TRACK OF THE CAT
(CinemaScope) (WarnerColor)
Cast: Robert Mitchum, Teresa, Wright, Diana Lynn, Tab Hunter, Beulah Bondi.
Producer .....Robert Fellows
Director .....William A. Wellman

HELEN OF TROY
(CinemaScope) (WarnerColor)
Cast: Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicks, Torin Thatcher, Robert Douglas, Nora Swinburne.
Producer .....Robert Wise

LAND OF THE PHARAOHS
(CinemaScope) (WarnerColor)
Cast: Jack Hawkins, Dewey Martin, Luisa Boni.
Producer-Director ....Howard Hawks

EAST OF EDEN
(CinemaScope) (WarnerColor)
Cast: Julie Harris, Raymond Massey, James Dean.
Director .....Elia Kazan

THE SILVER CHALICE
(CinemaScope) (WarnerColor)
Cast: Virginia Mayo, Jack Palance, Paul Newman, Pier Angeli.
Producer-Director .....Victor Saville

CinemaScope is one year young!

The sunshine of hope and confidence
has dispelled the fear and gloom that hung
over the motion picture industry before
the advent of CinemaScope.
Have you looked at your boxoffice receipts lately?



CinemaScope
FIRST ANNUAL REPORT
SEPTEMBER 16, 1954

Number of CinemaScope theatres, United States and Canada 8,100

Number of CinemaScope theatres, worldwide ...11,100

Estimated theatre investment in CinemaScope equipment

Domestic $66,875,000

Foreign 16,500,000

Number of CinemaScope pictures

Now in release, in production or preparation 84

To be produced abroad....10

Already produced abroad.. 3

TOTAL....97

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

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UNITED PARAMOUNT URGES 'ART' POLICY PROMOTION

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UNTIMELY REMARKS

IN a recent blast, J. Arthur Rank charged lack of "fair play by the American trade" adding that British pictures are not getting the revenue to which they are entitled in this market. In order to prove his point, the British film leader announced his intention of purchasing or leasing perhaps as many as 100 U.S. theatres just as soon as there is free convertibility of sterling.

The motivations which prompted Rank to renew his accusations that American audiences are not being given an opportunity to see British films, are rather vague. In any event, he just doesn't make sense, particularly at this time.

The Rank Organization has already had a practical test of the drawing power of its film in its oper-

(See Page 3)



RIGHT: This gold statuette will be used as an Award in 200 cities by "The American society of BEAU BRUMMELLS."

Get ready for M-G-M's "BEAU BRUMMELL"!

FROM FILM DAILY—SEPT. 14, 1954

● ● ● ONE OF THOSE PUBLICITY "BREAKS" that seldom come as a windfall for a movie is hitting M-G-M's new color production of "Beau Brummell" a month before release date. . . . At the moment, it is still snowballing around the country. . . . A "feud" between cities as to which has the most well-dressed and chivalrous men has developed, resulting in "Beau Brummell" publicity that already has piled up some 600 clippings on Howard Dietz' desk. . . . The spontaneous stunt started in Boston when the head of the Chamber of Commerce there wrote to Dietz asking that the pic's world-premiere be staged in the Hub because Boston has "more well dressed men and more chivalrous men" than any other city. . . . No sooner had this been printed in Boston newspapers, than the Houston Press took up the defense of Houston, Texas, to the tune of a four column story.

▼ ▼ ▼

● ● ● THEN THE NEW HAVEN, Chamber of Commerce chimed in, with front page stories, declaring, among other things, that Yale has the best dressed campus. . . . This not unnaturally started repercussions in other colleges. . . . Next, the Washington Board of Trade threw in its gauntlet and pointed to the nation's leading Beau Brummells in the White House (Eisenhower and Nixon). That resulted in a 400-word wire story by the Associated Press. . . . Some 500 papers printed the story. . . . Milwaukee's Association of Commerce quickly got into the act, deriding Boston's claims. "We put Boston to shame in baseball; we can do it in the Beau Brummell field, also," said the Association head—in the newspapers. . . . The New York Mirror carried the AP story and the New York Association of Commerce and Industry roared its pride for New York as the one and only city of well-dressed men. . . . The Chicago American gave the yarn a four column head and named local Beau Brummells. . . . Springfield, Mass. papers are giving page one space to the debate. . . . The story is still rolling, and bids fair to make "Beau Brummell" one of the most-read-about movies in years. . . . And M-G-M may wind up with a simultaneous 10-city world premiere just to keep the Beau Brummell feud from becoming a United Nations problem.

THE NEXT STEP!

Meanwhile a Charter Committee of prominent people has formed "The American Society of Beau Brummells." Watch this group go into action with local chapters in 200 cities.

GET READY FOR "BEAU BRUMMELL"!

A sensational attraction launched by an unprecedented advance campaign! M-G-M will have a giant advertising and promotion campaign to climax the terrific advance publicity. The picture has tremendous merchandising tie-ups, including an entirely new field of promotion with the Men's Wear industry. "Beau Brummell" will be the best known title of the year!

★

M-G-M presents "BEAU BRUMMELL" starring STEWART GRANGER • ELIZABETH TAYLOR PETER USTINOV • with ROBERT MORLEY • Screen Play by Karl Tunberg • Based on the play written for Richard Mansfield by Clyde Fitch • Photographed in Eastman Color • Print by Technicolor Directed by Curtis Bernhardt • Produced by Sam Zimbalist

(AVAILABLE IN PERSPECTA STEREOPHONIC OR ONE-CHANNEL SOUND)

October 2, 1954
Vol. 34 No. 6

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

ation of the Winter Garden and Park Avenue Theatres in New York in which it lost a lot of money, giving American audiences an opportunity to judge British films on their merits. He knows full well that theatres cannot stay in business losing money to win over audiences.

A few years ago, conditions were a lot worse for the reception of British product. The product shortage was not as acute and film rentals had not reached their present ceilings. Divorcement had not yet been effected and preferred playing time in affiliated theatres was largely earmarked. Nevertheless, it was Rank who then stated that "there is room for all and the best films will find a ready welcome wherever they are shown."

Today, there is an acute product shortage. It has created a seller's market and brought film rentals to new peaks. There is a desperate need for additional quality product. The theatre owners' hope for relief lies in easing the pinch—and with divorcement, even the largest theatre circuits have guaranteed playing time to independents.

That is why American exhibitors, now more than ever, welcome British films and are most anxious that they possess commercial appeal. The British film leader should concentrate on injecting box office values into his pictures that will sell them in the American market instead of threatening his overseas customers with competition. When Rank produces pictures that American audiences want to see, they will find a higher level of earning and not before.

It should be noted that theatre partners and circuit heads of the American Broadcasting-Paramount Theatres have already been asked to consider establishing in many areas in which they operate theatres which will specialize in the showing of "art" and foreign films "in a small way" as a beginning. (see page 5). This is not being done to placate Rank, but to encourage new sources of product. Many others have been doing likewise. (see page 14).

There are some basic truths which Rank must recognize. Mediocre product, whatever its point of geographical origin, will not command patronage. Conversely, a box office attraction knows no nationality. Audiences do not look at labels or credit lines.

Cinerama Anniversary

"Cinerama," the photographic-projection system which has been the forerunner of all the latest technical innovations in motion picture presentation, celebrated an anniversary this week at the Warner Theatre in New York going into its third year.

Having played to more than 2,100,000 persons with a gross of more than $4,000,000 in the metropolitan engagement alone, "Cinerama" will definitely take over during the latter part of this month as Broadway's longest first run engagement eclipsing the "Red Shoes" (a Rank picture, incidentally) record of 108 weeks.

But of far greater importance is the fact that Cinerama showed the way and stripped the business of a paralyzing lethargy. Cinerama regained the initiative for the industry and started people talking motion pictures again. From that point on, it was like a snowball rolling downhill.

Every theatre owner should join in this anniversary tribute.

M-G-M Workshops

You can always count on M-G-M to come forward with a constructive industry plan at a time when theatre owners should be exerting a maximum effort to lure audiences to the theatre.

In response to the request of many customers asking for a forum at which exhibitors could discuss ways to improve grosses, Charles M. Reagan, general sales manager, and Howard Dietz, director of advertising, publicity and exploitation, have announced a series of "ticket-selling workshops" to be held in each exchange territory.

The round-table discussions will be spearheaded by a panel of experts with showmanship know-how. Exhibitors will be given valuable information on how to merchandise forthcoming product and the small theatre owner can benefit most substantially if he will only participate.

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NT Seeks Governmental OK On Production Plan

"Go west, young man, and make pictures" was the advice given last week by Charles Skouras, president of National Theatres, at a press luncheon held at the Waldorf Astoria Hotel. The company head revealed that his own company is in conversation with government officials to seek approval of a plan to enter in the financing and producing of motion pictures.

To do so would require a change in the 20th Century-Fox consent decree which separated the theatre company and the film company. Skouras believes, however, that the Department of Justice recognizes that conditions in the industry differ today from two years ago and that the government will be receptive to his proposal.

According to the present plan, National Theatres would begin by investing in other people's independent productions. Eventually, if the product shortage does not clear up, the company would produce films on its own. In line with this, Skouras revealed that NT secured a court order to enable it to invest $1,000,000 in the Magna Theatre Corp., which is financing "Oklahoma," currently being filmed in the Todd-AO process.

More Films Needed

Skouras estimated that the industry needs from 32 to 37 more top level pictures per year. The need is for extraordinary product, he noted, and mediocre pictures mean nothing today. The day of the programmer is gone, the speaker declared.

Producers are not to be blamed for the current product shortage, the theatre man stated. He explained that they realize that only the best pictures will sell today, and they are therefore concentrating on fewer but better features. What the industry needs is more producers, Skouras announced.

Skouras discussed the company's production plans at the end of his talk, almost as an afterthought. Earlier, in a speech in Kansas City, he had stated that exhibitor production of motion pictures would help alleviate the product shortage and combat excessive film rentals.

Warns About Sentiment

He added that such production is the only way for theatre men to overcome the 50 percent term being asked by production. He warned that 50 percent terms will become standardized unless exhibitors produce themselves. National Theatres would enter production within six months, if allowed, Skouras stated in New York.

In connection with exhibitor production, and the new techniques now being used in production, Skouras declared that he is most pleased with the rushes of "Oklahoma!" that he has seen.

Despite a drop in attendance, business of National Theatres, successor to the former Wesco Corp., has increased $1,200,000, the company head disclosed. The chain now has 355 theatres currently operating, while another 50 houses are closed. The total represents 435,000 seats. The circuit has 14 houses which it must divest, of which nine are now closed.

The estimated 12,000,000 drop in attendance is in part attributed to the fact that the chain now has 60 theatres less, which it had to divest. The reason given for the increased gross include benefits from reduced taxes and higher admission prices. The company will declare dividends of about $1 per share, up from last year's 91 cents, Skouras noted.

National Theatres has expended about $5,500,000 in equipping about 250 of its important theatres with CinemaScope and stereophonic sound equipment, the company head revealed. In addition, the circuit has built and now operates two new theatres, the Centre in Denver, and the Fox in Portland, Ore. as well as renovating the Roxy, N. Y. C. flagship.

Skouras disclosed that he is in New York to give analysts all the information he could about the company. When questioned as to whether National Theatres' success was dependent upon his personal supervision of the company, the executive answered that three or four persons could take his job tomorrow.

Some difference of opinion was expressed in answer to questions about the value of drive-in theatres to a chain. Skouras promised to give a bonus to the person who could get the chain permission from Washington to operate drive-ins. A less enthusiastic view was pronounced by Elmer Rhoden, vice-president of National Theatres and head of the subsidiary Fox Midwest Theatres.

Six Month Operation

Ozoners operate only six months out of the year in the midwest, Rhoden noted, thus making them dead weight for the remaining six months. He reported that the figures of one midwest chain show that the group is still paying for its first drive-in theatre.

Color television in the home will present a new challenge to the industry, Skouras predicted, but he added that he is "confident that this challenge will be successfully met by the presentation of superior entertainment in theatres." The speaker added that competition from regular TV has now leveled off.

The company, formed two years ago, is now solidly on its feet, Skouras stated, and it is rearranging its dividend policy with the Metropolitan Insurance Co. He hopes for a regular quarterly dividend policy with dividends not exceeding 70 percent of earnings.

National Theatres is now engaged in 28 law suits in which it is being sued for a total of about $70,000,000 in "astronomical" damages, according to John B. Bertero, vice-president and attorney for the company.

No Candy Slices For Distribs—Skouras

In another aspect of the circuit's financial operation, Skouras revealed that candy sales account for about 24 percent of the chain's profit, while figures for last year showed a 29 percent part of the profit contributed from this source. The company controls the sale of candy 100 percent, with no middleman involved, he stated.

When questioned as to the rights of distributors to share in concession sales, a contention of Abe Montague, Columbia general sales manager, as cited in the National Allied report, Skouras replied cryptically "so's your old man."

Allied Bill Ready For Membership

Exclaiming that "it is amazing that the film companies by their confiscatory pricing policies have driven exhibitors to the contemplation of this drastic step," Abram F. Myers, National Allied general counsel, revealed this week that a draft of a bill to regulate interstate commerce in films has been completed for presentation to the group's upcoming national convention, scheduled for Oct. 12-14 in Milwaukee.

Myers explained that "our appeals for a modification of those policies have for the most part fallen on deaf ears and the trade papers' admonitions that the distributors take action to avert the inpending crisis have been ignored."

"Reconciling price regulations of so varied a product as films with constitutional requirements posed the most difficult problem I have ever tackled," the exhibitor leader stated. He added that he believes "this has certainly been solved so far as the integrated producer-distributors are concerned and probably as the others."

Copies of the bill are scheduled to be distributed at the first session in Milwaukee "so that the assembled exhibitors will have ample time to study the bill before acting on it," Myers disclosed.

Myers, whose appointment as keynote speaker of the convention was announced by Ben Marcus, Allied president, warned that while sentiment will share part of the spotlight because it is Allied's Silver Anniversary convention, "it must not be overlooked that the main theme of the convention is the 'Product Convention.'"

Warns Against Terms

The group's general counsel added that "all efforts will be concentrated on the exhibitors' right to make a profit on the product he plays . . . and on the other current evils that are gradually forcing the small theatre owner out of business."

Commenting on the flood of letters said to be reaching Allied convention headquarters following the publishing of the group's "Declaration of Emergency," Myers declared that "the exhibitors at two Allied conventions have demonstrated that through organized resistance and affirmative action they could break through the monopolistic barriers with which CinemaScope had been surrounded."

He explained that "last year the big headache was CinemaScope" but that "exhibitors today may show CinemaScope pictures with lenses, screens and sound systems of their own choosing."

"All present day complaints," he noted, exhorbitant film rentals, oppressive terms, lack of prints and delayed availabilities stem from one basic evil—the artificial film shortage."

"The product shortage and the resulting hardships can be cured by the exhibitors in the same way that they broke the sound barrier—by strong, aggressive, united action" at the convention, Myers declared.

Film clinics are slated to play their greatest role in shaping the action to be taken on the convention floor, according to Marcus. He declared that that "it is through these clinics that the individual exhibitor finds the common ground with which he and his brother exhibitor . . . can use in discussing and deciding" their problems.

City Takes Second Round In Tax Bout; Breakage Withheld

The entire New York City amusement tax law has been declared valid, but exhibitors were instructed to withhold collection of "breakage" amounts pending an appeal of the ruling by New York Supreme Court Justice Percy Stoddard. Judge Stoddard disagreed with a previous temporary injunction handed down by Justice Nicholas M. Pette.

Justice Stoddard granted the countermotion moved by the city and denied the motion of the exhibitors. The decision was dated Sept. 23 but was not handed down until this week. The ruling disagreed with both of the major contentions of the exhibitor plaintiffs.

Their chief arguments were that the city tax law was in conflict with an earlier law which forbids the printing of any amount on a ticket except for the established price and the Federal tax. Their second argument was that the city's law exceeds in some cases the five percent limit granted by the state's enabling act.

Justice Stoddard ruled that "the prior law does not bar the imposition of the amusement tax by the city." He explained that "it was enacted by the city to prevent ticket gouging at a time when the only tax in existence was the U.S. tax." The Judge noted that "if the two local laws are inconsistent, then the earlier law will be deemed repealed by implication."

Considers Custom

He ruled additionally that although the second contention "would appear at first sight to be well founded," however, "when we consider the custom of business and banking, the teaching practices in our schools, etc., . . . it is not clear that the Legislature intended to prohibit the recognized practice of adding on additional cent wherever computation results in a fraction of a half cent or more."

The judge added that "after careful consideration, I believe that the language of the statute does not reveal clear intention to prohibit the above mentioned general practice regarding fractions of a cent."

Concerning the possibility of an appeal, which exhibitor attorneys have declared they would file, Justice Stoddard ruled that "until an appeal has been heard from the order to be entered hereon, the plaintiffs should continue to collect, but not pay over to the city" the so-called "breakage." He added that the posted bond should be continued.

SIMPP Drops Detroit Suit

Society of Independent Motion Picture Producers $8,750,000 anti-trust suit brought against United Detroit Theaters, Cooperative Theaters of Michigan and others, filed six years ago has been settled out of court and discontinued.

SIMPP charged UDT and the 125 theatre booking combine with a conspiracy to restrict the licensing of independent product in the Detroit area. Suit created a furore when originally instituted.

United Paramount Urges 'Art' Policy Promotions

SHAWNEE-ON-THE-DELAWARE.—All United Paramount Theatres affiliates gathered at a meeting here were asked to consider establishing in as many areas as possible "a theatre that will present art and foreign pictures in a small way" by Edward L. Hyman, circuit vice-president.

The speaker added that the program would be expanded when "these art and foreign pictures can be played for a much longer time and in larger theatres." He noted that "there are many areas in this country where art and foreign pictures are being presented successfully and it is from these situations that all of us can obtain additional information."

The executive stated that "it is in the other areas that you and your associates can analyze and determine whether or not the idea of introducing art and foreign pictures in a small way has any place in the scheme of things in your territory." Hyman pointed to "the rising recent trend to production by domestic producers of pictures in foreign countries with the top American stars and foreign supporting casts."

Foreign Producers Object

The reluctance of the mass-type theatre in the U.S. to play foreign films "has been a bone of contention with foreign producers for a long time," the speaker noted. He added that "in an effort to meet this criticism, and also to tap another possible source of product in a short market, it might be wise for American exhibitors to consider ways of popularizing the foreign film."

While Hyman did not name these "critical" foreign producers, it is likely that he had in mind recent statements of British producer J. Arthur Rank, who stated his belief that British pictures are not being granted their proper playing time in this country.

Further developments in J. Arthur Rank's proposed program for acquiring 50-100 American theatres in order "to force a fair showing of British films" are expected to take place in early November, when John Davis, the British film magnate's managing director, journeys to New York.

Plans Theatre Purchases

Rank expects to either purchase or lease theatres in the U.S. as soon as free convertibility of sterling is near. He said recently that Davis would visit the U.S. for such purposes when that monetary situation presented itself. Trade sources anticipate that Davis' November trip may be geared to this intention.

The British film industry leader's main complaint against American exhibitors is that they are not pushing his pictures to the fullest extent. Both Rank and Davis, however, were careful to register no complaint against the JAR American distributors, Universal Pictures. Onus was placed on "the American trade."

As to which U.S. theatres, and exactly how many, Rank would either buy or lease remained undetermined at present. Trade feeling was doubtful that he would be able to acquire many first-run situations.

Whether Rank would be permitted to acquire U.S. theatres was another unsettled matter. A Justice Department representative in Washington disclosed that the Federal anti-trust laws would apply to him if he should acquire properties in the U. S.

Hyman listed a number of pictures made abroad with American stars that he thinks could help popularize the foreign stars who also appear in these films. He named United Artists' "The Barefoot Contessa," Paramount's "Ulyssses" and Warner Bros.' "Helen of Troy" and "The Land of the Pharaohs."

He presented for the affiliated exhibitors a composite of all ideas which he felt would be of help to anyone starting an art and foreign picture policy. The person to be aimed at "does not fit into any one category," Hyman noted, adding that he may or may not be a college graduate.

In the main he is a person "who relishes new theatrical experiences" and is most often "a former avid movie goer who has now given up the habit because of disillusionment with run-of-the-mind product."

The executive suggested that the theatre with a split-week policy is the one needing product most and is the best possibility for the art experiment. He added that it would be best to choose a theatre easily accessible to colleges. Frequency of running art pictures would be determined by circumstance.

Suggests Modest Start

He suggested starting with a showing one night a week or at most two nights in areas where there has never been any art films shown. Hyman noted that regularity is what is important to a "pioneer" bringing a new entertainment form to many people.

The new policy should be introduced, where possible, by having it sponsored by a club or institution, the speaker noted. He advised all exhibitors interested to contact women's clubs, Parent-Teacher Associations, etc. He advised additionally appealing to newspaper editors for help.

A good rule of thumb is to "undersell rather than oversell," Hyman stated. He explained that many art theatre patrons will be "disillusioned movie goers of the past and you must not disillusion them again."

Anglo M.P.E.A. Film Contract Extended

WASHINGTON.—The Anglo-American film pact on remittances has been extended for another year without change, according to a report from the MPEA. American film companies will be permitted to remit $17,000,000 a year of their earnings, while an additional $4,000,000 to $5,000,000 may be remitted via a bonus system, it was reported.

American companies have also been granted the right to remit part of the earnings they have massed from the Eady Plan, with a $2,25,000 limit placed on this amount for the year. The bonus figure will be computed to equal approximately one third of the blocked sterling which the American companies spend in producing films in Britain or in distributing British films elsewhere.

20th CENTURY-FOX'S

CINEMASCOPE

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WE of Twentieth Century-Fox this month celebrate the first anniversary of CinemaScope.

We do so in a spirit of gratitude for CinemaScope has proven to be an instrument for the restoration of the supremacy of motion pictures as popular entertainment.

We are grateful that the courage and vision of an entire industry helped to make CinemaScope one of the greatest and most invigorating events in motion picture history since the advent of sound.

Just a year ago, anxiety pervaded this industry because of declining theatre attendance due largely to the initial impact of free television in the home. More than 6,000 theatres had closed. People wondered what had happened to a habit established through the decades as one of the ingrained American ways of life—going to the movies.

But here at Twentieth Century-Fox we resolved that the same showmanship that had created a three billion dollar industry out of a back-street nickelodeon could save the day. We were certain that with a fresh form of motion picture entertainment the world would find its way back to the theatre doors.

So, out of a compelling necessity, which is the mother of all invention, CinemaScope came on the scene September 16, 1953 with the realism, impact and story-telling range afforded by CinemaScope's combination of revolutionary lenses, screens and 4-track magnetic Stereophonic Sound.

Something had come to the screen that enabled audiences to feel, breathe and live the spirit of whatever romance, adventure, history or great endeavor was portrayed in glowing CinemaScope.

Today, CinemaScope has earned world-wide acceptance and acclaim. Today attendance at motion picture theatres has shot upward.

Reprinted from THE WALL STREET JOURNAL, September 16, 1954

A year ago only one CinemaScope motion picture had been produced, and today 97 CinemaScope pictures are in release, in production or preparation in the United States and in foreign countries.

After one year, the total number of theatres equipped for CinemaScope in the United States and Canada is 8,100 and the world-wide total is 11,100 which represents 75% of our income possibilities, this being an achievement far beyond our fondest expectations.

After one year the estimated domestic theatre investment in CinemaScope equipment is $66,875,000; and that in foreign countries, $16,500,000.

This is why we extend our gratitude to the thousands of exhibitors who backed the judgment of Twentieth Century-Fox with their own foresight, matching their courage with their diminishing dollars. They re-equipped their theatres to fit our dreams and the public's desires, making CinemaScope a reality and a by-word.

In the record of CinemaScope's success, which is still being written, we must include our acknowledgment of the cooperation of other producing companies in adopting the new medium and joining in the production of CinemaScope pictures.

We include in this acknowledgment: Loew's, Inc., Walt Disney Productions, Columbia Pictures, Warner Bros., Universal-International, R.K.O. and United Artists, and many independent producers in the United States and abroad.

In the same manner we express our thanks to equipment manufacturers throughout the world who re-tooled and accelerated their production in the tremendous transition period.

We are grateful, above all, to the public for recognizing instantaneously our effort to satisfy its advancing tastes in entertainment.

CinemaScope has revived the movie-going habit of the American public.

This is a fact of enormous importance because the American Motion Picture Industry since its inception has striven not only to inspire and entertain, but to be a world-wide evangel of the American way of life, spreading knowledge everywhere of this country's achievements.

CinemaScope has thus helped to make our industry an important factor in our national life.

And we rejoice in the many congratulatory letters and telegrams we have received from exhibitors throughout the world on this, the first birthday of CinemaScope, which has made history and triggered a veritable explosion of vigorous new ideas in motion picture making.

We of Twentieth Century-Fox pledge to you, the public and the exhibitors and producers of all the world, all our energies and resources in developing each year new technical advancements and even finer CinemaScope productions and techniques in order to create greater satisfaction on the part of greater audiences.

In gratitude for your cooperation, encouragement and support, we dedicate ourselves to the one unceasing endeavor of serving the theatres of the world with such matchless motion picture entertainment for the public that no present or future competition will challenge its popular supremacy.

Cinerama Celebrates Second Anniversary—Going Strong

Entering its third year on Broadway is Cinerama, the multi-dimensional photographic-projection process which is celebrating its second anniversary this week. Since the debut of the revolutionary medium Sept. 30, 1952, more than 9,000,000 patrons have paid close to $17,000,000 to see the first production, "This is Cinerama," a presentation of Lowell Thomas and Merian C. Cooper.

According to Simon H. Fabian, president of the Stanley Warner Corp., parent firm of Cinerama, the initial production has been seen by more people in its 13 key city theatre engagements than any picture but two in the history of show business.

"In these few theatres, patrons have paid more than any other attraction has ever grossed in the customary 6,000 to 10,000 theatres. Proved is the fact that people will go downtown when they know it will never play smaller cities and neighborhood theatres. Cinerama was meant for a score of the biggest cities," Fabian emphasized. "It can not play neighborhood theatres or smaller cities."

In addition to the first overseas opening of Cinerama this week at the Casino Theatre, London, it was disclosed by Fabian that four or five U.S. cities might see debuts of Cinerama within the next year.

Current Engagements

Theatres in which engagements are now current, and number of weeks of each run, are: New York, 104; Detroit, 79; Hollywood, 74; Chicago, 60; Philadelphia, 52; Washington, 47; Pittsburgh, 43; San Francisco, 41; Boston, 40; St. Louis, 34; Minneapolis, 24; Cincinnati, 15; Dallas, 13.

For the New York engagement at the Warner Theatre 2,100,000 people have paid $4,000,000 during the past two years to see the Cinerama attraction. The Stanley Warner management figures that the still-prosperous attraction may have to be withdrawn in order to make way for the premiere of the second feature filmed in the medium.

Now in the final cutting and printing stages, "Cinerama Holiday," the second feature, is a production of Louis de Rochemont which highlights world travel sequences.

At the Warner Theatre Cinerama, will begin its 109th week on Oct. 26, thus setting an all-time high in the history of show business. A record of 108 weeks was held previously by "Red Shoes" for a Broadway first run engagement.

For the New York Warner Theatre's anniversary showing of "This is Cinerama" a gala festivity was held. Some 150 mayors of cities and towns within a 100-mile radius of Gotham were invited as guests of Fabian to make up for the fact that Cinerama would never be shown in the smaller cities nor in neighborhood theatres.

A large delegation of uniformed pilots of the Air Line Pilots Association also attended. The pilots were invited to honor Paul Mantz, Bendix Trophy winner and famous flyer of the air travel sequences that comprise the climax of "This is Cinerama."

Other highlights of the birthday showing were awards of scrolls and plaques which were accepted for Cinerama from the General Federation of Women's Clubs, the National Board of Review and Audio Magazine.

Counterfeiters Sell Bogus Cinerama Tix

Singular and noteworthy of Cinerama's popularity in Syria is a report received this week by the U.S. Information Agency that bogus tickets are allegedly being printed by counterfeiters. Recently huge crowds crushed guard rails outside the theatre showing Cinerama and people unable to gain admittance were hanging from eucalyptus trees, according to USIA.

Current showing in Syria is a joint effort of USIA and the State Department and is part of the U.S. exhibit at the International Trade Fair in Damasacus. Daily attendance at the Cinerama exhibit, reports USIA, is 4,000, but there are not enough tickets to meet demand. "Life" magazine reflected the success of the Cinerama exhibit in an editorial of this week's issue.

New COMPO Ad Series For "E & P"

COMPO began its second series of industry advertisements to be inserted every other week in "Editor and Publisher" with an ad that was headed "Thanks, Gentleman, For Agreeing With Us." The ad copy quotes several newspaper articles and editorials commenting favorably on the excellent quality of current film product.

The ad points out that the editorials are confirmation of recent COMPO ads, inserted in the first series of 26 published in the trade magazine of the journalists. The ad quotes the Cincinnati "Enquirer" as explaining that the reason that no new film opened last week in the city was "because a half-dozen downtown pictures were drawing such crowds that there was no point in changing."

"And they are drawing such crowds because they are better pictures than formerly were made," the paper commented. Similar sentiments about hold-overs were expressed by the Memphis "Press-Scimitar," the ad notes, and quotes the Cleveland "News" with "Euclid Avenue's neon-illuminated marquees never looked brighter."

From the South, the ad quotes the Atlanta "Constitution," which stated that "if you have glanced at the marquee or the movie page recently you've noticed that the theatres are presenting quality." The ad concludes with "to all these good people, we make a deep bow of gratitude for backing us up so generously."

Replica Of Edison's "Black Maria" Unveiled, Zukor Praises Inventor

WEST ORANGE, N. J.—A replica of the first motion picture studio, Thomas Edison's 1889 "Black Maria," was unveiled on the grounds of the Edison Museum here last week by honored guest Adolph Zukor, Paramount Pictures board chairman. The historical event was accompanied by a showing of Jules Levey's color documentary short "The Story of Thomas Alva Edison."

The Paramount executive, who was honored because of his pioneer work in the motion picture industry and his association with the inventor, paid tribute to the man whose invention started the industry. Zukor noted that the Edison invention brought with it a "responsibility to progress," which is being fulfilled by motion picture people.

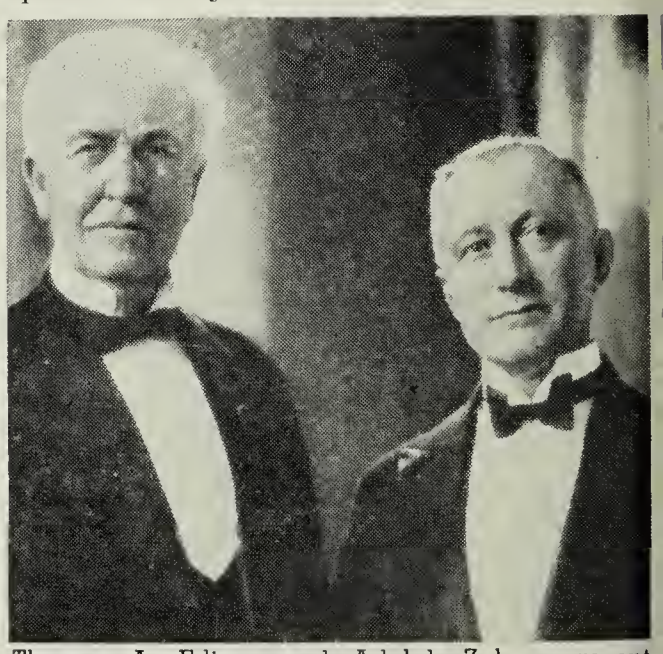
Recalling the first flicker films shown in the industry veteran's penny arcade in Union Square, the speaker declared that films have progressed technically "beyond the wildest dreams of any of us in those far-off days."

He added that if the inventor were alive today, he would understand why technical experts have perfected color photography and created Cinerama, CinemaScope and VistaVision. "All this painstaking and careful research . . . is in the tradition which the greatest inventive genius of our times left to the industry," Zukor declared.

Another industry speaker who paid tribute to Edison was Herbert Barnett, president of the Society of Motion Picture and Television Engineers. Barnett cited the continuing need for new inventions, and he praised the inspirational aid of the Edison Foundation, which is responsible for the museum and studio.

Following the dedication ceremonies, the reconstructed "Black Maria" was officially opened for inspection. The building, recreated from two photographs of the original, has been designed with all the features of the Edison structure. The entire building turns on a 360-degree angle and the roof opens, according to the Edison design.

The "Black Maria" is now a 50-seat theatre, which will be used for the showing of special films by the Edison Foundation.



Thomas A. Edison and Adolph Zukor, present Paramount board chairman, as they looked when Edison invented the motion picture camera.

Levy, Kerasotes Blast Distributor Practices Before UTO Of Illinois

SPRINGFIELD, ILL.—An attack against apparent decree violations and a plea for assistance in interesting the public in film product provided the two highlights of the annual convention of United Theatre Owners of Illinois held at the Leland Hotel here. Herman M. Levy, TOA general counsel, loosed the decree blast, while George Kerasotes, UTO vice-president, delivered the other principal speech.

Other speakers included Edward G. Zorn, UTO president, who admonished theatre men to say "no" to present "outrageous high terms demanded by distributors," and Albert M. Pickus, TOA vice-president, who pointed up the value of the national organization. Sixty-seven exhibitors were reported to have attended the meetings.

Levy declared that he is "shocked to hear of the many apparent violations of the decrees in U.S. vs. Paramount in this and other areas." He noted that the violations were "mainly in the field of conditioning the sale of one picture upon another." Levy requested that details of all such violations be put in writing and forwarded to TOA headquarters.

Exhibitor Complaints

Exhibitors attending the meetings complained about the print shortage, the time they must wait in order to get product at a price they can afford, the plight of the small town movie house, the pulling of pictures by distribution at the last minute, and the abolition of the sliding scale.

Concerning the print shortage, the St. Louis area was used as an example to show that whereas as many as 18 prints on a single picture were available a few years ago, only four or five prints are now sent. Many of these are sent without inspection, the theatre men charged.

"The distributors should exert all their efforts to assist exhibitors in selling their product . . . rather than exercising all their efforts to secure unreasonable and unequitable film rentals," declared George Kerasotes, vice-president of United Theatres of Illinois.

Discuss Film Rentals

"Higher rentals from higher grosses," Kerasotes stated, but he added that "securing high percentage terms does not necessarily or ultimately result in high film rentals." He noted that "the distributor has erroneously reasoned that he has completed his performance of contract by selling the exhibitors a valuable motion picture at high terms."

The distributor has "another important function to perform," the speaker argued, and that is to "co-operate with the exhibitor in selling his pictures to the public, not only on the national level, but also on the local level." He declared that "no exhibitor spending 40 to 50 percent of his gross for film rentals should be expected to spend 100 percent of the cost of advertising."

"The exhibitor's margin of profit is too small to risk a large advertising expenditure," Kerasotes claimed. He noted that "many exhibitors, disappointed in the terms they have paid for product, are reluctant to exert any effort to exploit properly a high percentage picture."

The official added that "no exhibitor will complain about high rentals if his gross is high enough to cover his expenses and return him an equitable profit." He stated that "the only fair method of selling motion pictures on percentage is the sliding scale" with the scale used for "all percentage features and not just the mediocre ones"

"Most distributors are deviating from sliding scale deals in the present market," Kerasotes stated. He added that "distributors are announcing changes in scales with 35-40 percent minimum, and new split figures so they can earn 50 percent on their features, notwithstanding that the unfair rental will eventually destroy their source of revenue—the theatres."

Kerasotes declared that "a successful motion picture theatre is a combination of three important elements." These include "good product in sufficient quantity," showmanship and an inviting and comfortable theatre.

He stated that "100 more pictures of good quality could easily be absorbed by the theatres." On showmanship, Kerasotes stated that both exhibitors and distributors have "sadly neglected" it, especially by not using television to its fullest extent. Both "Roman Holiday" and "Stalag 17" did more business after the telecast of the Academy Awards, he noted.

Equipment Costly

Concerning his third point, a well equipped theatre, the executive explained that many exhibitors "are deterred from purchasing new equipment because of the high film rentals asked."

Pointing out the money and talent going into TV this season, Kerasotes disclosed that "not one motion picture company is listed among the first 100" corporations spending the most money on TV advertising during the first half of the year.

"We have the stars, the directors and the writers to use the facilities of this new advertising medium, yet we have failed to do so," according to the Illinois theatre man. He called competition from TV "a challenge to our existence," warning that "we can survive only by unity and co-operation between the three segments of producer, distributor and exhibitor."

The group heard Kerasotes ask "let the distributors stop bickering over rentals and join us in the showmanship of selling the products of our industry."

Hank Ryan, of the Times Theatre, Waukegan, Ill., was elected regional vice-president of the Waukegan district of UTO of Illinois at the fifth in a series of "grass roots" meetings conducted by Kerasotes.

Luncheon Planned To Honor Boasberg

Exhibitors will honor Charles Boasberg, who has assumed an executive post with the newly formed Distributors Corp. of America, at a luncheon at the Hotel Astor on Oct. 21. Serving as co-chairmen on preparing arrangements for the affair in honor of the former RKO Radio general sales manager are Walter Reade Jr., TOA president; Samuel Rinzler, of Randforce Circuit, and Joseph Seider of Associated Prudential Playhouses.

Texas Exhibs Asked To Report Violations

DALLAS.—The request that every local exhibitor denied booking of a picture on the theatre's proper availability report the incident to the Texas Drive-In Theatre Owners Association was made by Jack A. Farr, group's new president, at a meeting of the organization, which has members in Louisiana, Mississippi and Oklahoma. Farr stated that the request applies to indoor as well as outdoor theatres.

Information received from exhibitors will be presented at the directors meeting of the drive-in organization in December. Farr will ask permission to send the material to the U.S. Senate Small Business Committee and other branches of the Federal Government, he declared.

The exhibitor leader noted that "every theatre is suffering a product shortage and loss of revenue except the key city first run outlets." These first run theatres are draining "the last bit of revenue from the first-run attractions by holding them over for an additional week or two," he declared.

Farr stated that the film companies should figure the sub-run availabilities from the opening day of the first-run instead of the last days of the playdate. He complained also about the use of the gambit of calling pictures "roadshow engagements" to get increased terms and delay availabilities for subsequent play-offs.

Despite these problems, "today drive-in revenue to the film companies amounts to about 40 percent of the rental dollar," Farr stated. Nevertheless, major sales companies heads treat drive-in exhibitors with indifference, he charged. The group head declared that every theatre owner should purchase two or three shares of common stock of each film company so that he would receive their financial reports.

Kaufman Lauds DCA For Special Handling

Producer Joseph Kaufman, speaking at a trade press conference upon his return from Australia where he filmed "Long John Silver," explained that he approved of his deal whereby Distributors Corp. of America will release the picture because "big pictures need individual handling." Kaufman stated that he can get this type of handling from the newly formed company.

He has great confidence in the new organization, which had "guts enough to help finance the picture," he disclosed. Working in Australia made it possible for him to get realistic scenes, and Kaufman spoke enthusiastically about making films in Australia. He has taken a lease on that continent's only major film studio, where he intends to continue production.

Among the properties which he intends to film next are "Come Away, Pearler," "Singapore" and an American western. All of these would be lensed in CinemaScope in Australia. "Silver" was filmed in CinemaScope with Robert Newton starring.

Since Australia is a major market for American films, he feels that creating good will for the film industry was a significant part of his work down there. The finished picture is as professional as if it had come out of Hollywood, the producer stated, and he thinks the CinemaScope cameras have been highly successful.

Independent Trade Reviews

"A Star Is Born"

(Warner Brothers) 182 Min.
CinemaScope—Color by Technicolor

Cast: Judy Garland, James Mason, Jack Carson, Charles Bickford, Tom Noonan, Lucy Marlow, Amanda Blake, Irving Bacon, Hazel Shermet, James Brown, Lotus Robb.

Credits: Produced by Sidney; Luft; Directed by George Cukor; Screen play by Moss Hart; Music by Harold Arlen; Lyrics by Ira Gershwin.



Jack Carson, James Mason, Judy Garland and Charles Bickford in "A Star Is Born," in CinemaScope-Technicolor

The long-awaited and widely-publicized "A Star Is Born" has finally arrived and there can be no doubt that it will be one of the big money pictures of this or any other year. Combining as it does an outstanding dramatic and singing performance by a solid box office name returning to the screen after too long an absence, a moving story with proven subject matter, top production values, color by Technicolor and the sweep of the CinemaScope cameras, its appeal should be universal.

In an early scene, James Mason, the fading dipsomaniac-actor, is impressed by Judy Garland, dance band singer, and tells her that a star must have that "something extra" and give audiences "little jabs of pleasure." That Garland has that "something extra" and will give audiences "little jabs of pleasure" is demonstrated fully in the 182 minutes of running time.

A new screen play adaptation of the original 1937 smash hit starring Janet Gaynor and Fredric March has been expertly fashioned by Moss Hart and music is deftly introduced into this Sid Luft production for Warner presentation under the knowing directorial hand of George Cukor. Film moves along at a rapid pace except where the big production number, "Born In a Trunk," is brought into the proceedings as part of a movie within the movie. This tends to slow up the dramatic action somewhat. Otherwise, the songs fall smoothly into natural sequence. Music by Harold Arlen with lyrics by Ira Gershwin are ideal for the Garland delivery and at least one, "The Man Who Got Away" is headed for the hit parade.

The film deals with Hollywood and there are many priceless gems of the inner workings of a studio. Audiences will relish being taken behind the scenes. Mason stands toe-to-toe with Garland in the dramatic sequences, while Charles Bickford as the studio head, and Jack Carson as the publicity director leave nothing to be desired.

From the exciting opening scenes of a Hollywood benefit at the Shrine Auditorium where Mason, then a prominent star, is saved from embarrassment by Garland, it is evident that all the production stops were out on this one. It shows in the finished product and the end result justifies the expenditure.

When Mason seeks out Garland to thank her for saving him from making a fool of himself, he hears her sing and is impressed. He convinces her that she has stardust qualities and promises to get her a test. After heartbreaking delays, she finally gets her big chance through Mason's efforts and becomes a hit. Garland marries Mason who continues drinking, finally losing out at the studio. When Garland wins an Oscar, he appears at the Academy Award presentation, interrupts her acceptance speech and accidentally strikes her while gesturing.

Mason goes to a sanitarium and appears cured of alcoholism only to go off the wagon when Carson, nursing a grudge, accuses him of living off Garland and strikes him. After a drunken escapade, Garland rescues Mason from a court sentence and brings him home. Mason overhears Garland tell Bickford she is giving up her career and he commits suicide by entering the surf and walking out toward the sunset. Garland is grief-striken and refuses to work until her accompanist makes her realize that she is wasting the career Mason gave her by destroying himself.

"Woman's World"

(20th-Fox) CinemaScope—Technicolor 94 Min.

Cast: Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Cornel Wilde, Elliot Reid, Margalo Gilmore, Alan Reed, David Hoffman.

Credits: Produced by Charles Brackett; Directed by Jean Negulesco; Screen play by Claude Binyon, Mary Loos and Richard Sale; Additional dialogue by Howard Lindsay and Russel Crouse; Based on a story by Mona Williams.

A sophisticated and witty comedy about the wiles of women eager to push their husbands' careers, "Woman's World" emerges from the CinemaScope-Technicolor cameras as first rate fun that should get a first rate reception. A roster of star names, including Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl and Cornel Wilde, should prove potent box office factors. Also, their fans will be pleased to get more than just a glance at their favorites, for the scripters have provided these personalities with juicy roles. Elegant production mounting, especially in the wardrobe department, should aid considerably in making "Woman's World" register with the ladies of the land, and it is they who will provide the best market for the feature.

The picture casts Webb as the president of an automobile company who will choose his next general manager from among Heflin, MacMurray and Wilde. The choosing of the man provides the crux of the film, with ample opportunity for side comments upon the world of business. Producer Charles Brackett and director Jean Negulesco have teamed up to parlay a good script into a solid production. They even hired Howard Lindsay and Russel Crouse, masters of the sharp quip, to write additional dialogue so that the humor wouldn't fall down.



Arlene Dahl and Clifton Webb appear with June Allyson, Van Heflin and Lauren Bacall in this CinemaScope-color release

Despite the fine acting of the men in the picture, "Woman's World" belongs to their wives, and three delights are the misses Allyson, Bacall and Dahl. Presenting contrasts in personalities, Miss Allyson plays the unsophisticated girl from Kansas City who always says and does the wrong thing. She gives a standout comic performance, coming very close to pure slapstick in some of her scenes. Miss Bacall is excellent as the chic but bitter Philadelphia wife who doesn't want her husband, MacMurray, to get the job because his health is too poor. Miss Dahl is well cast as the seductive Texas siren who tries to vamp Webb into giving her husband the job.

Another star of the film is New York City, beautifully captured by the CinemaScope cameras. While making up his mind, Webb arranges for the couples to be entertained royally in Gotham, and the film takes us on a tour of the city. One scene set in a department store that looks very much like Klein's is particularly hilarious. Added to these factors is a catchy title song that will undoubtedly help in the selling of the film. Exhibitors will find this a good chance to learn that they too live in a woman's world.

"The Barefoot Contessa"

(United Artists) Technicolor 128 Min.

Cast: Humphrey Bogart, Ava Gardner, Edmond O'Brien, Maruis Goring, Valentina Cortesa, Rossano Brazzi, Elizabeth Sellars, Warren Stevens, Franco Interlenghi, Mari Aldon, Bessie Love, Diana Decker, Bill Fraser.

Credits: A Figaro, Inc., presentation; Directed and written by Joseph L. Mankiewicz.

"The Barefoot Contessa" is one of the most fascinating pictures ever to reach the screen. As directed from his own script by Joseph L. Mankiewicz and enacted by an excellent cast headed by Humphrey Bogart and Ava Gardner, the film should fare exceedingly well with the general audience, with extremely favorable results coming from those patrons who relish the sophisticated in their motion picture fare. "Contessa" has plenty of smart dialogue—some of the most clever lines ever to be recorded on a sound track—and a number of adult situations. Always bordering on the slyly suggestive and the cynical in its narrative, the story details through the eyes of the men in her life the rise and fall of a motion picture Cinderella. Filmed in Italy and in Technicolor, "Contessa" comes through with a strange and alternating mixture of charm, disillusion and bitterness.

Narrative is related via a series of flashbacks which serve to establish the multi-faceted relations the story's main character, as played by Miss Gardner, has with several men. The first flashback (revealed in a sequence wherein Bogart, a director-writer, is the main character) stands out as a devilish indictment of film production by dint of satirical lines. A second flashback, as told by Edmond O'Brien, who plays a press agent, continues more or less in the same vein but with the emphasis on publicity men. Subsequent flashbacks reveal a story of almost perfect love between Miss Gardner and Rossano Brazzi, who portrays an Italian count. Their marriage sets the stage for a climax in which Cinderella meets her destruction.

Throughout the film, neat direction and



Ava Gardner, Humphrey Bogart in "The Barefoot Contessa," Technicolor

sprightly dialogue prevail. Miss Gardner, a top star, is the object of millionaires and nobility. To each suitor, however, she offers only companionship. Her intimacies are reserved for more earthy males. Suffering from extreme pride and a blind belief in fate, she meets and falls in love with an Italian count, whom she marries. Until this point of the narrative, ''Contessa'' has been a witty satire, a wise and wily spoof. Her affair with the count swings the film into the realm of drama, which concludes on a note of tragic irony.

Regardless of the radical shift in emphasis half-way through the story, ''Contessa'' remains a highly entertaining motion picture. Performances are as incisive as the script. Bogart and Miss Gardner impart their respective portrayals with conviction; O'Brien is hilarious as the publicity man, and the others in the cast help round out a drama that demands much from them in the way of performances. ''Contessa'' will certainly arouse a good deal of talk among movie-goers; Mankiewicz has imbued it with provocative, controversial situations and has not spared suggestiveness. ''Contessa'' relates a fable of modern times. Patrons will find it either important or entertaining, depending on their outlook.

"This Is My Love"

(RKO) PatheColor 91 Min.

Cast: Linda Darnell, Rick Jason, Dan Duryea, Faith Domergue, Hal Baylor, Connie Russell, Jerry Mathers, Susie Mathers, Mary Young.

Credits: An Allan Dowling presentation; A stuart Heisler Picture; Produced by Hugh Brooke; Directed by Heisler; Screen play by Hagar Wilde and Brooke; From the story, "Fear Has Black Wings," by Brooke.

Romance and violent melodramatics combine in ''This is My Love'' for diverting results that should fill the bill in general audience situations. Photographed in PatheColor and headlining Linda Darnell, picture details in workmanlike fashion a plot that has been rendered countless times before. Here is a frustrated spinster who feels psychologically that her fate is the result of her younger sister's vivacious personality. Miss Darnell, the spinster, first lost Dan Duryea to Faith Domergue, the sister, then loses Rick Jason to her. This quadrangle is presented in the form of a complex relationship: Miss Darnell lives in the home of Miss Domergue and Duryea, who are man and wife; Jason, a wolf, rejects Miss Darnell for an affair with Miss Domergue.

Melodramatics enter the picture half-way through the proceedings. Jason, accidentally meeting Duryea, realizes that he is a paraplegic and confined to a wheel chair. He then decides to break off his affair with Miss Domergue. Miss Darnell, unaware of Jason's decision, poisons Duryea, who for years has been laughing at her inability to snare a husband. The crime serves to frame Miss Domergue, who is cleared at the last minute when Miss Darnell, learning of Jason's decision, confesses to the police.

"Four Guns To The Border"

(Univ.-Int'l.) Technicolor 82½ Min.

Cast: Rory Calhoun, Colleen Miller, George Nader, Walter Brennan, Nina Foch, John McIntire, Charles Drake, Jay Silverheels, Nestor Paiva, Mary Field.

Credits: Produced by William Alland; Directed by Richard Carlson; Screen play by George Van Marter and Franklin Coen; Based on the story by Louis L'Amour.

The right combination of action, drama and sex makes ''Four Guns to the Border'' a good bet for a nice reception in the Technicolor western market. Film stars Rory Calhoun as a hard-hitting, hard-loving ''gunslinger,'' while pert young Colleen Miller throws the curves ably as his vis a vis. The love story of these two young people, set against the background of revenge motives, bank robberies and Indian attacks, adds meat to the standard western framework. In plot and character development, this feature attempts somewhat more than the average western. The early reels play up the alluring young innocence of Miss Miller, as contrasted with the passions of Calhoun and his group of bandits. Later the film concentrates on the determined love of the two stars, who overcome tremendous odds against them.

With all of this, however, the action is not allowed to lag. For the outdoor fans a slam-bang rough and tumble battle between Calhoun and a sheriff, gun fights and several bloody slaughters are included. A nice Technicolor production, plus the casting of Walter Brennan, Nina Foch and George Nader in supporting roles, contribute additional values to the film. The plot has Calhoun and his band set out to rob a town bank because he seeks revenge on the town's sheriff. Instead of escaping after the robbery, Calhoun stops to save Miss Miller from an Indian attack. This causes him to be wounded and captured by the sheriff, but he wins the girl and the promise of leniency for his misdeeds.

"Africa Adventure"

(RKO) Pathecolor 64 Min.

Credits: Produced by Jay Bonafield in co-operation with Voyager Productions, Inc.; Written and narrated by Robert C. Ruark; Photographed by Chester Kronfeld.

This story of an African safari into the Kenya country as participated in by Robert C. Ruark, syndicated newspaper columnist, and a company of ''white hunters'' and native bearers makes for pleasing second feature fare. The distributor has slated it for several key art house bookings. Film was photographed in Pathecolor, which lends a vivid tone to the hills, streams, wild beasts and native dances of that continent. Ruark's narration is smoothly written prose that serves as adequate commentary to the action. His speaking of the text, however, is not reproduced to best advantage. Narration and photography stick closely to Ruark's thesis that ''nothing in this picture was staged or contrived.'' ''Africa Adventure,'' despite Ruark's contention, possesses sufficient exploitable fodder to enliven any theatre front. Especially noteworthy are sequences depicting a hunt for a savage leopard, the stalking of a rhinos and the shooting of a mammoth elephant. As a change-of-pace, one sequence dealing with a frantic native dance comes across as a genuine eye-stopper.

Frisch MMPTA Head

Emanuel Frisch has been re-elected president of the Metropolitan Motion Picture Theatres Association of New York, making him the first president to succeed himself since the 1946 founding of the group. Leo Brecher was named board chairman; Solomon M. Strausberg, first vice-president; Robert K. Shapiro, second vice-president; Russell V. Downing, treasurer, and Philip Harling, assistant treasurer.

"20,000 Leagues" Set In 60 Keys For Xmas Debut

The first sales convention of the Buena Vista Film Distribution Company, which lasted five days at the Disney Studio was concluded this week on a highly optimistic note after the representatives viewed upcoming features and heard plans for the organization outlined by Roy O. Disney, presidetn of Walt Disney Productions.

Buena Vista is a wholly owned Disney subsidiary and just a week ago it was announced that it would distribute all future Disney Products.

Those at the meeting were shown roughcuts of "20,000 Leagues Under The Sea," and "Lady And The Tramp," the first all-cartoon CinemaScope feature, and enthusiastically predicted they would run up the greatest grosses in Disney's history.

In outlining the plans for Buena Vista, Disney informed the sales group that in addition to the present five offices, three additional offices will be opened shortly. Buena Vista is currently operating in New York (home office), Chicago, Jacksonville, Florida, Los Angeles, and Dallas. To this list will be added Boston, Denver, and either Cincinnati or Cleveland.

Disney told the group that "20,000 Leagues" will open in sixty key centers throughout the U.S. at Christmas time and that in all instances theatres equipped for CinemaScope and stereophonic sound will be selected for the premiere showings.

The openings will be preceded by the greatest exploitation and promotional campaign ever given a Disney picture, with every media including TV supporting the Jules Verne classic, which stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre.

Attending the convention from the Home Office were: Leo Samuels, general sales manager; Irving Ludwig, domestic sales manager; Jessie Chinich, asst. domestic sales manager; Ned Clark, foreign sales manager; Lou Gaudreau and Howard Hein, (home office executives), Charles Levy, eastern publicity and exploitation director, and Mort Meyerson and Herman Raucher of his staff.

Other sales personnel present were Wendell Bjorkman, West Coast rep. and his aides, Peter Thorn and Don Fuller; Harris Dudelson, Chicago; William Murphy, Jacksonville; Douglas Desch, Dallas; and Marvin Goldfarb, Denver.

More Houses Operating

Motion picture theatres operating in the U.S. as of last Aug. 1 totaled 18,351, according to a tabulation made public this week by Robert W. Coyne, COMPO special counsel.

The tabulation was made by Sindlinger and Co., and the figures comprise 14,301 four-wall theatres and 4,051 drive-ins. With reduction of the Federal admission tax on April 1, the report showed an estimated gain of 887 theatres from the all time low of 17,464 active theatres on March 1 last.

Majors Distribute "Army" Film

Nine major companies are co-operating with COMPO in the distribution of "This Is Your Army," 55-minute Technicolor picture produced for the Department of Defense, according to Robert W. Coyne, COMPO special counsel. The picture will be sold as a regular feature, but at a price to theatres that will only recoup print costs and other expenses, he added.

National Screen will deliver a trailer and press book and accessories, now being produced by the 20th Century-Fox advertising department under the direction of Charles Einfeld. Coyne revealed that 250 prints of the film will be available. Any profit on the feature will be turned over to the Army Relief Fund.

To handle the distribution the major companies' general sales managers have divided the country into areas with each company servicing allotted exchanges. Columbia will handle Milwaukee, Charlotte, Albany and Des Moines. Loew's has Pittsburgh, Jacksonville, St. Louis and Omaha. Paramount will distribute in Detroit, Oklahoma City, Chicago and Salt Lake City.

Republic has been allotted Indianapolis and San Francisco. RKO has Washington, Memphis, Kansas City and Portland, while 20th-Fox will service New York, Cleveland, Minneapolis and Los Angeles. Universal has Boston, Cincinnati, New Orleans and Denver; United Artists—New Haven and Dallas; and Warner Bros.—Philadelphia, Buffalo, Atlanta and Seattle.

Arrangements for distribution of the picture were made with the general sales managers committee of the MPAA by Al Lichtman, 20th-Fox sales manager who is one of COMPO's three co-chairmen. Lichtman and Coyne emphasized that the picture was being distributed as a public service by the industry.

H-L Set "Kitty Hawk"

The Hecht-Lancaster organization will lead off its new program of associating with other independent producers in the making of pictures by joining with Mel Shavelson and Jack Rose in the production of "Kitty Hawk," the company has reported. H-L will finance and give production assistance on features produced in this manner. Upcoming H-L pictures, for United Artists release, include "Vera Cruz," "The Kentuckian" and "Marty."

Trans-Lux Acquires 4

Trans-Lux Corp. has acquired the American distribution rights to four British films produced by George Minter for Renown Pictures, according to Richard Gordon, Renown president. Included in the deal are three color films, "Our Girl Friday," "Dance Little Lady" and "Trilby and Svengali" and the black-and-white "Grand National Night." Distribution will be handled by one or more of the majors.

Italian Film Gross Trebles In 3 Years

During the period from 1951 to 1954 the world gross obtained by Italian-produced films has more than trebled and Italy now occupies second place among the motion picture industries of the world, stated Eitel Monaco, ANICA president, at a trade press conference this week.

"It is significant to note that during the same period American films have not decreased their gross in Italy but instead have increased their returns substantially," he declared."

The executive spoke on behalf of the Italian film industry to pay tribute to Hollywood for reacting to the competition of television of television. He stated that through ANICA he believes that the American producers and Italian companies can "solve any problems within our family circle." Monaco urged that an increased number of co-productions be undertaken.

Italian Films Export has acquired U.S., Canadian and Far-Eastern distribution rights to "Bread, Love and Dreams," Italian feature, from Titanus Films, it was disclosed by E. R. Zorgniotti, IFE executive vice-president, during an interview in New York with Gina Lollobrigida, picture's star.

Runs of the picture at art houses throughout the land will be followed by playoffs in as many general audience situations as possible, it was predicted by Bernard Jacon, IFE distribution vice-president. Picture has English sub-titles and is being pre-sold through a major campaign involving the star.



Technicolor Earnings Show Sharp Upturn

Dr. Herbert T. Kalmus, president and general manager of Technicolor, Inc., announced that the Board of Directors a meeting held in New York this week declared a dividend of 25 cents a share on the new $1 par common stock and 50 cents a share on the old no-par common stock not exchanged. The dividend is payable October 22, 1954 to stockholders of record at the close of business on October 8, 1954.

Dr. Kalmus further reported a sharp upturn in the consolidated earnings of Technicolor, for the third quarter of 1954. The consolidated net profit after taxes on income of Technicolor, for the three months ended Sept. 30, is estimated to be $767,560, equivalent to 40 cents a share on the new stock outstanding. This compares with $495,500, or 25 cents per shar, for the same quarter of 1953.

Dr. Kalmus stated, "The favorable showing in the third quarter of 1954 indicates that Technicolor has turned the corner and has successfully adapted its improved manufacturing techniques to the new requirements including Cinerama, CinemaScope, VistaVision, and other large screen theatrical presentations.

"Based upon current orders, the earnings for the fourth quarter of 1954 are estimated to be approximately like those of the third quarter, and the earnings after taxes for the year 1954 to be substantially in excess of $1 per share which has been the customary dividend payment since 1949."

Closed-Circuit Theatre Television Set For Variety Of Future Events

Closed-circuit television continued to snag a share of industry headlines during the past two weeks as results of the Marciano-Charles bout telecast were followed by announcements concerning telecasts of the opening of the Metropolitan Opera and the Notre Dame football series, while the cancelling of plans to telecast the opening concert of the New York Philharmonic Symphony was revealed.

Final figures on the fight set an all-time record for theatre TV, Halpern noted. He estimated that box office grosses for the event surpassed $500,000, with this figure short of what it could have reached except for the postponements of the event. There were 71 theatres in 50 cities finally participating in the event, he noted.

Use of the system by general business also came up for discussion following a 27-theatre telecast involving more than 20,000 package liquor store operators who gathered to witness a presentation of the Frankfort Distillers Co. The Theatre Network Television event was carried in 20 cities, according to Nathan L. Halpern, TNT president.

The Nov. 8 opening of the Metropolitan will be the next major TNT event, with a special program having been selected for the National TV audience. For the first time the Met will open with a selection of scenes from operas rather than one complete work.

Box Office Television will carry the Notre Dame series starting Oct. 16 with the game with Michigan. This marks the second season of the football telecasts. Plans for the telecasting of the Philharmonic's opening by Dor Theatre Television have been complicated by line difficulties, it was reported.

Reade Sues To Compel Sale Of Six Owners

Suit was instituted this week in the New Jersey Superior Court in Trenton by Walter Reade, Jr., president of one of the largest independent theatre circuits in the East, against William Scully, former vice-president in charge of distribution for Universal; James J. Thompson, operating head of Eastern Drive-In Theatres; and Monroe E. Stein, industry attorney.

The complaint alleges that in December, 1953, Scully, Thompson, and Stein agreed to sell to Reade six drive-in theatres; Totawa Drive-In, Union Drive-In, Morris Plains Drive-In, Brunswick Drive-In, Shore Drive-In, and Fly-In Drive-In, all in New Jersey. The complaint further alleges that after agreeing to sell the theatres and to convey title to four theatres and assign leases to the other two, defendants breached the contract and now refuse to perform according to its terms. Reade alleging that he had tendered the purchase price and had offered to comply with the terms of the contract, is suing for specific performance of the contract.



Metro Plans Ticket-Selling Workshops To Help Exhibs

M-G-M plans to conduct a series of "Ticket-Selling Workshop" meetings for exhibitors starting soon, the company discloses. Theatre owners and managers in each branch office territory will be invited to attend one-day, round-table sessions in exchange cities. The sole topic of discussion will be ways to sell theatre tickets, according to a joint announcement by Charles M. Reagan, general sales manager, and Howard Dietz, director of advertising, publicity and exploitation.

First meetings will be held in Pittsburgh, Oct. 28, in Indianapolis, Nov. 16, and in Boston, Dec. 6, the company reports. The last two meetings will be held in conjunction with exhibitor conventions, Indiana Allied and Independent Exhibitors and Drive-In Theatres Association of New England.

Wherever practical the "Ticket-Selling Workshops" will be held in connection with state or regional exhibitor association conventions. Several organizations have already asked to co-sponsor the events to give their members an opportunity to participate in the business-building meetings, the report reveals.

Mike Simons, director of customer relations for M-G-M, will conduct the meetings. He plans to bring to each a panel of experts in the promotion of motion pictures comprising successful theatre personnel, newspaper, radio and television advertising experts.

Ask For Forum

"Many of our customers have asked M-G-M to provide a forum at which exhibitors can discuss ways to improve theatre business," Reagan explained. "They assure us that many theatremen at the grass roots want to swap ticket-selling ideas with their fellow showmen. With an increasing number of important new pictures coming from all sources, we believe the time is ripe to help our customers merchandise them.

"M-G-M's part will be to set the date, provide the place and supply experts who have the necessary know-how. We believe a lot of good will be accomplished for exhibitors at all levels, with the small-town operator standing the best chance to benefit if he will participate. We will have our panel leaders, men whose advice and help can be of incalculable value to any exhibitor," Reagan stated.

"M-G-M will have nothing to sell," he added. "Guest experts will give away, free, ideas that will sell tickets to the public regardless of what pictures the exhibitor plays."

Dietz noted that "we know that a whole generation of young exhibitors in both the large important situations as well as the smaller towns, will welcome the opportunity to benefit from the knowledge and experience of some of the able showmen of America who will attend these meetings."

The advertising-publicity head has put the entire resources of his home office and field staff to work on preliminary plans for the meetings. Silas F. Seadler, advertising manager, and Dan S. Terrell, publicity manager, are providing material for the sessions touching on their respective departments.

Emery Austin, exploitation manager, will conduct sessions at which M-G-M's many exhibitor aids will be enumerated and described for the showmen who attend. Oscar A. Doob, in charge of special attractions, will contribute from his experience in exhibition as well as distribution. Tom Gerety of Seadler's staff will assist in coordinating the work of all departments.

Each meeting will be tailored to fit the needs of the territory, the company plans, with ticket-selling ideas for large and small towns and conventional or drive-in theatres. Besides exhibitor organizations, numerous circuit operators as well as independent theatre owners have expressed interest in the M G-M project and offered their co-operation, according to the report.

Wanger Outlines Future Plans

Hollywood is currently experiencing a renaissance, stated producer Walter Wanger at a trade press conference, in which he outlined a program of six pictures with which he hopes to follow "The Adventures of Hajji Baba," upcoming 20th-Fox release in CinemaScope. Wanger has one more CinemaScope film for that company, "Yellow Knife," he reported.

His plans call for the production of "Mother, Sir!" for Allied Artists release. The film has a Japanese setting, and Joan Bennett will play the female lead. Other tentative titles on his list include "Tangier Love Song," "Knights of the Sky," "Queen of the Universe," and "1956."

Wanger stated that he believes conditions in Hollywood are better than they ever were with theatre people "really in show business now." He opposed standardization, claiming that each film should be given a production in accordance with the script. The producer approved of the trend toward independent production.

Theatres Find Art Films Pay Off When Presented In Film Festivals

Spring, summer, fall or winter—any season of the year provides an opportune time on which to peg a full-scale drive on behalf of foreign language and "class" films, according to the thinking of several of the nation's most alert art house operators. The exhibitors have hit upon the idea of a film festival as a means of combining art with good business methods.

The art film festival has become an annual event at Martin Lewis' Thalia Theatre, N.Y.C.; the Clark Theatre, Chicago, and nine Walter Reade houses in New York and New Jersey. The festivals are held at all four seasons of the year: the spring at the Clark, summer at the Thalia, and fall and winter at the Reade theatres.

Two basic approaches are involved in these promotional drives, with the Thalia and Clark operating along similar methods and the Reade houses using another one. The difference stems from the fact that the Thalia and Clark are located in large cities, where there is a steady art house audience and several theatres to accommodate it, while the Reade theatres are located in small towns.

Encourage Attendance

To encourage a steady attendance at their theatres, the operators of the Thalia and Clark set aside one complete season in which they play nothing but top art film revivals. To stimulate attendance further, these theatres change the bill every day of the week.

By giving the potential customer only one chance to see the program, the exhibitors hope to combat the patron's inertia and get him into the theatre. Interest is further increased by the sheer quantity of these films, many of them vintage productions.

Scheduling the complete list of programs in advance and releasing the schedule to the public in attractive brochures allows the theatregoers to plan in advance on seeing the films in which he is especially interested. Both the Clark and Thalia include a wide variety of the type of films presented, so that there is bound to be something during the series to attract every potential art house patron.

This reporter has seen for himself the success of the idea by a series of visits to the Thalia while the festivals have been in operation. Long lines of theatregoers are usually to be found waiting to purchase tickets, while many have to be turned away because the theatre could not hold any more patrons.

The Walter Reade campaign, called "Curtain at 8:40," makes use of a format developed to bring art-type films to communities that normally could not support such product. The fourth season will be launched this month, with the addition of the Mayfair Theatre, Asbury Park, N. J., to the program for the first time.

Change Shows

One night a week, for six or more weeks, the Reade theatres cancel their regular film shows to present one performance of a foreign film, plus a specially selected short subject. Tickets are sold in advance, and coffee is served free to the patrons while the refreshment stand is closed.

To develop further the feeling of the art house, art exhibits are presented in the lobbies of the theatres. Walter Reade, Jr., circuit president, reports that in increasing numbers, local social, patriotic and welfare groups are sponsoring individual shows as social events and fund-raising media.

The opening show at the Mayfair, circuit flagship, will be sponsored by the American Legion of Bradley Beach for a performance of "Titfield Thunderbolt." In Morristown, city manager Ralph Lanterman extended the fall series to eight performances in response to requests for sponsorship.

Along with the Mayfair, other theatres presenting the series include Community, Toms River; Paramount, Long Branch; Carlton, Red Bank; Majestic, Perth Rmboy; Paramount, Plainfield; Community, Morristown, all in New Jersey. New York theatres include Broadway, Kingston, and Community, Saratoga Springs.

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YOUR TURN TO BUY IT NOW!

Watch for... **"MAD AT THE WORLD"** *and* **"CRASHOUT"**

FILMAKERS

Business Called "Best In Years"

Motion picture theatres are enjoying the "best business in years," according to the published results of a 10-city survey conducted by the "Wall Street Journal." Business, set at a weekly patron total of 50,000,000, is not up to the 90,000,000 a week mark set in 1946-47, the business publication notes, but it estimates that it is 10 percent above the 1951-52 low mark.

The article, headed "Long Suffering Theatre Operators Report Best Business in Years," contains a cross-section of comments from some of the theatre owners queried in the survey. Leading off is a quotation from Sol Krim of the Krim Theatre, Detroit, who predicts "this will be our best year at the box office since we opened the door 12 years ago."

A spokesman for Loew's Penn, Pittsburgh, is quoted as stating that "business so far this month is about 40 percent ahead of a year ago. It's the best since 1949." From Fred Stein, of the United Artists Theatre circuit, came the comment that "our grosses are reaching those of 1946, our best post-war year."

September business "is only a little ahead of a year ago, but figures for all 1954 are running 25 percent over 1953," a quote from J. O. Cherry, manager of 10 Dallas theatres, reveals. The reason most generally cited for the improvement in business is improved product. Another reason given was interest in the new technical innovations, especially CinemaScope and stereophonic sound.

The "Journal" estimates that there are now about 13,500 indoor theatres in the nation, compared with 19,000 in 1947. The number of drive-ins is placed at 4,000, while there were only about 300 seven years ago, the paper notes.

Republic Cites Pact On Autry TV Rights

WASHINGTON.—Republic Pictures has informed the Supreme Court that its contract with Gene Autry gave the studio full right to license his films for television and to edit and cut in any way the studio wishes.

Autry and Roy Rogers sued the studio to prevent showings on TV of their old films. Both lost their cases in the lower courts, and both are now appealing to the Supreme Court for review. Republic's answer to the Rogers brief has not yet been filed.

Republic quoted the contracts covering "some 57" old Autry films as providing "that the term 'motion pictures' as used therein meant 'motion pictures produced, exhibited with and/or accompanied by . . . television and all other improvements and devices which are now or which may hereafter be used in connection with the production, exhibition and/or transmission of any present or future kind of motion picture productions. . . .'."

In addition, according to the studio, each of the contracts provided the perpetual right to use Austry's name, voice and likeness for the purpose of advertising the films and, for a limited time and subject to varying conditions, the right to use or permit others to use his name, voice and likeness to advertise other products.

Buena Vista Handling Next Disney Product, Three In CS Medium

The U.S. distribution of three Walt Disney CinemaScope features, including one live-action and two cartoon films, as well as the third "True Life Adventure" feature will be handled through Buena Vista Film Distribution Co., a wholly owned subsidiary, according to a Disney report. These features represent the Disney product for the next two years, the company notes.

Included in the group is "20,000 Leagues Under the Sea," the live-action CinemaScope feature starring Kirk Douglas and James Mason. "Leagues" is scheduled for release this Christmas. The company's first CinemaScope cartoon feature is "Lady and the Tramp," which Buena Vista will distribute at Easter time.

Preparing "Beauty"

Third film coming into the arrangement is "Sleeping Beauty," Disney's second cartoon CinemaScope feature that is now in production. The next "True Life Adventure" will be "The African Lion," which will be released some time after the current "The Vanishing Prairie."

These films will be distributed in England by Walt Disney British Films Ltd., another wholly owned subsidiary, the company reports. In other areas of the world, distribution will be undertaken by nationals.

Buena Vista officials and sale personnel were convened at a product screening for the purpose of familiarizing themselves with the features. To accommodate the increased activity, Buena Vista will gradually enlarge its forces, the report discloses. National Film Service will continue to handle the physical distribution of the Disney product.

Broidy Studies Plans To Expand Overseas

A trio of alternate plans for foreign expansion is being considered by Steve Broidy for Allied Artists, of which he is president. Broidy revealed last week following a 16-day trip to Europe that decision as to which plan AA will adopt will be made by Norton Ritchie, AA International prexy, following his return from Europe shortly.

One plan would involve the openings of AA branches and exchanges abroad, Broidy said. At present, South America is the only continent where AA has its own offices. Another plan would see AA distribute its product abroad through branches and exchanges of major film companies. A third plan would have AA continue distributing through independently owned exchanges in each foreign nation.

Adoption of any of the above plans would be made and the plan put into effect by early next year, Broidy predicted. He said that foreign expansion is part of the company's recently adopted "master plan" for development.

SMPTE Expects Big Convention

The Society of Motion Picture and Television Engineers has completed arrangements to handle what is anticipated to be one of the largest conventions in its history, the group's 76th semi-annual meeting, to be held at the Ambassador Hotel, Los Angeles, from Oct. 18-24, according to John W. Servies, convention vice-president.

Recent technical advances was cited by the group executive as the reason for the expected increased attendance and activity. He noted that indicative of the interest in the upcoming convention is the speed with which more than a dozen manufacturers accepted an offer to sponsor an equipment display.

Technical sessions will be held at all times of the day and evening, with several sessions going on concurrently to accommodate the many papers planned for delivery. The convention will open with a luncheon get-together, while the semi-annual banquet and dance will be held the evening of Oct. 20.

Herbert Barnett, SMPTE president, will head up the east coast contingent attending the convention, at which five awards for technical achievements are to be presented. Mrs. Philip G. Caldwell and Mrs. John G. Frayne will head the ladies committee, while Philip Caldwell will chairman the local arrangements committee.

Companies sponsoring the exhibits include Bell and Howell, General Precision Laboratory, Hollywood Film Co., Kling Photo, Mole-Richardson Co., Producers Sales Co., Radiant Mfg., RCA, SOS Cinema Supply Co. and Westrex Corp.

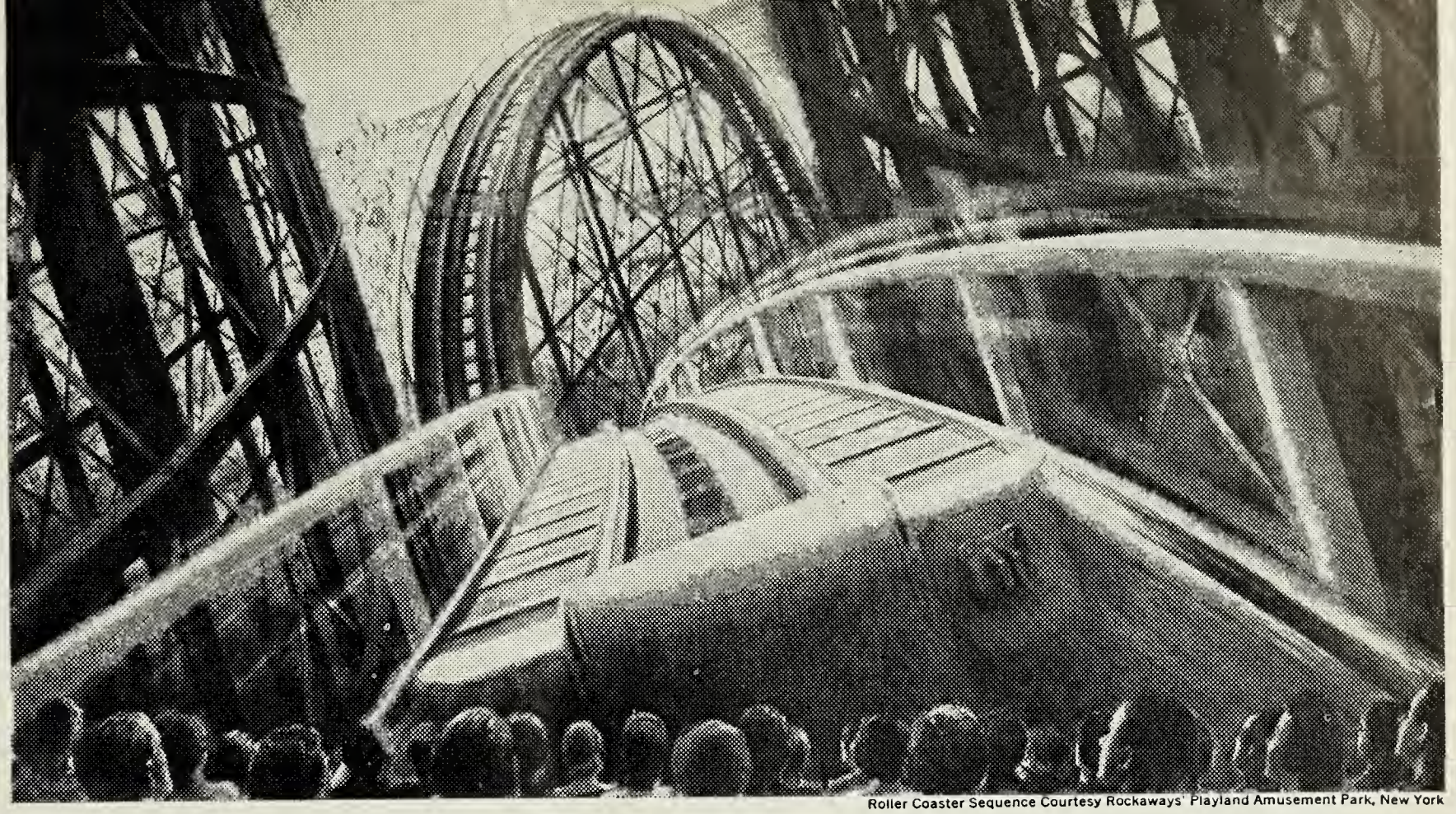
RKO Board Extends Time Limit On Stock

An extension until Dec. 31 of the period in which stockholders of RKO Pictures can exercise their privilege of tendering stock shares to the corporation for redemption at $6 per share has been authorized by the board of directors of that company.

Announcement of the extension was contained in a message from James R. Grainger, RKO Pictures president, which also carried a board authorization for an extension until Dec. 15 of the period within which Howard Hughes may accept the offer previously made by the corporation to purchase all or any portion of his holdings in RKO Pictures at $6 per share. Hughes reportedly owns 1,262-120 shares of stock in the corporation.

As of the moment, a total of 951,810 shares have been tendered to the corporation by stockholders. Still outstanding are 2,963,103 shares, including those registered in the name of Hughes and 884,900 registered in the name of the Atlas Corp., headed by Floyd B. Odlum.

The Grainger statement revealed that neither Hughes nor the Atlas firm has indicated to RKO Pictures whether they will tender any shares. Atlas, however, has given the film company assurances that it will refrain from tendering stock for redemption to the extent necessary to avoid any impairment of the capital of RKO Pictures which might result from the purchase of stock from Hughes.



Roller Coaster Sequence Courtesy Rockaways' Playland Amusement Park, New York

3rd Year on Broadway!

The most fabulous story telling medium in the history of entertainment!

THIS IS CINERAMA

All other productions come and go, but THIS IS CINERAMA—one production—outlives a whole studio program: continuing month after month in the great cities of the nation!

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★

And the astounding figure of over 9 million viewers in only 13 CINERAMA theatres acclaims CINERAMA as the only really new wonder of the entertainment world!

★

Completed: Louis de Rochemont's
"CINERAMA HOLIDAY"
In Production: Lowell Thomas'
"SEVEN WONDERS OF THE WORLD"
In Preparation: Warner Bros. Studios
"LEWIS AND CLARK EXPEDITION"

As of Today, this is CINERAMA'S record:

New York, Warner Theatre	105 weeks	Minneapolis, Century	23 weeks
Boston, Boston Theatre	39 weeks	San Francisco, Orpheum	50 weeks
Chicago, Eitel's Palace	61 weeks	St. Louis, Mo., Ambassador	33 weeks
Detroit, Music Hall	79 weeks	Washington, D. C., Warner	41 weeks
Hollywood, Warner Theatre	78 weeks	Dallas, Melba Theatre	13 weeks
Philadelphia, Boyd	51 weeks	Cincinnati, Capitol	14 weeks
Pittsburgh, Warner	42 weeks	...and every run continues unbroken!	

Never has there been motion picture entertainment with this kind of impact! And now CINERAMA has its first overseas showing—opening September 30, 1954 at the CASINO THEATRE, in LONDON, ENGLAND!

DISTRI-BITS

TWO-THEATRE "STAR"

Two-theatre formal New York premiere will be accorded Warners' "A Star is Born" at the Paramount and Victoria on the night of Oct. 11, according to an announcement by Ben Kalmenson, distribution vice-president for the major. Premiere will be followed the next day by regular runs at both houses. In Hollywood, the film had its world premiere at the RKO Pantages Theatre this week.

UNIVERSAL EARNINGS UP

Universal Pictures Co., Inc. and subsidiary companies report earnings for the 39 weeks ending July 31, 1954, of $2,636,415 after providing $250,000 for contingent liabilities and $3,400,000 for Federal taxes. Figures show an increase from the $2,051,008 earned in the same period of last year. Earnings are equivalent to $2.49 per share of common stock, compared with $1.87 in the 1953 period.

"HANSEL" WORLD PREMIERE

The Michael Myerberg production of "Hansel and Gretel" will open with a world premiere party for the benefit of the Mary McArthur Memorial Fund of the New York March of Dimes on Sunday afternoon, Oct. 10, at the Broadway Theatre, N.Y.C., a press release discloses. Approximately 2,000 children are expected to attend the event, which is being co-ordinated by Nicholas John Matsoukas.

PACKAGE RE-LEASED

Alfred Hitchcock's "Notorious," starring Ingrid Bergman and Cary Grant, and Dore Schary's production "The Farmer's Daughter," Loretta Young starrer, will be nationally re-released as a "back-to-back" package, according to Frank I. Davis, Jr., president of Selznick Releasing Organization. The films will be handled in exactly the same manner as was used by the company for the current re-release of "Duel In The Sun," according to the report.

PARA WRITES BROCHURES

Three special brochures dealing with forthcoming Paramount product are being distributed to theatres throughout the country by the company's branches, according to a statement. A black and gold booklet is devoted to Grace Kelly, while another consists of a 12-page multi-colored insert spotlighting product. The third discusses story properties currently being filmed by the company.

M-G-M TESTS REPRINTS

Two packages of M-G-M reprints, one consisting of "Father of the Bride" and "Father's Little Dividend" and the other of "Battleground" and "The Asphalt Jungle," will be tested in five Loew's situations apiece, according to a company report. First package will be tested Oct. 7-8 in Akron, Reading, Harrisburg, Syracuse and Hartford, while the other will be tested in Cleveland, Canton, Memphis, St. Louis and Evansville. Further distributions will then be decided.

MPAA Extends Johnston's Term

Eric Johnston has been given a four-year extension of his contract as MPAA president, furthering the expiration date of his current pact from 1958 to 1962, it was reported this week. Johnston's acceptance of the extended contract was disclosed following denied rumors that Thomas Dewey, New York State's retiring governor, had been offered the MPAA presidency.

Coupled with the pact renewal is a salary increase, which MPAA member companies reportedly feel Johnston has earned. The renewal was said to have been offered the Association president following the recent MPAA board meeting at which he submitted a report on his activities in Europe. The pact extension offer was reportedly greeted with complete surprise by Johnston.

Nicholas M. Schenck, president of Loew's, Inc., on behalf of the MPAA board, stated that "we are pleased that Mr. Johnston has agreed to continue his present office until Oct. 15, 1961. His services have been exceptional and the board has voted unanimously for the new contract. His talent and leadership have guided the industry toward many important policies and decisions.

"Recent uptrends in motion picture attendance at home and abroad, due to the improvement in the quality of the attractions from all companies, should be noted," Schenk added. "The renewal of Mr. Johnston's contract is an indication that the policies of the MPAA have been progressive in trade relations and in all matters which serve the public as far as motion pictures are concerned."

EdGraingerResigns RKO Post, Founds GraingerProduction

Edmund Grainger, associated with RKO Radio for the last five years as a producer, has resigned to enter an independent setup shortly after Jan. 1. The new company will be called Edmund Grainger Productions, Inc., and will turn out an estimated two pictures a year for the next five years. One of the properties is "Oh Promised Land" from a novel by James Street for which Alan Ladd may be contracted as the star.

Grainger disclosed that his reason for entering independent production at this time is that he belives the film market for the independent producer's product today is greater than it has ever been.

"Good films are running up all-time grosses and there is a definite scarcity of top product," Grainger said. "The biggest problem the motion picture industry has to face today, from a production, distribution and exhibition standpoint, is a serious shortage of good product.

"I feel that stepped-up independent production will be the solution to this problem for the industry," Grainger stated. In addition to "Oh, Promised Land," Grainger disclosed that he is negotiating for two other best-seller novels and a Broadway stage play.

Grainger's list of box office successes includes RKO's current "The French Line."

NEW POSTS

PHILIP REISMAN, former vice-president of RKO Radio Pictures in charge of foreign distribution, was named president of the newly formed Michael Todd Co. Other officers include SIDNEY SHAINWALD, vice-president; DAVID SIVE, secretary, and LOUIS BERNSTEIN, treasurer. The new production company plans to lead off with "Around the World in 80 Days" in the Todd-AO process.

G. GRIFFITH JOHNSON, MPEA vice-president, was named to head the Association's European division. Johnson will be in direct charge of the European operations under the overall supervision of Ralph Hetzel, MPEA vice-president and head of the Association's international department. Heretofor, Hetzel had included direct supervision of the European division among his duties. Johnson is expected to divide his time between Washington and New York, with trips to the field as the situation demands.

SAMUEL J. FRIEDMAN was appointed to the United Artists publicity staff, succeeding Charles Handel, resigned. Friedman has worked as a legitimate theatre press agent for the Phoenix Theatre and such shows as "Hellzapoppin" and "The Golden Apple" as well as having done special publicity for films, including "Moulin Rouge."

SAM SEPLOWIN was appointed manager of Republic's Chicago office, while MORRIS DUDELSON received the appointment as branch manager of the company's Detroit exchange. Seplowin has been associated with Republic since its inception. Dudelson was formerly district manager for United Artists.

CHARLES VONESH was named head of the Motiograph field service department, succeeding J. W. Huckleberry, who joined the company's engineering department. Vonesh is an experienced projectionist and sound engineer.

C. J. BACHMAN joined Fairchild Recording Equipment Co. as theatre equipment products manager. Bachman was employed for more than 20 years as chief engineer of the Stanley Warner chain. The Fairchild theatre equipment division now offers assistance to both dealers and users of the company's products.

SAM GORELICK was promoted from RKO Chicago branch manager to midwestern district manager, succeeding Herbert H. Greenblatt, who was promoted earlier to domestic sales manager. New Chicago branch manager is RAY NOLAN, former branch manager in St. Louis. The St. Louis post will be handled by TOM WILLIAMSON, former salesman. FRANK E. BELLES was promoted from salesman to branch manager of the Cleveland office, replacing Jack Bernstein, resigned.

FRANK PETRAGLIA joined the staff of Walt Disney Productions. Formerly with RKO Radio as head of television, radio and merchandise tie-up activities, he will handle music exploitation for the Disney organization under the supervision of Abe Glaser. An experienced publicist, Petraglia will also be active in the national publicity and exploitation of Disney film product.

'Contessa' Debuts On Crest Of Bally

A multi-faceted promotional campaign, spanning three continents in its scope, has been set in motion by United Artists preparatory to the New York world premiere this week of the company's release of Joseph L. Mankiewicz's "The Barefoot Contessa."

The Capitol Theatre opening itself was the scene of a gala festivity which drew hundreds of film and stage stars, civic dignitaries and notables from the industrial and business worlds. It climaxed a campaign for which $500,000 was expended on initial phases of national advertising, publicity and exploitation.

Aspects of the pre-premiere "Contessa" drive included a fashion show, a tour of South America by Ava Gardner, co-star of the film, a series of tie-ups and contests in the New York area and a national letter-writing competition.

A statue of Miss Gardner was flown from Italy directly for the premiere to provide another strong peg for the campaign. The full-size likeness garnered scores of mentions for "Contessa" in a series of television appearances and will be sent on a tour of the U.S. to support local openings.

Also booked heavily for radio and TV appearances were Mankiewicz, who directed and wrote the film, and Humphrey Bogart, co-star.

As a special pre-opening move, three-sheets and six-sheets were placed by the thousands in prime locations of New York's five boroughs and important suburban centers. Full-page ads were spotted in the major daily newspapers while national magazines were decked out with mammoth publicity breaks.

"Life" carried a five-page spread; "Collier's" ran a two-page color layout; fan magazines supplied a steady flow of news about the picture. Sunday supplements and daily papers as well ran news, feature and photo spots on "Contessa."

Miss Gardner journeyed to Gotham after a two-week flying tour of South America for strong publicity breaks. She remained in New York for 13 days, garnering numerous video and radio appearances.

Her wardrobe cued a series of fashion tie-ups that scored in window displays at Bonwit Teller's, Tailored Woman, Lewis and Conger, etc. Miss Garner's clothes in the film are valued at $20,000.

Items of her apparel became the high point of a "Fabulous Contessa" fashion show at the Waldorf-Astoria, where the star appeared in person.

Among the nationally-promoted co-op fashions boomed at the show were the Boepple "Contessa" sweater and the "Contessa" shoe made by five leading manufacturers. These and other women's wear tiins ar being backed throughout the country by national magazine ads and newspaper co-op insertions timed to break with local engagements.

The Whelan drug store chain gave a city-wide salute to the production by unveiling its "Contessa" sundae. Window displays backing the confection combined playdate announcements and stills.

Other window exhibits were planted at the offices of Pan American Airways and LAI, the international airline. These displays stressed the Italian scenic spots used as location filming sites for "Contessa."

A national letter-writing contest, which will award two free round trips to Italy, was locally kicked off with the Capitol premiere and will run throughout the engagement. Sponsored by the Italian Line, the competition will hypo key dates all over the country with heavy backing from tourist and travel agencies. A beauty contest for Ava look-alikes, which earned hefty photo coverage, also focused attention on the "Contessa" opening.

A titles-from-titles contest, with a $25 government bond as first prize, has been launched. Contestants are asked to submit longest lists of film titles in which a personage of nobility is referred to. For example, "The PRINCE and the Pauper," "The Amboy DUKES," and "The Barefoot CONTESSA."

Five days before the bow, a TV spot announcement saturation campaign beamed news of the CARE-sponsored benefit premiere with 250 plugs carried by ABC-TV. The TV film, featuring the sizzling ad art

(*Continued on page* 22)



The UA publicity staff examines a statue of Miss Ava Gardner that was flown over from Italy to help bally the film.



Miss Gardner appeared at a fashion show at the Waldorf-Astoria to boost co-op apparel inspired by her wardrobe.



Robert W. Dowling, chairman of the CARE premiere committee, meets committee members (l to r.): Lena Horne, Nina Foch, Maggie McNellis, Rita Gam and Eleanor Holm.



To help publicize the film in South America, Miss Gardner, who plays the title role, made a two-week tour of the southern continent, where she garnered newspaper coverage.

Universal Holds Bally Conference

HOLLYWOOD.—Universal-International advertising, publicity and exploitation executives gathered at the studio this week for conferences with David A. Lipton, vice-president, on promotional plans on U-I pictures to be released during the next few months and on long range plans for features currently in production.

Included in the first category are "Signs of the Pagan," company's second CinemaScope feature in Technicolor; "So This Is Paris," Technicolor musical; "West of Zanzibar;" "The Far Country," starring James Stewart, in Technicolor; "Destry," in Technicolor, and "Six Bridges to Cross."

Long range planning has been started on "The Shrike," starring Jose Ferrer and June Allyson; "To Hell and Back," in CinemaScope-Technicolor; "Foxfire," in Technicolor and starring Jeff Chandler and Jane Russell, and "Man Without a Star," also Technicolor, starring Kirk Douglas and Jeanne Crain.

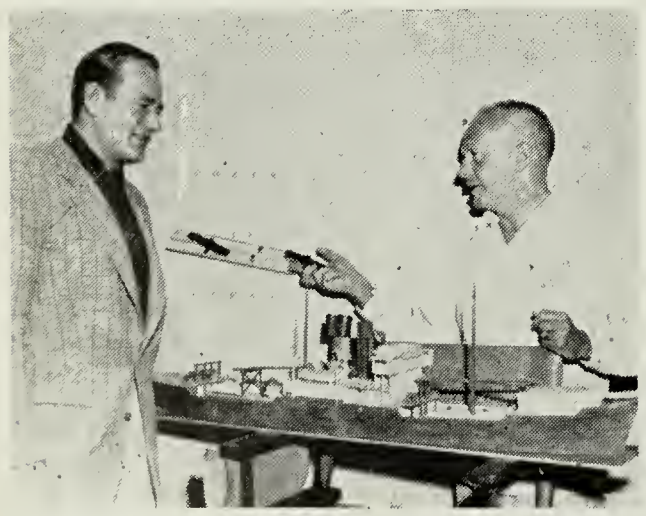
Attending from New York were Charles Simonelli, eastern advertising and publicity department manager; Philip Gerard, eastern publicity manager; Jeff Livingston, eastern advertising manager, and Herman Kass, eastern exploitation manager. Also, John Horton, Washington representative; Ben Katz, midwest field exploitation representative, and Robert Gillham of Cunningham and Walsh ad agency.

The studio group included Clark Ramsay, executive assistant to Lipton; Sam Israel, studio publicity director; Jack Diamond, assistant studio publicity head, and Archie Herzoff, studio advertising and promotion manager.

RKO Ceases Production, Stages Placed For Rent

HOLLYWOOD.—RKO Radio has stopped all production at its studio and will rent the stages to independent producers, it was learned. These producers using the RKO lot would probably use the company's distribution facilities, and the company will be financially interested in several of the films, it was understood.

In line with the new policy, the company is curtailing its studio personnel. Only one producer, Harriet Parsons, remains under contract. Executives and members of other departments have been given notice. Varying reports note that the stoppage is only temporary, while no definite word has been forthcoming.



Star John Wayne and director John Farrow examine ship model for scenes in Warner Bros.' "The Sea Chase," in CinemaScope.

HOLLYWOOD ...on the wire

RICHARD BERNSTEIN, *Editor*
Hollywood Offices:
4225½ Lockwood Ave.,
Hollywood 29. Tel.:
Normandie 2-6494

"The Brothers Ricco," current best seller by novelist George Simoen, has been purchased by William Goetz Productions and placed on the company's 1955 schedule. Peter Viertel has been signed to do the screen play. A modern suspense melodrama, "The Brothers Ricco" is the story of an ex-racketeer gone legitimate. . . . Doris Day will report this week for "Love Me or Leave Me" at M-G-M. She co-stars with James Cagney in the color musical story of Ruth Etting.

* * *

Due to illness, Mitchell Leisen requested he be relieved of directing "Boulevard in Paris," now being filmed in the French capital with Anne Baxter and Steve Forrest co-starred, Richard Thorpe, who just finished directing "The Prodigal," has left for Paris to direct the remainder of the film, which Henry Berman is producing. . . . Arnold Moss has signed for the starring role of Gen. Christian de Castries, commander of the garrison at Dien Bien Phu in "Jump into Hell," which David Weisbart is producing with David Butler directing for Warner Brothers.

* * *

Diana Lynn has been signed by Paramount to play the femme lead in Dean Martin and Jerry Lewis' next comedy, "You're Never Too Young." Film will be made for Paramount release with Norman Taurog directing. . . . Republic rolls "Sante Fe Passage" this week in Southern Utah with William Witney directing and Sidney Picker functioning as associate producer. It will be filmed in Trucolor by Consolidated and will be based on Clay Fisher's novel of the Old West. . . . Yvonne De Carlo arrived in Munich for her starring role in "Magic Fire," which William Dieterle will produce and direct for Republic release. Co-Starred with her in this biographical film dealing with the life of Wagner are Carlos Thompson and Rhonda Fleming.

* * *

Dennis Morgan signed a two picture deal with Sam Katzman at Columbia. Morgan's first assignment will be "The Gun That Won The West," set for an Oct. 7 start. . . . At U-I, Charles Lamont will direct "The Mummy," which Howard Christie will produce. The film is set for an Oct. 27 start. . . . The formation of Baroda Productions, Inc. was announced as a new organization which will be owned and controlled jointly by Gary Cooper, Paul V. Shields and I. H. Prinzmetal. The company plans to produce several films a year.

* * *

Richard Conte, Peggie Castle and Chuck Connors head the cast of "Target Zero," which David Weisbart is producing with Harmon Jones directing for Warner Brothers release. . . . Another studio announcement brought the news that George E. Swink has joined Irwin Allen's Windsor Productions as a production associate. Swink moved over from RKO. Allen is currently launching "The Animal World," which will trace the development of animal life. . . . Peter Godfrey will direct "Five Against The House," for Stirling Silliphant's Dayle Productions.

Clark Gable will star in "Captain Callico," playing the top role in the William Goetz Productions' feature, which will be released by Columbia. The film will be based on an original story by Norman S. Hall. Due to star next month in "Soldier of Fortune" for 20th Century-Fox, Gable has another commitment before he will be available for "Calico." . . . The Schenck-Koch Productions will henceforth be produced under its new trade name of Bel-Air Productions. The new contract recently closed with United Artists for the release of six pictures for the 1954-55 season will carry this banner.

* * *

Over at U-I, Colleen Miller, one of the fastest rising young femme stars, was announced as the co-star of Tony Curtis in "The Purple Mask," which Bruce Humberstone will direct. Film rolls early next week. The studio also announced that Jack Palance had been signed for the lead in "The Rose and The Flame," which Sam Marx will produce. The film has an October 20 starting date. . . . Lana Turner starts her first loanout in "The Sea Chase" at Warners, in which she co-stars with John Wayne. John Farrow is directing the picture, which also has Tab Hunter and Lyle Bettger in the cast.

* * *

Peter Lawford and Marcia Henderson will star in "My One and Only," an original story and screen play by Alex Gottlieb, based on the TV series "Dear Phoebe" in which the pair star. . . . Tony Curtis, Gene Nelson and Paul Gilbert, who starred in the recently completed Technicolor musical, "So This Is Paris," will be teamed again in another Technicolor musical, "So This Is Rio." Albert J. Cohen, who produced the first film will produce the second in December. . . . Doc Merman, production manager for Gross-Krasne, Inc. has signed a new long term contract with the film company.

* * *

Allied Artists began principal shooting on "John Brown's Raiders," starring Raymond Massey, Debra Paget and Jeffrey Hunter with Vincent M. Fennelly producing and Charles Marquis Warren directing. . . . Charles Schnee was set as producer of "Trial," Harper's prize novel, written by Don M. Mankiewicz. The novel will be published in January. . . . Production work on Robert Bassler's and Voyager Productions' "Gentlemen Marry Brunettes," is going full swing in Paris. Jane Russell and Jeanne Crain star.

* * *

Producer William F. Broidy announced the purchase of "Sweet Charity," an original story by Steve Fisher, and has scheduled the expose of a charity racket as a Richard Conte starrer Oct. 25 for Allied Artists. . . . Collier Young and Harry Mandell, vice-president and general sales manager at Filmakers, have lined up story properties for his company's announced program of six features in 1955. Following "Private Hell 36," the company will next release "Mad at the World" and "Crashout."

Director Marton Finds

Location Shooting Brings Special Flavor To Motion Picture Patrons

By Richard Bernstein

"Location gives a motion picture a very special flavor," Director Andrew Marton disclosed. Just returned from the South American republic of Colombia, where he directed "Green Fire" for M-G-M, Marton let no grass grow under his megaphone. He immediately set off for India, where he will plan initial phases of production on "Bhowani Junction," which he will direct for the same studio.

On "Green Fire," Marton worked with Stewart Granger, Paul Douglas and the very popular Grace Kelly. Armand Deutsch produced. Marton was highly impressed with Granger's work on "Fire" and tabs it as the actor's best since "King Solomon's Mines."

Asked if he thought that Miss Kelly was appearing in too many films in a limited amount of time, the director smiled. "You can't be in too many good pictures."

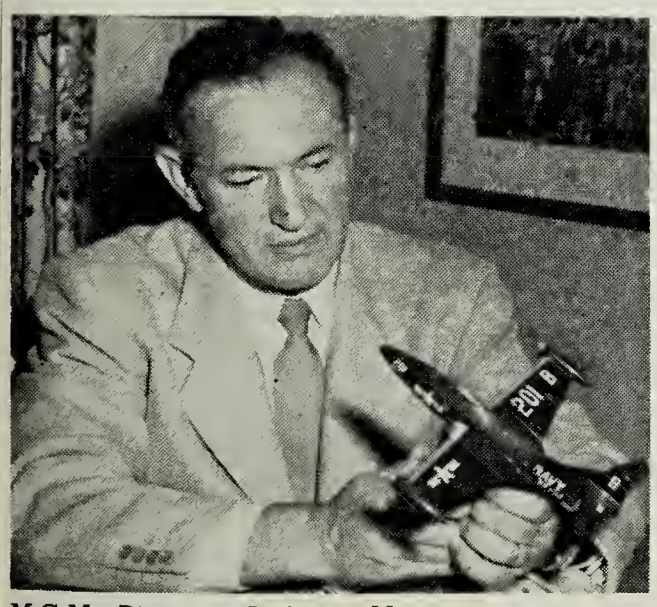
Marton believes in versatility in directors, he thinks that a director should be allowed to tackle a variety of assignments. He, himself, has shot films all over the globe, each with a different theme and story. Marton is noted for his dramatic camera angles and points out that these shots often have great impact without the use of words.

"Green Fire" is the story of Granger, who is hunting emeralds with his partner, Paul Douglas. This search comes into conflict with the coffee plantation of Grace Kelly due to the overflowing of the sluice used in hunting for the emeralds. The sluice demands the coffee crop. Douglas is Granger's unwilling partner. The title, "Green Fire" applies to the emeralds.

Marton is a believer in simple, but human stories for motion pictures. "The simpler the story the more you have to rely on your people's characters and it is these characters that help to make your film more interesting."

Marton is an expert in the use of stock footage in conjunction with matching footage which he shoots himself for a film. Marton successfully blends his stock with actual shot footage, which he filmed himself, and it is almost impossible to tell which is which. An outstanding example of this is "Storm Over Tibet," which he made in which both types of footage were used and could not be told apart.

Marton spent five weeks in Colombia filming "Green Fire." He reported that there are no studios there and he had to shoot in the open. He brought his whole crew from the United States. There is no local motion picture production in Colombia, he stated. The most popular films there are French and American films. The people there are avid theatre-goers.



M-G-M Director Andrew Marton examines a model airplane preparatory to his filming in India of "Bhowani Junction."

Marton started as an assistant director in Vienna and came to Hollywood in 1923 and worked with Ernst Lubitsch. He has made features for various Austrian, Hungarian, French and English studios.

He is considered internationally quite a discoverer of talent. He made "Secret of Stamboul," James Mason's first picture, "School For Husbands," the first picture for Rex Harrison and "Wolf's Clothing," the first film for Lilli Palmer. He co-directed "King Solomon's Mines." He also directed "Prisoner of War," the Ronald Reagan starrer for M-G-M this year.

Marton believes in a fluid camera. "The camera should move so the audience can see all the action in a film clearly." He is very definite in his belief that the public is ready to accept new stars; the barrier is financially with a studio having to take a gamble on a new face unless he or she are in a film with an established name star.

Never Shot Retakes

"I have never shot any retakes in 18 years," the director stated to point up the fact, that a director should figure out his problems in shooting in pre-production planning.

"There are three kinds of directors," Marton explained—a. a director who makes a film as good as his script, b. one who makes one better than his script, c. one who makes one worse than his script. I think that a director should improve on his script."

Marton uses his camera to tell in sweeping photographic strokes parts of his story.

As to versatility, which Marton feels gives the director a chance to try out new ideas on each picture, Marton was a musical director and a glance at his credits show that he directed "The Wild North" for M-G-M, an action film in every sense of the word, then did the popular suspense film abroad for M-G-M, "The Devil Makes Three," and then the family film, which won such acclaim, "Gypsy Colt."

Asked if the new screen processes are any different to him in regard to directing technique, Marton smiled: "If you are conscious of such a difference you are lost."

Valuable Talent Lost By Coast—Rowland

HOLLYWOOD. — Hollywood slammed the door in the face of much valuable new talent when studios and producers dropped the policy of shooting extensive tests of newcomers, director Roy Roland stated in a talk before the UCLA drama department. He predicted that the resultant talent shortage will eventually be felt at the box office.

"Shooting numerous tests of unknowns cost plenty, all right," the M-G-M director asserted, "but it also paid off heavily by supplying a stream of fresh new personalities. After all, Debbie Reynolds and Jane Powell, and many other present day stars were discovered and developed through a system which called for shooting tests of almost any newcomer who looked promising at all," he noted.

"Many times stage players, for instance," Rowland stated," were tested here and then went back to New York. Subsequently when a producer had a tough role to cast he trotted out the test films, looked at them, and assigned the role on that basis." Rowland is currently directing "Hit the Deck," which Joe Pasternak is producing for M-G-M.

Dowling Notes Values Music Adds To Film

"The importance of at least one song in a picture for its exploitation value cannot be too strongly emphasized," according to producer Allan Dowling. With his latest venture as an independent producer, "This Is My Love," scheduled for an RKO release on Oct. 27, the producer revealed that the film's title was taken from a song in the picture.

Dowling pointed out that there would be publicity possibilities in music and record publications, on radio and television through records and bands, with subsequent exploitation tie-ups with record companies and displays in music and record stores. The producer declared that every picture he makes in the future "will have at least one song in it."

While still indefinite about his next production, Dowling stated that it will certainly be an action film to give him a change of pace. For later on his program, he plans to do a screen version of "Hedda Gabbler," for which he has already finished the screen play.

Ampex Completes Army Installations

REDWOOD CITY, CALIF.—The Ampex Corp. has announced the completion of its first contract to furnish stereophonic sound systems for the Army and Air Force Motion Picture Service. The company has equipped 104 military post theatres throughout the world, according to Jim Mahon, Ampex theatre equipment sales manager.

Ampex DeLuxe model systems, installed in the post theatres, were specially modified to meet the needs of the service, the report noted. Mahon added that "the majority of commercial theatre operators are also choosing full stereophonic sound systems, despite the fact that CinemaScope prints for single-track sound are available."

Alliance Theatres Winds Up Drive By Playing Host To Top Employes

INDIANAPOLIS. — Indicative of the latest trend being manifested in all parts of the nation among progressive theatre circuits is the celebration that was held to mark the conclusion of the 16 week summer drive of Alliance Theatres. The event has become an annual one with the circuit, marking its 19th annnal fall meeting this year.

The circuit played host to 100 employees at the Lincoln Hotel here, at which time the theatre company distributed $25,000 in cash awards to the winners of the various contests held during the summer drive. All managers, assistant managers, associates and home office personnel of the 82-theatre chain were invited to attend.

They heard S. J. Gregory, circuit's general manager, present an enthusiastic forecast concerning the future of the theatre business, which has leveled off to an uninflated proportion, he stated. The speaker added that with the continued flow of good product in the many new media, the business is certain to climb to greater heights.

The general manager insisted that there must be no let-up in the care and maintenance of theatres. He explained that only an inviting theatre, offering patron service by courteous staffs combined with good showmanship, can bring the lost patrons back.

A $400 award to the overall drive winner was presented to Howard Tilley, manager of Alliance houses in Logansport, Ind. The second prize of $200 went to Ray Watts, of the North Drive-In Theatre, Anderson, Ind., while the $150 third prize was awarded to Lester Lucas, manager of the Allison Drive-In Theatre, Vincennes, Ind.

Additional awards were presented to the winners of showmanship, vending, extra revenue and economy contests. D. C. Murray, district supervisor of northern Indiana, with headquarters in Fort Wayne, was named the winning supervisor in the showmanship contest.

Winners of the showmanship contest were Morris Kahn of the Embassy Theatre in Fort Wayne, X. W. Mitchell, manager of the theatres in Ottawa, Ill., and R. Lennartz of the Town Theatre, Alexandria, Ind. The vending awards for the butter corn contest went to Don Hammer of the Starlite Drive-In, Kankakee, Ill., Ray Watts, Morris Kahn and John Isley of the Fond Du Lac Theatre, F.D.L., Wis.

The Jumbo drink sales contest was won by Ed Kennelly of the Indiana Theatre, Terre Haute, Ind.; Gene Durr of the State, Anderson, Ind.; Don Hammer and Al Tribbett of the East Side Drive-In, Terre Haute. The overall vending award was presented to Jesse Dutton of the Sipe and Isis Theatres, Kokomo, Ind.

The circuit was divided into three groups, according to size, for the extra revenue awards. Winner in the large town category was John Isely. Small town and subsequent run division winner was Myron Sands of the Knox Theatre, Knox, Ind. The drive-in division award was won by Richard Seward of the Miami Openair, Peru, Ind.

The award in the economy contest was won by Joe Meadows of the Mars Theatre, Marseilles, Ill., for the best job in controlling expenses of the theatre during the period of the drive.

Harris Asked By NCCJ

John H. Harris, president of Harris Amusement Co. and founder and international Big Boss of Variety Clubs has been asked to lead the motion picture industry in its part in the 1955 campaign of the National Conference of Christians and Jews. Harris was asked while he was guest at a luncheon of the industry committee. Attending the luncheon were Dr. Everett R. Clinchy, Charles M. Reagan, Ned E. Depinet, George Skouras, Max Youngstein and J. Robert Rubin.

Distribution Unit Formed

Sam Nathanson, former sales manager for Hal R. Makelim, has formed a new distribution company, Gibraltor Motion Picture Distributors, which will distribute product in this country. The company has acquired the U.S. rights to "A Love Story," German film starring Hildegarde Neff, which is now being subtitled for a New York opening, according to the report.

"Contessa" Debut Plugged By Bally

(*Continued from page* 19)

of Ava, will be available to exhibitors throughout the country.

TV and radio reported the opening night excitement with telenews coverage of the star-studded crowds swarming into the Capitol and interviews with scores of celebrities. To give the world premiere an international flavor, the ceremonies were recorded by the Voice of America for transmission throughout Europe.

Five major shoe manufacturers—I. Miller, Dave Evins, Herbert Levine, Newton Elkin and Delman—have joined in a unique multiple promotion booming the specially-designed Million Dollar Contessa line of shoes.

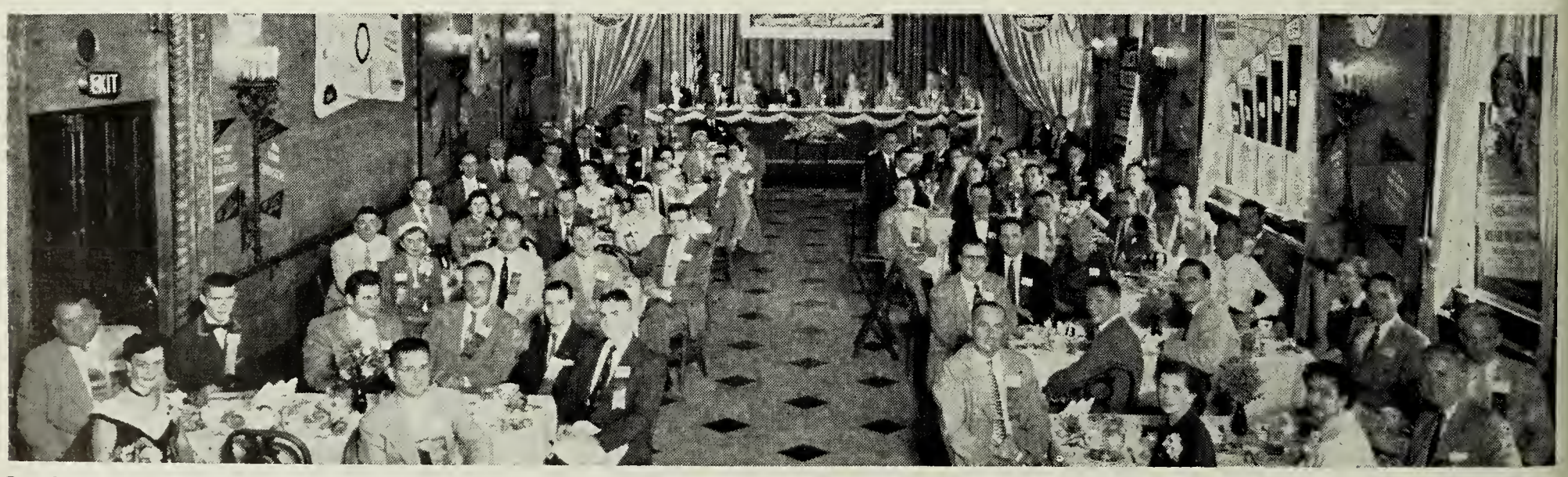
Each company will back "Contessa" with a slate of national magazine ads and newspaper co-op insertions timed to break with local engagements. Department stores, women's apparel shops and shoe stores in every exchange area will sell th UA release with counter cards imprintd with picture credits and playdates. The more than 3,000 stores backing the co-op effort will also feature window displays combining "Contessa" scene stills and posters.

Each of the manufacturers is also maknig diamond-studded "Contessa" shoes, valued at from $500 to $2,000 a pair, which will net additional attention for the film in a coast-to-coast exhibition tour.

Boepple Sweater is coming aboard the co-op bandwagon with their "Contessa" sweater, which will be unveiled in a series of fashion shos and boomed via a full-page color ad in Vogue. Boepple is hypoing point-of-sales penetration with counter cards and hang tags crediting the Bogart-Gardner motion picture.

Van Heusen Shirts will boost "Contessa" with a full-page ad in Life featuring co-star Edmond O'Brien. Additional support from Van Heusen will spot window streamers and posters in leading department stores, men's clothing stores and haberdashery shops from coast-to-coast.

Another co-op arrangement capitalizing on the Italian location filming of "Contessa" has been set with L.A.I., Italian international airline. The company is erecting big space window displays.



One hundred employes of Alliance Theatres were hosted at this celebration held in honor of the conclusion of the circuit's annual summer drive. The event, held at the Lincoln Hotel, Indianapolis, marked the 19th annual meeting for the company. The theatre company distributed $25,000 in cash awards to the winners of the various contests held during the 16-week summer drive. The 82-theatre chain invited all managers, assistant managers, associates and home office personnel to the celebration. Prizes were awarded for over-all excellence and to the winners of showmanship, vending, extra revenue and economy contests. S. J. Gregory, circuit's general manager, presented an enthusiastic forecast of theatre business.

PLEDGE YOUR THEATRE TODAY!

ANSWER PRESIDENT EISENHOWER'S APPEAL TODAY

THE WHITE HOUSE
WASHINGTON

Denver, Colorado
September 9, 1954

Gentlemen:

I am delighted to know that this year many motion picture theatres will give their patrons an opportunity to contribute funds for the relief and rehabilitation of the Korean people through the American-Korean Foundation. Voluntary contributions by our people to this cause transcend by far in importance any relief afforded through governmental sources. The person-to-person demonstration of sympathy and faith through this private activity is of great help in welding a warm link of friendship between the American and Korean peoples.

I hope you will express to your colleagues in the theatre industry my very best wishes to them in their fine endeavor.

Sincerely,

Dwight D. Eisenhower

Messrs. Sam Pinanski, Wilbur Snaper
and Al Lichtman, Co-Chairmen
Council of Motion Picture Organizations, Inc.
1501 Broadway
New York 36, New York



HOLD YOUR THEATRE AUDIENCE COLLECTIONS

WEEK OF OCT. 4th 1954 OR THEREAFTER

SIGN THIS PLEDGE– MAIL TODAY! TO YOUR NATIONAL SCREEN SERVICE EXCHANGE



COLLECTION PLEDGE

In response to President Eisenhower's request, I will play the trailer containing his plea for contributions to the American Korean Foundation to "help Koreans to help themselves" and will conduct audience collections for this cause at all performances in my theatre during the week beginning Monday, October 4th, 1954 or (.....)
date that suits your convenience best

Name..... *Theatre.....

City..... State.....

Exchange..... Date.....

*If a Theatre Circuit, please list theatres on a separate sheet of paper

REGIONEWS

ALBANY

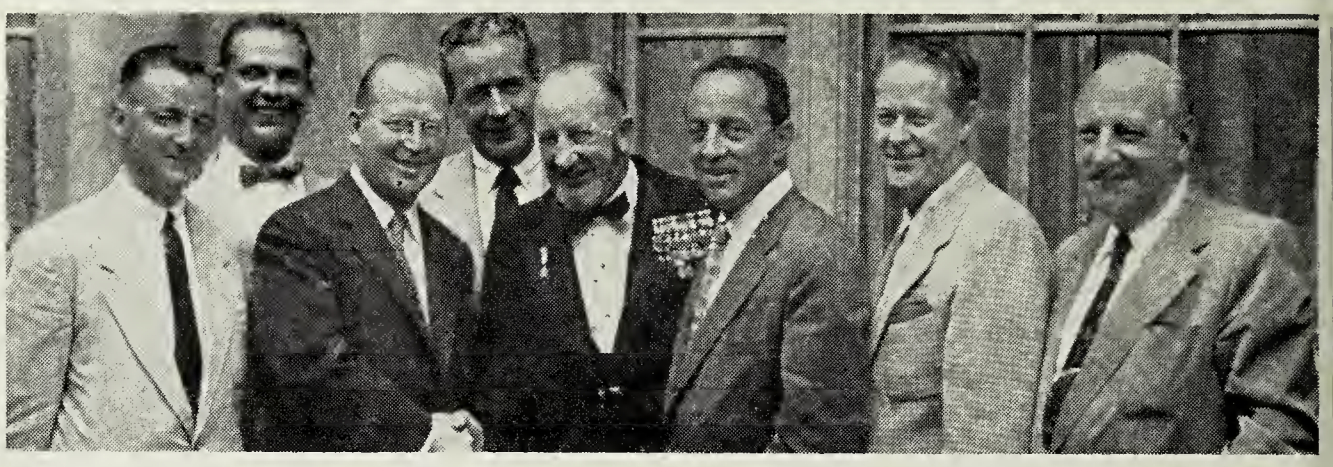
Jack Sussman is a new Columbia salesman here, succeeding Harvey Appell, transferred to Boston. Snssman had been with the company for a year in Des Moines, Ia. . . . The Variety Club will elect a new crew Oct. 18, and the crew will select officers Oct. 23. Details of the annual Denial Week Drive for Camp Thatcher will be arranged by the new officers and crew and a kickoff dinner will be held sometimes in Nov. Chief Barker Jules Perlmutter and Gene Teper comprise a committee to inspect possible new locations for club quarters. . . . Paul V. Wallen, new lessee of the Grand, got a bad break when a giant tube went out of commission during telecast of the Marciano-Charles bout and picture was lost from midway in Round 1 to Round 7. A near-riot was prevented by announcement from Wallen that refunds would be made. About 1,400 paid to see the performance.

ATLANTA

Control of the Rialto Theatre in Atlanta has been acquired by a group of Chattanooga, Tenn. theatre execs, according to Moses Lebovitz, pres. of Independent Theatres, Inc. Lebovitz also revealed that management control of the Central in downtown Atlanta has been acquired pending completion of negotiations for its purchase. No changes in policy or personnel are planned. Bob Moscow, who has been mgr. of the two Atlanta theatres, is slated to become treas. and gen. mgr. of the newly organized Independent Theatres of Georgia, Inc. . . . Mgr. Pete Flontek opened his $70,000, 260-car drive-in at Naples, Fla. . . . Nelson Towler, 42-year-old RKO sales mgr., died at his home in Decatur, Ga. after a second heart attack.

Stockholders of Crescent Amuse. Co., Nashville, Tenn., approved changes in the firm's charter to enable it to operate as a real estate business and holding company, as well as a theatre circuit. Kermit C. Stengel was reelected pres. . . . Following are changes in Florida Theatre Circuit: Wallace Colby from Matanzas at St. Augustine to Beachman, Orlando; Lorraine Jackson from the Roxy to the Victoria at New Smyrna Beach; Norris McCollom from the Empire, Daytona Beach, to Matanzas, St. Augustine; and Lynn Goodyear from the Beachman to the Empire at Daytona Beach. . . . Cecil Cohan has taken over the Dixie Theatre, Jacksonville, Fla., from its former owner. . . . C. R. Wells took over the Calera, Calera, Ala., from Jack Yerby.

Walter Griswald resigned as booker for Republic to become office mgr. for Howco Film Exchange, and County Clark resigned as ABC booker to go with Howco as Georgia sales representative. . . . Community Theatre, St. Augustine, Fla., closed for lack of business. . . . Drive-In at Oak Ridge, Tenn., closed because of fire in booth, will not reopen this season. . . . Wm. (Snake) Richardson, pres. of Astor and Capital Exchanges, a new grandfather to little Pamela Jane.



Commander Ian Murray, who is touring the country on behalf of M-G-M's "Brigadoon," on which he acted as technical advisor, is greeted in Philadelphia by Lou Formato, M-G-M dist. mgr., and Bill Madden, recently upped to branch mgr. of the exchange. Shown here (l to r): Wesley Watson of the Weiland-Lewis Circuit in Atlantic City; Madden; John Turner, UA eastern div. mgr.; Jay Wren, Paramount div. mgr.; Murray; Formato; George Beatty, Goldman Theatres' exec., and Ed Herber, Universal branch mgr.

Gulf Theatres, operators of the Tampa in Tampa, Fla., have asked the Circuit Court there to determine whether terms of their lease on the theatre building from Tampa Amusement Co. requires installation of CinemaScope, as requested by the latter. . . . Crew Pitts of the River View Theatre appointed asst. mgr. of the new Valley Drive-In, Lanett, Ala., owned by L. J. Duncan. . . . The state supreme court ended a five-year property zoning controversy by upholding the right of Tampa theatre owner S. E. Britton to build a drive-in along Dale Mabry Hyway near Tampa. . . . N. W. Waters, pres. of Waters Theatres in Birmingham, Ala., reports that CinemaScope will be in operation by Nov. 1 at his Starlite, Roebuck, Fair Park and Shades Mountain drive-ins. . . . Biney Marcantel's Pelican Drive-In at Jennings, La., has been equipped with a large screen, new lenses and new sound equipment.

Wm. R. Griffin reopened his Ritz Theatre in Cullman, Ala., after redecorating and installation of new seats, CinemaScope and stereo sound, plus a 50-ton refrigeration system. . . . Mrs. F. C. Thompson placed a CinemaScope order for her Ramon Theatre, Frostproof, Fla. . . . Thomas A. Mote, Paramount booker, has joined Al Rook's Film Booking Office. Rook has agreed to handle two large ozoners now under construction in Florida and contemplates opening an office in Jacksonville by Jan. 1. . . . George Felder was appointed mgr. of the Delray Theatre, Delray Beach, Fla., replacing Thomas Ryan. . . . George C. Thornton and R. J. Horn, owners of six theatres in Ala. and the THC Drive-In at Adamsville, Ala., started work on a new 350-car ozoner at Winfield, Ala., to be equipped with CinemaScope and wide screen.

CHARLOTTE

Paramount, Loew's, 20th-Fox, Warners, RKO and Universal each filed a percentage action in Federal Court, Columbia, S. C., against Kathleen H. Dobson Garber, owner of the Ritz Theatre, Starlite and Sweetwater drive-ins, Barnwell, S.C.; Williston and New Era Drive-In, Williston, S. C., and Blackville Theatre, Blackville, S. C. . . . Essantee Theatres, Charlotte, added five more houses to its chain, sold by C. E. and D. E. Cash. They are the Dixie and Joy, Kings Mountain; Gaston and Mt. Holly, Mt. Holly, and the Victory in Cramerton. . . . N. J. Kellum completed wide screen installation and remodeling of concession stand at his Jacksonville, N. C. Drive-In.

The 21 Drive-In, Columbia, S. C., and Skyview D-I, Burlington, N. C., installed CinemaScope. . . . Mrs. Victor Venters, owner of the River Drive-In, Jacksonville, N. C., reports that Hurricane Carol blew the screen down. . . . E. C. Sanderson, owner of the Wallace Drive-In, Wallace, N. C., reports that his booth was completely destroyed by fire. . . . Mgr. Wm. Broadwell, Jr. ordered Super Panatar lenses for the Sharon Drive-In at Abbeville, S. C. . . . The stork left a baby girl at the home of Joe Eudy of the Rock-Ham Drive-In, Rockingham, N. C.

Jack L. Gertz moved his Jack L. Gertz Enterprises here from Cleveland, O. . . . Royal Drive-In at Beaufort, S. C. installing wide screen. . . . E. L. Carroll, owner of the Roxie and Buddy theatres, Bessemer City, N. C., passed away. . . . New owner of the Fox in Spartanburg, S. C. is Robie Rumley. . . . Mack Weeks opened his Center Theatre, Clayton, N. C. . . . Annual convention of Theatre Owners of North and South Carolina will be held at the Charlotte Hotel Nov. 14-15.

CHICAGO

B&K put 5,000 walkin seats in the North Ave. Drive-In for the fight broadcast and also required each auto to buy a minimum of four tickets at $3.30 each. . . . Bob Kroeschel of Kroeschel Engineering Co. reports installation of complete air-conditioning in the Eighth St. Theatre, B&K's Marbro and Century, Oriental Theatre, and a modernization job at the York, Elmhurst, Ill. . . . Variety's chief barker, Emanuel Smerling, has been named a trustee of Levi Memorial Hospital, Hot Springs, Ark. . . . Mrs. Charles Miller is retiring as short subjects booker at Alliance Circuit after 18 years of

CHICAGO (cont'd.)

service. Ann Sarros, her sister, is the replacement. . . . More than $25,000 was awarded to successful managers in Alliance's 19th annual summer business drive at a booster party given by dist. mgr. Dan Murray at the Ft. Wayne, Ind. Hotel.

B&K's Chicago Theatre will show "Star Is Born," starting Oct. 15. . . . Oriental Theatre booked "Desiree' and "No Business Like Show Business." . . . Erwin Peterson named gen. mgr. of Abbott Theatre Supply, succeeding Spiro Kontis, who will make his home in Calif. Howard Blackwood named installation engineer and Spiro Charuhas named sales mgr. . . . John J. Greene, owner of the Geneseo Theatre, Geneseo, Ill., passed away. . . . John Praught, mgr. of H&E Balaban's Bryn Mawr Theatre, reports arrival of a daughter. Mom was cashier at the circuit's Esquire for 15 years. . . . "Salt of Earth" distributors are now using churches to show the film which Cinema Annex was unable to exhibit.

Opening of Essaness' Woods Theatre with "On The Waterfront" was preceded by a huge advertising drive and received a color page in the Chicago Tribune. . . . Van Nomikos, circuit head, was elected pres. of the $2 million St. Constantine Greek Church, which is being rushed to completion for an early spring dedication. . . . B&K execs gave ad-pub director Will Hollander a going away luncheon prior to leaving for an extended European vacation with the Mrs. . . . Edward Mikelsen, representing the Ballantyne Co. in this territory, is back after an extended illness. . . . Pete Panagos, Alliance promotion mgr., met with managers and their assistants at Peru, Ind., to work out a plan for Halloween shows on Oct. 31 in all key cities and morning shows the next day for the kiddies.

WGN-TV has bought eight "Bulldog Drummond" films from Governor TV Attractions. They were formerly distributed by Paramount. . . . Spiro Papas of the Towne Theatre is currently playing reissues. . . . World Playhouse will have midwest premiere of "Side Street Story. . . . Reported that Roy Nolan, St. Louis RKO mgr., named Chicago mgr. to succeed Sam Gorelick, named dist. mgr. . . . Jack Kirsch was installed as chairman of B'nai B'rith Lodge at Congress Hotel dinner meeting. IFE sales exec., Sam Chernoff, elected pres. . . . Wendell Tremba of the Century Theatre in Ravenswood Hospital for accidental injuries. . . . Chester Amberg back at JLS McVickers Theatre after several weeks illness. J. D. Smelker added to managerial staff.

Harry Hollander, veteran press agent, has been engaged by Allied Artists to handle advance campaign on "The Human Jungle," opening at the Roosevelt Theatre here and 55 other houses in the Illinois region on Oct. 6. . . . Irwin Joseph's Essanjay Films, 1325 S. Wabash Ave., obtained a new franchise distribution contract for both Chicago and Milwaukee zones for Hallmark's roadshow attractions.

CINCINNATI

Edward Salzberg, chief barker of Variety Tent No. 3, will conduct a general meeting Oct. 4, to which are invited press, radio and TV representatives, for the purpose of completing plans for the third Newspaper Boys Day set for Nov. 15. . . . Open Air Theatre, Belpre, O., has been sold by Earl Clemens to Fred Leach. . . . Another change of ownership was at the Columbia Theatre, Coldwater, O., sold by Tony Doll to Gordon Carroll. . . . A new 1,000 car drive-in is to be constructed on Main St., White Hall, O., outside of Columbus, by Main Theatre Corp. Mid-West Theatre Supply will furnish and install all equipment. The new ozoner is to be known as In-Town Auto Theatre. . . . Roy Letsinger of Amherstdale, W. Va., was in the city recently arranging for CinemaScope installation at the theatre in Jenkins, Ky.

Bexly Theatre in Columbus is now showing art pictures. Booking and buying for this house is done by Mr. Scholman. . . . Also, Frank Marzetti of Columbus is operating the Indianola Theatre as an art house. . . . Billy Wright of the Elinda Ann Drive-In, Whitesburg, Ky., an able photographer, was recently on the spot of a tragic automobile accident in which an entire family of 11 was killed. His pictures were used by UP and AP. . . . Timmy Minnix, of the Southland Theatre, London, Ky., recovering from an auto accident on Labor Day, will be up and around in another six to eight weeks. . . . Dave Cantor, national publicity director for RKO, and Ralph Banghart, local publicist, completing campaign for "Africa Adventure-" the Robert Ruark picture. Engagement in Cincinnati will be one of the first in the country.

Lloyd Kraus, RKO branch mgr., reports that the company's first SuperScope picture, "Big Rainbow," will be ready for the Xmas-New Year's week. . . . Irene Sagel, Fox office mgr., is resigning as of Oct. 1. Miss Sagel, who has been with Fox since 1937, was the only woman office mgr. on film-row. Her post is being filled by Tony Knollman, booker. Knollman, business agent for local F37 for six years, has now resigned from that post. . . . Milton Gurian, A-A branch mgr., states their picture, "Weak and the Wicked," has been giving a good account of itself in the territory.

DENVER

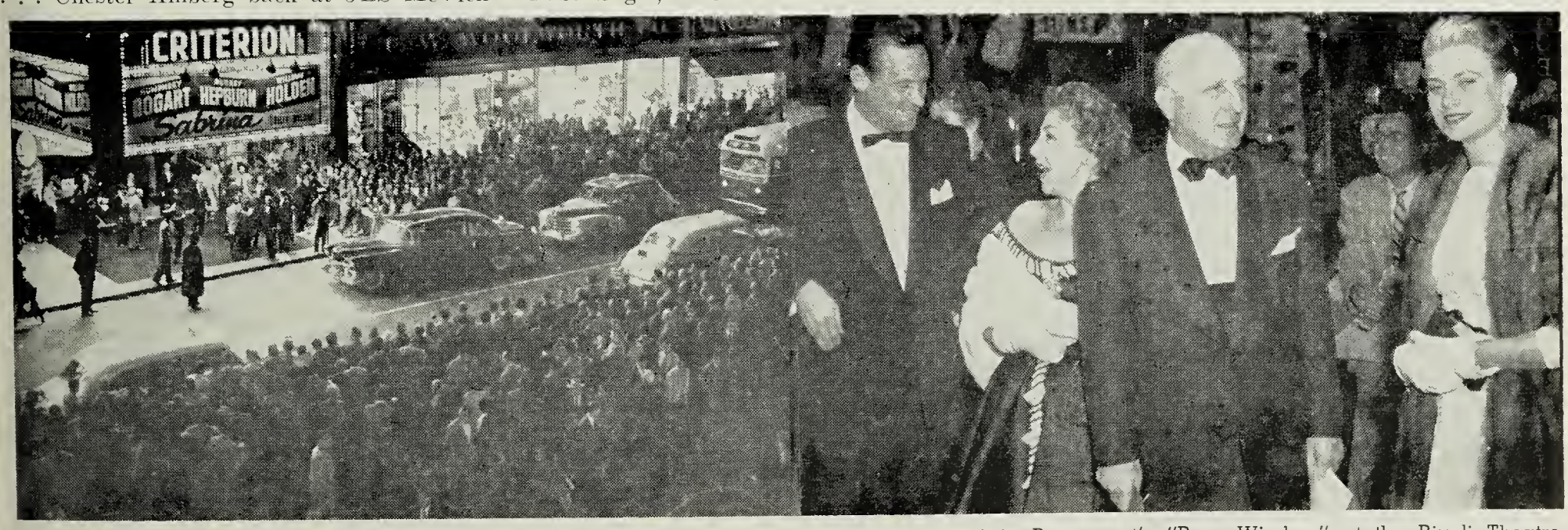
Marvin Goldfarb, branch mgr. for RKO, resigned to become district supervisor for Beuna Vista (Disney), and will have charge of the territories of Denver, Salt Lake City, Kansas City, Omaha and Des Moines, headquartering in Denver. The RKO post went to Lee Roy (Bill) Hobson, moved up from salesman. . . . Howard Campbell, office mgr. at Warners, was promoted to salesman, filling the job vacated by the recent death of Joe LeVee. Joe Kaitz, asst., was upped to office mgr., while the assistant booking job went to Gene Vitale. . . . Wm. Peregrin, head booker at Paramount, has been promoted to salesman, filling a post that was vacant for some time. Lewis Kolocheski, asst., moves into the head booking job, and Donald Cook, asst. shipper, becomes asst. booker.

Robbers got $830 out of the safe at the Vogue. . . . C. U. Yaeger, pres. of Atlas Theatres, went east on his annual pilgrimage to see the World Series. He has been making this trip for more than 20 years. . . . August Koeppe bought a two-thirds interest in the Oskosh Drive-In, Oskosh, Neb. . . . The Broadway, uptown first run, is cutting its hours by not opening until 5 p.m. on week days. On Saturdays, Sundays and holidays, it will still open at 11 a.m. . . . Joe Barnett, 89, partner in Albuquerque Exhibitors, Albuquerque, N.M., passed away.

Robert Demshki resigned as mgr. of the Centennial Drive-In. . . . Civic Theatres moved around the corner to 2115 Champa st. . . . Wally O'Naill, owner the Vita, Spearfish, S.D., and Bud Lovell, bought the Knox Drive-In, Newcastle, Wyo., from Ted Knox.

DES MOINES

Raymond C. Langfitt has been named mgr. of the Iowa Theatre in Cedar Rapids to replace A. H. Talbot, who resigned. . . . Lawrence West, owner and mgr. of the Strand in Mt. Vernon, reopened on a part-time basis after a summer of darkness. . . . CinemaScope is being installed at the Wayne Theatre in Corydon, according to mgr. Frank Smith. . . . The Grand Theatre building in



Looking mighty pleased with the turnout for the premiere of "Sabrina" at the Criterion Theatre on Times Square are Barney Balaban, president of Paramount Pictures, and Mrs. Balaban; William Holden (left), who stars in the film with Audrey Hepburn and Humphrey Bogart; and Grace Kelly, currently starred in Paramount's "Rear Window" at the Rivoli Theatre. "Sabrina" broke a house record for a single day's showing at the Criterion and did a monumental $65,700 in its first week, an all-time high for this theatre.

DES MOINES (cont'd.)

Estherville has been sold to Central States, which operates the theatre, by the Mack J. Groves estate for $70,250. . . . For the second time in a year, the Ranch Drive-In west of Ames on Hyway 30 has been robbed; this time, of a safe containing about $150.

A new front and canopy have been completed at the Manson Theatre in Manson. New doors were also added and future plans call for remodeling of lobby and ticket booth. . . . The Vogue in Remsen resumed Sunday matinees, which were discontinued during the summer. . . . Pat Bruning reopened the Glidden Memorial Theatre in Glidden for the fall season. Lobby has been redecorated; the walls floor and woodwork painted.

In Ames, the New Ames Theatre reopened with beginning of the college year. It has been completely remodeled and redecorated, as have the other two houses in Ames under management of Ames Operating Co. and Joe Gerbrach.

Ralph Olson resigned as mgr. of the Decorah theatres to return to Des Moines and Universal, where he will resume his old job of selling. . . . Ludy Bosten closed his Drive-In in Muscatine and reopened the Palace, which was closed during the summer season. . . . James Heuser, who managed the RKO Pan in Minneapolis, transferred to the RKO Orpheum, Dubuque, replacing Raymond Langfitt, who took over as mgr. of the RKO Iowa, Cedar Rapids, succeeding Andrew H. Talbot, retired.

DETROIT

Ben Robins, former branch mgr. for Universal, is switching to exhibition, taking over the pioneer Alhambra Theatre, a deluxe nabe which has been operated for years by the Kilbride Circuit. Ben plans to add two or three other theatres in the near future. . . . David Korman, independent circuiteer, and Sam Green, supervisor for his brother, Saul Korman, are taking over the Gold Coast Theatre, all-night colored house. . . . The Stone Theatre, operated by Milton Jacobson, was seriously damaged on the front when the driver of a stolen car failed to stay in the street.

W. D. Campbell sold the Albion Drive-In at Albion to the Bohm Theatre Co. . . . E. C. Loomis, owner of the State at Elk Rapids, is personally taking over buying and booking for the house. . . . Bill Clark is buying for the Korman Circuit's Carver in Detroit. . . . Stuart Kaufman has been appointed mgr. of the Booker T. by Saul Korman. . . . Harry Balk named Arnold Cohn mgr. of the Apollo Theatre, and Buddy Schweig mgr. of the Park, which he is reopening. . . . Bill Green, regional exploitation director for "This Is Cinerama," entered Detroit Memorial Hospital for surgery. . . . The Telenews management staff has been on the sicklist — mgr. Norman Wheaton with a broken leg and asst. Richard Van Tiem with an emergency appendectomy.

Robert Graham is the new mgr. of the Calvin Theatre in Dearborn for Wisper and Wetsman. . . . Thomas W. Ryan, mgr. of the Rouge in River Rouge for Max Gealer, arranged a special canned foods matinee that drew 799 items for relief of four neighborhood families whose homes were burned out. . . . Bryce Paulson, owner of the Bryce at Remus, who developed a five-piece country music show for his stage, has become a music publisher, radio and TV producer, and recording artist manager.



Martin Levine, Brandt Theatres' executive, greets Gina Lollobrigida at a reception in New York, hosted by IFE Releasing Corp. to introduce the star of "Bread, Love and Dreams," currently at the Paris Theatre, to leaders of press, radio, television and the movie industry. IFE has acquired U. S., Canadian and Far-Eastern distribution rights to the film.

Exhibitors can now try fried pre-cooked frozen chicken as a new concession item. Idea was given a thorough workout by the Oscar Bank Co. at the State Fair, with 4,000 orders sold—at a buck apiece. . . . Nick George opened his new Jolly Roger Drive-In, first to have 3-channel stereophonic sound in this region and the first Detroit theatre opening in about three years. . . . Art Moeller, old-time mgr. of the Palace Theatre, is reported now running the North Pines Hotel at Mercer, Wisc. . . . Son Kennedy of the Town Drive-In is celebrating his 50th anniversary in show business.

Stanley Dudelson, who resigned as UA branch mgr. in Des Moines, will head up Michigan distribution organization for Hallmark in the Fox Theatre bldg. here, under the name of Dudelson Enterprises. Young Dudelson inked "Karamoja" and "Half-Way to Hell" into the N. K. Theatre, Muskegon, and the Jackson, Mich. Drive-In as pacesetters.

HOUSTON

Jack A. Farr, owner of Trail Drive-In, was elected president of Texas Theatres Association. . . . Almost all Houston Drive-Ins have installed wide screens within the past month. . . . Bellaire Theatre advertises a mother's matinee—starts at 12:45, out at 2:45. . . . Houston Chronicle sponsoring an "experience" contest. Winner gets $50 in cash; runners-up will be awarded tickets to "Suddenly" coming soon to Loew's. . . . Special road show engagement of "A Star is Born" opens in Houston at Majestic Theatre. . . . World premiere of Philharmonic Symphone Orchestra of New York to be shown on giant TV screen of Metropolitan Oct. 27. All seats reserved—legitimate theatre prices being charged.

KANSAS CITY

Ralph Gregory has joined Republic Midwest as western Mo. representative. . . . Ozoners participating in a $1,386.28 collection for polio were Heart, Crest, Terrace and 40 Highway. . . . Howard White, who resigned as purchasing agent at Fox Midwest because of company age requirements, has joined Drive-In Theatre Mfg. Co. . . . Hugh Gardner Theatres, Inc. of Neosho, Mo. was granted certificate of incorporation for operation of theatres in the state. Firm members are M. Gardner, E. Harris, A. Farber and J. Rice. . . . T. H. Slothower theatre interests bought Terrace Drive-In at Wichita, Kans. from Geo. Sproule, and will continue operation of Meadow Lark and Meadow Lark Twin ozoners and Corral Theatre in Wichita area.

Lee Theatre at New London, Mo. was closed by Tom Gates and H. Geiger, operators. . . . Mac Theatre at McPherson, Kans. reopened with CinemaScope, first for city. . . . New CinemaScope installations in this area include: Plaza, Appleton City, Mo.; Nu-Sho, Butler, Mo.; Farris, Richmond, Mo. and these in Kans.: Liberty, Horton; State, Mound City; Seneca, Seneca and Dickinson at Dighton. . . . Oxford Theatre, Oxford, Kans., reopened after redecoration by L. D. Shutt, new owner. . . . Lenses and other equipment were bought for Glen Theatre, K. C. and Jameson's Vogue at Lee's Summit and for these Kansas theatres: Dickinson at Mission, Ritz at Council Grove and Civic at Wichita.

New mgr. of Midcentral's Paola at Paola, Kans. is Orlin Hall of Fredonia, Kans. . . . Village Theatre at Sunflower, Kans., operated by Paul Milberger, has been remodeled. . . . Ray Miner, operator of Kesner Theatre at Leroy, Kans. for two years, died at 49. . . . Sun Theatre in K. C. reopened with CinemaScope under management of Howard Parsley, new operator for Western Assoc. Theatres. . . . Jack Bunker has been upped by Tri-States from asst. mgr. of Paramount in K. C. to mgr. of Rocket at Rock Island, Ill. . . . Local newspapers carried stories on a new song, "I've Been Telling Lies," composed by Harold Lyon, Paramount mgr.

MIAMI

Sonny Shepherd announced that the Carib and Miami theatres are getting ready for the closed circuit showing of "Opening Night at the Metropolitan," on Nov. 8. . . . Sam Rowlands of the Boulevard Theatre is offering weekly trips to Havana for two. . . . Ralph Puckhaber of the Florida doing likewise on West Indies cruises. . . . Marty Wucher, who was mgr. at the Town, is now



Snapped at Paramount's exhibitor screening of Irving Berlin's "White Christmas", at the Criterion Theatre in New York, (l to r): Walter Brecher of Leo Brecher Theatres; Arthur Mayer, foreign film distributor, and Mrs. Mayer; (rear) Harry Mandel, RKO Theatres' ad-pub chief, and Mary Tuttle, RKO personnel director.

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MIAMI (cont'd.)

at the Wometco home offiee promoting eonfection sales. . . . Herb Rubenstein is managing the Town, with Harry Gabriel as his assistant. . . . Tom Lindsey is now at the Essex as asst. mgr. . . . The Coral Way Drive-In is getting a new look. It will have 700-ear capaeity and Joe Fink will manage.

MILWAUKEE

The Atlantic Theatre, owned by John Freuler, and the Empress, owned by New Jersey Theatre Co. and operated by Charles J. Fox, will eventually be razed to make room for a parking lot, aeeording to tentative plans. The Atlantie and adjoining building will be sold for $216,000, and optioned priee reported for the 3-story Empress is near $150,000. Charles Fox will continue to operate the Empress until new owners order it destroyed. . . . The Century Theatre here, owned by John Freuler, which closed Aug. 8, and filed a bankruptcy petition in Federal Court, requested approval for sale of the theatre for $92,500, ineluding the land, building and equipment. The theatre's attorney said keeping the house closed was having a serious effect on value of the property.

Jim Kavalary has taken over the Highway Theatre in Hustisford from Fred Fast. He formerly had the Mars and Liberty in Milwaukee. . . . The Warner theatre here will telecast the season's opening performance of the Metropolitan in New York as well as the New York Philharmonic-Symphony orchestra. . . . Chet Posey was named gen. mgr. for the Adler theatres, whieh eonsists of two in Marshfield, a drive-in and a theatre in Merrill, Neillsville, and two in Waupaea. Posey was formerly associated with the H. J. Griffin theatres in the middle and southwest.

Bob Karatz has taken over the Lyric Theatre in Stevenspoint from Fox. . . . The Mikadow Theatre in Manitowoc was closed for three weeks this summer to give its employees a vacation, reports Franeis Kadow, operator.

MINNEAPOLIS

Mrs. Louis Bergtold installed CinemaSeope in her Westby at Westby, Wis. . . . Jack West has been promoted from student booker to booker at Universal. . . . Leo Doty, offiee mgr. at Universal, is recuperating at home after being hospitalized. . . . Kelly Evidon, mgr. of the Independent Poster Exchange, passed away following a long illness. . . . Bert Zats, booker at Independent-Lippert, is engaged to Marjorie Cohen. A spring wedding is planned. . . . Complete CinemaSeope equipment was installed in the Grand at Baudette, Minn., Warren at Warren, Minn., and Metro at Pine Island, Minn. . . . Don Swartz sold "Duel in the Sun" to all key suburban houses in Milwaukee for an Oet. 1 break. Swartz is operator of Independent-Lippert exehange.

Clyde Cutter took over the Broadway from Fred Holzaphel and is seeking a 35-day run on the north side of the city. . . . Robert Kaye is the new asst. mgr. at the RKO Orpheum in St. Paul. . . . Paramount held a VistaVision meeting for branch and booking managers also salesmen from the Minneapolis and Milwaukee exchanges. In were B. B. ("Buek") Stoner, div. mgr., Herb Cohen, asst. to Stoner, and Dr. Daly, VistaVision engineer from Los Angeles. A demonstration of the new proeess was held at the Terraee theatre. . . . Birger Ronning, southern Minn. salesman for Paramount, is baek after being hospitalized. . . . The Isis, Fargo, N. D., is now being operated by the Rainbow Theatre Co. Ralph Pielow's Quad-States Theatre Serviee is handling buying and booking for the house. . . . Chick Evens, 20th-Fox Midwest exploiteer, was in for "Woman's World," whieh opens at Radio City. . . . Howard Walstead was promoted to mgr. of the RKO Pan in Mpls.; while James Heuser, who managed the Pan, was transferred to the RKO Orpheum in Dubuque, Ia.

Watch These Dates!

Oct. 10-11: Milwaukee—Allied States Assn. fall board meeting—Schroeder Hotel.

Oct. 12-14: Milwaukee—Allied States Assn. annual convention — Municipal Auditorium.

Oct. 27: Kansas City—Allied ITO of Kansas-Missouri—Hotel Aladdin.

Oct. 30-Nov. 4: Chicago — Theatre Owners of America convention—Hilton Hotel.

Oct. 31-Nov. 4: Chicago — TESMA Trade Show—Conrad Hilton Hotel.

Nov. 8-9: St. Louis-Missouri-Illinois Theatre Owners eonvention—Chase Hotel.

Nov. 14-16: Charlotte—Theatre Owners of N. and S. Carolina—Hotel Charlotte.

Nov. 16-17: Indianapolis — Allied Theatre Owners of Indiana fall convention—Marott Hotel.

Nov. 17: New York—Motion Picture Pioneers annual dinner—Hotel Astor.

Nov. 19-20: Chicago—Colosseum of Motion Pictures Salesmen of America annual convention—Drake Hotel.

Nov. 21-23: Jacksonville—Motion Picture Exhibitors of Florida eonvention—Roosevelt Hotel.

Sept. 26: New York—Metropolitan Council of B'nai B'rith dinner honoring Barney Balaban—Waldorf-Astoria.

Dec. 5-7: Oklahoma City—Theatre Owners of Oklahoma convention.

Dec. 6-8: Memphis, Tenn.—MPTO of Arkansas, Mississippi and Tennessee — Gayoso Hotel.

Dec. 7: Boston — Independent Exhibitors, Inc. Convention—Hotel Bradford.

NEW HAVEN

Bernie Menschell and John Calvocoressei announced plans to double the capacity of their 500-car Manchester Drive-In at Bolton Notch this winter. . . . Frederick Frink resigned as mgr. of the Colonial, Southington, with Arthur Alperin of W. Hartford replacing. . . . Nick Kounaris and Paul Tolis have postponed until next spring the opening of their newest venture, the $150,000, 950-car Meriden Drive-In at Meriden, Conn. . . . Morris Keppner and Lou Lipman of General Theatres, W. Hartford, disclose plans for increasing car capacity at their Mansfield Drive-In from 725 to 900. . . . . The 850-seat Art Theatre, Hartford, operated by Hartford Theas., reopened Sept. 24 with "Hobson's Choice." During summer closing, the circuit installed wide-screen facilities and redecorated the structure. P. J. Buchieri is mgr.

Mauriee Bailey, head of Bailey Theatres, has taken on additional duties as managing director of the legit Shubert Theatre, New Haven, sueeeeding Ben Segal, who is leaving to eoneentrate on the Oakdale Musical Theatre, Wallingford. . . . Charles Lane , operator of the New Haven Drive-In, North Haven ,has plans for building another ozoner at Branford, Conn. . . . Fishman's Dixwell, and Howard theatres, New Haven, and the Rivoli, West Haven, have new dinnerware giveaways. . . . Albert M. Pickus, owner of the Stratford Theatre, Stratford, was elected a director of the Stratford Red Cross.

NEW ORLEANS

A new theatre, the Chief, with a 510 seating eapaeity, is being opened by A. J. Broussard at Crowley, La. on Oct. 8. It is equipped with CinemaScope and will change programs three times a week. . . . The Rendezvous Theatre on Grand Isle reopened on Sept. 26. . . . Waukea Theatre at Waldo, Ark. has ehanged hands. Lewis Watts sold it to Frank H. Gills. . . . C. J. Tringas' New Twin Theatre at Warrington, Fla. is permanently elosed. . . . Fred McLendon has closed his Copia Drive-In at Hazelhurst, Miss.

At recent board meeting of Allied Theatre Owners of the Gulf States, it was voted to approve the action of National Allied in asking for government regulation on distribution and went a step further in asking National Allied to consider asking the State Legislature to control film prices, if necessary. The board also unanimously approved the Makelim Plan and any other independent production to alleviate the shortage.



Industry leaders and stars get together to promote the sale of tickets to the World Premiere Party of Michael Myerberg's "Hansel and Gretel," in Technicolor, at the Broadway Theatre for benefit of the Mary MacArthur Memorial Fund of the N. Y. March of Dimes. L to R: (seated) Eddie Dowling and Tex McCrary; (standing) Arthur Gray, pres. of Michael Myerberg Films; Cornelia Otis Skinner, Sloane Simpson; Jackie Gleason; Harry Brandt, pres. of Brandt Theatres; Miriam Hopkins and Jesse Block.

NEW YORK

Top award for the fifth and final week in Walter Reade Theatres' "President's Drive" went to Ann DeRagon, mgr. of the Paramount in Plainfield, N.J.; second to Michael Dorso, mgr. of the Lawrence Drive-In, Trenton; and special awards to Ted Davidson, Perth Amboy city mgr., and Frank Dean of Woodbridge Drive-In. More than $4,000 in cash prizes were given away during the drive. . . . The 1,175-seat Orpheum Theatre on Fulton St., B'klyn, and adjoining building have been sold by RKO to a syndicate headed by Max Hofmann of Hofmann & Katz, attorneys. E. M. Simon Co. was the broker.

A number of promotions and transfers involving Loew's personnel were announced by v.p. Eugene Picker. Murray Lenekoff, Loew's State mgr., transfers to the h.o. staff, with James Bruno, mgr. of Loew's Paradise, Bronx, taking over the circuit's Broadway flagship. Bruno is succeeded by Sig Schwartz, former mgr. of Loew's Gates, Bklyn. Henry Shamp, asst. at Loew's Valencia, Jamaica, becomes mgr. of Loew's Avenue B, while Inez Groething, asst. at the American, becomes mgr. of Loew's Post Road. Wm. Analante goes from Loew's American to Loew's Jersey City. Robert Solomon, asst. at Loew's Orpheum, became acting mgr. at Loew's Victoria during illness of Jos. McCoy and will be permanently assigned when McCoy returns.

Other managerial transfers include: Harold Graff from Loew's Coney Island to Loew's Premier; Ben Newman from Loew's Commodore to Loew's Delancey; James Napoli from Loew's Ave. B to Loew's Commodore; Al Gutterman from Loew's Delancey to Loew's Coney Island; Margaret Ernst from Loew's Fairmount to Loew's American, and Jos. Beck from Loew's Premier to Loew's Gates.

Jerome Leige, former asst. at the RKO Albee, Brooklyn, has been promoted to mgr. of the Marble Hill. Ralph Le Marquand, asst. at the RKO Castle Hill, replaces Leige at the Albee, and Frank Moccio, asst. at RKO Proctor's, Mt. Vernon, transfers as asst. to RKO Keith's in White Plains. . . . David J. Greene, a director of RKO Theatres and member of the N. Y. Stock Exchange, and Mrs. Greene announced the engagement of their daughter Barbara to Richard A. Greenberg. A June wedding is planned. . . . Theatre Network Television, Inc., pioneer and leader in the field of closed-circuit TV, moved into new offices on the 25th floor of 575 Madison Ave.

FILMS TELEVISED SEPT. 18 to OCT. 1

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original release date
Amiable Lady	Richard Ney	
Appointment With Crime	Herbert Lom	
Department File 649	Virginia Bruce	
Dressed To Kill	Basil Rathbone	Univ. 5-20-46
Eight Witnesses	Dennis Price	
Lone Island	Eva Gabor	
Romantic Vaquero	Duncan Renaldo	
The Scarlet Claw	Basil Rathbone	Univ. 6-6-44
A Scream In The Dark	Robert Lowery	Rep. 7-1-43
Sherlock Holmes Faces Death	Basil Rathbone	Univ. 9-16-43
Shipyard Sally	Gracie Fields	Fox 3-1-39
Strike It Rich	Rod Cameron	Allied Artists 11-29-48
There's A Girl In My Heart	Lee Bowman	Allied Artists 11-21-49
Unforgotten Crime	Dennis O'Keefe	

OKLAHOMA CITY

Owners of the now-closed Home Theatre, NW 6 and Robinson, settled their $2¼ million anti-trust suit against major distributors out of court for a sum described only as "substantial." It is reported the sum fell just below $100,000. Plaintiffs Robert D. Curran and R. T. Braucht, who had operated the Home, filed the suit, and Cooper Foundation and State Theatres, Inc. of Oklahoma City were included as defendants.

PHILADELPHIA

Leonard Mintz is now representing Walt Disney in this area. . . . John Roach, former mgr. of Stanley-Warner's Boyd, is now manager of the Stanley, while Elmer Pickard moved from the Stanley to the Orpheum. . . . Joseph M. Feldhun, mgr. of the Stanley in Chester averted a riot among 2,500 patrons attending the Marciano-Charles heavyweight telecast, when the screen blacked out after the second round. Feldhun promised refunds of the $3.60 admissions. . . . City Line Center Theatre offered a free trip to Bermuda to celebrate its anniversary. . . . Abe Sundberg, gen. mgr. of Norman Lewis theatres, left the company and is now with Neil Hellman interests.

Bob Manning, who was with Harry Sley for many years, and most recently as mgr. of the Viking Theatre, is no longer associated with Sley. . . . Morris Spiers, 72, operator of the Lenox and an industry pioneer, passed away. . . . Leon Cohen equipped his Vine St. Screening Room for CinemaScope presentations. . . . Exhibitor Bernard Haines announced the engagement of his daughter Ann Mae to Karl L. Spivak. . . . Carmen Theatre is back on a straight film fare policy. . . . Charles Beilan, Warner branch mgr., is out of the hospital and recuperating at the seashore.

DeLuxe Booking & Buying Service is now servicing the Hi-Way in Ickesburg, Pa. . . . Jack Goldman is no longer managing S-W's Center Theatre but spending full time on his photography. . . . United Artists contributed $500 to Tent 13's Heart Fund. The UA 35th anniversary dinner netted the tent's Heart Fund some $2,500. . . . Jack H. Harris, Exploitation Productions, Inc., flew to Chicago to set up deals with franchise holders in Cleveland, Detroit, Milwaukee, Indianapolis and Cincinnati on the first EP release, "Jamboree." . . . Harry Gantz has taken over Bob Lavin's duties as gen. mgr. of Lewen Pizor circuit.

Paul Klieman, Pearl Theatre owner, is exhibitor chairman of the United Fund, and also co-chairman of PAL week, which starts after Oct. 23. . . . Silco Cut-Price Stores purchased the Capitol Theatre property in Lebanon, Pa. for $110,000, and will convert it into a retail store. . . . William Goldman, Philadelphia motion picture chairman for Pennsylvania Week, was host at a dinner attended by Mrs. Edna R. Carroll, state chairman of the m.p. committee. . . . S. Perlsweig, Columbia salesman, recuperating from a cardiac attack. . . . Ted Vannett, William Goldman publicist, became the father of a second baby girl. . . . Hershey Theatre in Hershey, Pa., managed by Dr. Harry C. Chubb, was equipped with CinemaScope during the community's 21st anniversary celebration.

PITTSBURGH

Bill Elder, for eight years mgr. of Loew's Penn is being transferred to the Warfield Theatre in San Francisco. He'll be succeeded here by Frank Arena, for 15 years mgr. of Loew's Granada in Cleveland. . . . John L. John, M-G-M exploiteer in this territory, reported back on the job after being laid up for three months with a coronary. . . . "Hobson's Choice" broke the all-time record at the Squirrel Hill Theatre—more than $20,000 in six weeks. . . . "Rear Window" gave the Stanley its biggest Saturday since "From Here to Eternity" a year ago. . . . M. A. Silver Stanley-Warner exec., and Mrs. Silver announced the engagement of their daughter Barbara, to Jacob Hersh Deutschmann. They will be married in June.

SALT LAKE CITY

Two local theatres were robbed in the past two weeks — the Tower, from which mgr. Philip Speckart reported $230 missing, and the Centre, in whose office asst. mgr. Richard Rose was trussed up and left on the floor while $787 was taken.



Universal was host in N. Y. at a reception for Rock Hudson, starred in "Magnificent Obsession," currently in release, and in "Bengal Brigade," set for release in Nov. Hudson had just returned from Ireland where he completed "Captain Lightfoot" in CinemaScope. He is seen here with Universal execs (l to r): Milton R. Rackmill, pres.; P. T. Dana, eastern sales mgr.; Hudson; James J. Jordan, circuit sales mgr.; Alfred E. Daff, exec. v.p.; Ray Moon, asst. gen. sales mgr.; Adolph Schimel, v.p. & gen. counsel, and Eugene Walsh, v.p. & treas.

ST. LOUIS

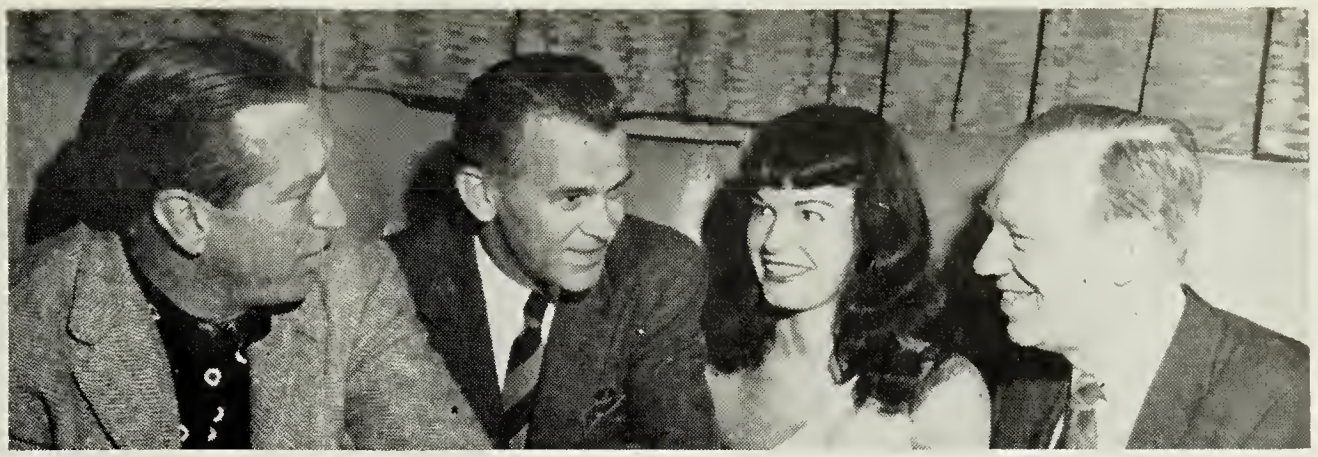
Variety Club's Harvest Moon Festival for its Heart Fund will be held Oct. 25 at the 5,200-seat Fox Theatre. Applications for participation in the show are available at local theatres, dance studios and ballrooms. . . . A committee of local business men is behind plans to reopen the 300-seat Neoga Theatre at Neoga, Ill., closed since April. . . . The Jamesport Theatre, Jamesport, Mo., has been incorporated by A. V. Spillman, V. L. Reed, R. Hover, R. Tedlock and a number of other residents. . . . A CinemaScope screen and other equipment has been bought for the Town Theatre, Flora, Ill., by owner-mgr. Larry Spalding. . . . Rodgers Theatre at Anna, Ill., managed by Howard Henderson, purchased a wide screen and other equipment for CinemaScope presentation. . . . D. M. Dillenbeck, mgr. of the Rialto at Bushnell, Ill., is temporarily managing the Abby Theatre at Abingdon, Ill., following resignation of L. J. Bennett, who is taking a post with another circuit in eastern Ill.

Advance indications point to excellent attendance at the annual meeting of Missouri-Illinois Theatre Owners at the Chase Hotel here Nov. 8-9. . . . Bob Lightfoot of Allied Artists and George Cohn of Columbia were chosen delegates of Loge 10, Colosseum of M. P. Salesmen, to the national meeting in Chicago, Nov. 19-21. Wayne Stephenson of Paramount was named alternate. . . . Virgil Harris, former partner in the Autovue Drive-In at Malden, Mo., began construction on a new ozoner 8 miles south of the city to accommodate 300 cars. . . . Recent CinemaScope installations in this area were made at Paul Musser's Lyric, Casey, Ill.; O. O. Lanaham's State at Shawneetown, Ill.; Garrett H. Hunt's Missouri at Doniphan, Mo., and Mrs. E. J. Chilton's Stadium at Doniphan. . . . Mrs. Anna C. Ballman, local theatre owner, is a member of the current Circuit Court grand jury impanneled by Judge Nangle.

The 337-seat State at Hamilton, Ill., reopened, also the Mars at Martinsville, Ill., owned by Nat Fitzjarald. . . . Woody Hilsabeck, mgr. of the Illinois Theatre, Jacksonville, Ill., reports he has arranged with producer-director Mel Barker to make a 30-minute film called "The Jacksonville Story." . . . Lou Davis has resigned as v.p. of Southern Ents., Union Southern Corp., Southern Restaurants Corp. and also as an



The local Navy Recruiting Service pitched in to help Bob Hynes (right), city manager for Walter Reade Theatres, exploit Columbia's "Caine Mutiny" when the picture was booked into Reade's Mayfair Theatre in Asbury Park, N. J. They are shown here delivering the print to the theatre, a stunt which always garners newspaper space in small communities.



Jay Bonafield, producer of Robert C. Ruark's "African Adventure" and executive v.p. of RKO-Pathe, was interviewed on ABC's radio program, "Park Sheraton Luncheon with Frank Farrell," as part of the advance promotion for the RKO release. L to R: Bob Dunn, Daily Mirror cartoonist who hosted for vacationing Farrell; Bonafield; Betty Page and Paul Hartman. The film is currently playing at the Trans-Lux Normandie in New York.

employee of the Will Rogers Theatre in St. L. and the New Vernon Theatre, Mt. Vernon, Ind. . . . Tommy James, mgr. of the Comet, Strand and Douglass theatres, became a grandfather for the third time. . . . George Barber, owner of the Strand at Tuscola and the Gem at Villa Grove, Ill., was guest speaker at a recent Rotary Club luncheon in Tuscola.

Johnny Dugan resigned from the 20th-Fox sales staff and may open an independent buying and booking office. . . . H. E. Webster reopened the Webster Theatre at Steeleville, Ill. after modernization and a CinemaScope installation. . . . R. L. Adkins leased the Canton Theatre at Canton, Mo. from Will Collins. . . . Mrs. Frances Murphy, Warner booker, is in Desloge Hospital for surgery.

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF

THE INDEPENDENT FILM JOURNAL, published bi-weekly at New York, N. Y., for October 1, 1954.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, ITOA Independent, Inc., 1515 Broadway; New York 36, N. Y.; Editor, Morton Sunshine, 3 Arbor Road, Roslyn Heights, L. I., N. Y.; Managing editor, none; Business manager, Herman Schleier, 76-66 Austin St., Forest Hills 75, N. Y.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) ITOA Independent, Inc., 1515 Broadway, New York 36, N. Y.; Leon Rosenblatt, 275 Central Park W., N. Y. 25, N. Y.; Herman Schleier, 76-66 Austin St., Forest Hills 75, N. Y.; Morton Sunshine, 3 Arbor Road, Roslyn Heights, L. I., N. Y.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

HERMAN SCHLEIER,
Business Manager

Sworn to and subscribed before me this 24th day of September, 1954.

(Seal)

ANNA W. FABRICANT
Notary Public, State of New York
No. 36-1147975
Qualified in Orange County
Certs. filed in N.Y., Kings, Queens, Bronx, Westchester & Nassau Co. Clks. Office
N.Y., Kings, Queens & Bronx Reg. Office
Commission Expires March 30, 1955

M-G-M Special Fund To Promote Product, Perspecta Stereosound

M-G-M product abroad will be boosted by a special fund of more than $2,500,000 set up in addition to the regular advertising budget to promote its new season's product and PerspectaStereophonic sound in the international market, according to Arthur M. Loew, president of Loew's International Corp.

The project will be known as PEP, initials for "Perspecta Exhibitor Plan," the company revealed. It will be undertaken for the benefit of M-G-M exhibitors overseas, from first run on down and in small cities as well as large, the executive added.

New Policy Explained

Loew explained that the new global policy stems from the fact that this is the first full season in which all M-G-M pictures in international markets will be released with Perspecta Stereophonic sound tracks. He noted that theatres in all parts of the world will get their first chance to play a steady stream of M-G-M stereophonic sound pictures.

The executive declared that "there is no doubt that M-G-M's forthcoming lineup is the most exciting in our history" and that "the money we will spend promoting them only reflects our confidence that these pictures are made bigger by full stereophonic sound."

The features in the list for release overseas include "Seven Brides for Seven Brothers," "Brigadoon," "Beau Brummell," "Deep in My Heart" and "The Last Time I Saw Paris." The company has several new ideas for publicizing and advertising these films, Loew disclosed.

Educate Public

The head of the M-G-M international division noted that "while we are in business to sell pictures and not directional sound, we will not neglect educating the public with regard to the improved use of stereophonic sound." He added that "this is not a job" for M-G-M alone and invited "the closest collaboration of the showmen of each country."

The company's top personnel in the Near Far East are scheduled to convene in Tokyo Oct. 18-23 for a PEP sales conference, the first general sales meeting in that area in the company's history, according to Morton A. Spring, Loew's International vice-president. Seymour Mayer, regional director, will preside over the conference.

SHORTS—Calendar of Releases

(As far ahead as it is possible to obtain them)

COLUMBIA

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
All Star	6414	Doggie In The Bedroom	2	Jan. 7	16½
"	6415	Tooting Tooters	2	May 13	17
"	6416	Two April Fools	2	June 17	16
Stooges	6404	Income Tax Sappy	2	Feb. 4	16½
"	6405	Spooks (2-D)	2	Mar. 18	16
"	6406	Pardon My Backfire (2-D)	2	Apr. 15	16
"	6407	Musty Musketeers	2	May 13	16
"	6408	Pals & Gals	2	June 3	17
Color Favorites (Tech.) (Re-Issues)	6606	Tree For Two	1	Jan. 7	7½
"	6607	Way Down Yonder In The Corn	1	Feb. 11	7
"	6608	Dog, Cat & Canary	1	Feb. 28	6
"	6609	The Egg Yegg	1	Mar. 31	7½
"	6610	The Way of All Pests	1	May 13	7½
"	6611	Amoozin' But Confoozin'	1	May 27	8
"	6612	A Cat, A Mouse and A Bell	1	June 17	7
"	6613	The Disillusioned Bluebird Calypso Joe	1	June 24	7
"	6614	Mr. Moocher	1	July 8	7
"	6615	The Herring Murder Mystery	1	July 22	7
Assorted 2-Reel Favorites	6424	Oh Baby	2	Feb. 11	18½
"	6425	Two Nuts in a But	2	Mar. 11	18
"	6426	She Snoops To Conquer	2	Apr. 29	17½
World of Sports	6805	Gauchos Down Uruguay Way	1	Feb. 18	10
"	6806	Tee Magic	1	Mar. 25	9
"	6807	Racquet Wizards	1	Apr. 22	9
"	6808	World Soccer Champions	1	May 20	10
"	6809	Diving Cavalcade	1	June 24	9
"	6810	Target Tricksters	1	Aug. 12	9
Screen Snapshots	6855	Memories In Uniform	1	Jan. 2	10½
"	6856	Hollywood Stars To Remember	1	Feb. 25	10
"	6857	Hollywood Goes to Mexico	1	Mar. 25	10½
"	6858	Hula From Hollywood	1	May 6	10½
"	6859	Hollywood's Invisible Man	1	June 10	9
"	6860	Hollywood Grows Up	1	July 15	10½
Thrills of Music	6954	Machito Orch.	1	Feb. 4	10½
"	6955	Charlie Barnet & Orch.	1	Apr. 1	10½
"	6956	Skitch Henderson & Orch.	1	June 3	10
Candid Microphone	6553	No. 3	1	Feb. 18	10
"	6554	No. 4	1	Mar. 18	10
"	6555	No. 5	1	June 24	10
Comedy Favorites (Re-Issue)	6433	Love At First Fright	2	Jan. 14	16
"	6434	Get Along Little Hubby	2	Feb. 25	19
"	6435	Slappily Married	2	Mar. 4	16½
"	6436	Fiddling Around	2	July 8	17½
Mr. Magoo	6701	Magoo Slept Here	1	Nov. 19	7
"	6702	Magoo Goes Skiing	1	Mar. 11	7
"	6703	Kangaroo Courting	1	July 1	7
U.P.A. Assorted (Tech.)	6501	Bringing Up Mother	1	Jan. 14	7
"	6502	Ballet Oop	1	Feb. 11	7½
"	6503	The Man On The Flying Trapeze	1	Apr. 8	7
"	6504	Fudget's Budget	1	June 17	7
Topnotchers	6901	Canine Crimebusters	1	Apr. 15	10
"	6902	Push Back the Edge	1	May 27	10
Serials 15 chapters	6160	Gunfighters of the Northwest	1	April 15	.....
" "	6180	Batman	1	July	.....

1954-55

All Star	7411	The Fire Chaser	2	Sept. 30	.....
Three Stooges	7401	Knutsy Knight	2	Sept. 2	17½
"	7402	Shot in Frontier	2	Oct. 7	16
Color Favorites (Tech. Re-issue)	7601	Imagination	1	Sept. 2	8
"	7602	Red Riding Hood Rides Again	1	Oct. 7	7
Assorted Favorites	7421	His Hotel Sweet	2	Sept. 16	17½
"	7422	Billie Gets Her Man	2	Oct. 14	17
World of Sports	7801	Argentine Athletes	1	Sept. 16	10
Screen Snapshots	7851	Hollywood Marches On	1	Sept. 23	.....
"	7852	Hollywood Stars on Parade	1	Oct. 21	.....
Thrills of Music (Re-issue)	7951	Ted Weems & Orch.	1	Sept. 9	10½
Candid Microphone	7551	No. 1	1	Sept. 23	11
U.P.A. Assorted Tech.)	7501	How Now Boing Boing	1	Sept. 23	7½
One Reel Special	7999	Autumn in Rome	1	Sept. 2	9
Comedy Favorites (Re-issue)	7431	Wedding Belle	2	Oct. 21	17

METRO-GOLDWYN-MAYER

Cartoon (Tech.)	W-536	Puppy Tale	1	Jan. 23	7
" "	W-537	Posse Cat	1	Jan. 30	7
" "	W-538	Drag Along Droopy	1	Feb. 20	8
" "	W-539	The Impossible Possum	1	Mar. 20	7
" "	W-540	Hic-Cup Pup	1	April 17	6
" "	W-541	Billy Boy	1	May 8	6
" "	W-542	Little School Mouse	1	July 31	7
" "	W-543	Sleep Time Squirrel	1	May 29	7
" "	W-544	Homesteader Droopy	1	June 19	7
" "	W-545	Bird Brain Bird Dog	1	July 10	8
" "	W-546	Baby Butch	1	Aug. 14	8
Pete Smith Spec. (Technicolor	S-555	Film Antics	1	Jan. 2	
"	S-556	Ain't It Aggravatin'	1	Feb. 6	
"	S-557	Fish Tales	1	Mar. 13	
"	S-558	Do Someone A Favor	1	Apr. 10	
"	S-559	Out For Fun	1	May 8	
"	S-560	Safe at Home	1	June 12	
Gold Medal Reprint Cartoons (Tech.)	W-565	The Milky Waif	1	Jan. 9	
"	W-566	Uncle Tom's Cabana	1	Feb. 6	
"	W-567	Trap Happy	1	Mar. 6	
"	W-568	Solid Serenade	1	Apr. 3	
Travel Talks	T-514	Glimpses of Western Germany	1	Feb. 13	
CinemaScope Musical Gems (Technicolor)	K571	Merry Wives of Windsor	1	Jan. 15	
"	K572	Poet & Peasant Overture	1	Mar. 19	
"	K573	MGM Jubilee Overture	1	June 25	1

1954-55

Cartoons (Tech.)	W-632	Mice Follies	1	Sept. 4	
"	W-634	Farm of Tomorrow	1	Sept. 18	
"	*W-636	Neapolitan Mouse	1	Oct. 2	
"	*W-638	The Flea Circus	1	Nov. 6	
Gold Medal Reprint Cartoons (Tech.)	*W-661	Cat Fishin'	1	Oct. 30	
Fitzpatrick Traveltalk Reprints	*T-611	Yosemite, The Magnificent	1	Sept. 11	
"	*T-612	Grand Canyon, Pride of Creation	1	Oct. 16	
CinemaScope Musical Gems (Tech.)	K-674	The Thieving Magpie (La Gazza Ladra)	1	Sept. 1	

PARAMOUNT

Popeye (Tech.)	E13-3	Floor Flusher	1	Jan. 1	
"	E13-4	Popeye's 20th Anniversary	1	Apr. 2	
"	E13-5	Taxi-Turvey	1	June 4	
"	E13-6	Bride and Gloom	1	July 2	
"	E13-7	Greek Mirthology	1	Aug. 13	
"	E13-8	Fright To A Finish	1	Aug. 27	
Pacemaker	K13-2	Society Man	1	Dec. 25	
"	K13-3	The Room That Flies	1	Mar. 26	1
"	K13-4	What's Wrong Here	1	Apr. 30	1
"	K13-5	Million Dollar Playground	1	May 5	1
"	K13-6	Touchdown Highlight	1	Aug. 20	1
Sportlight	R13-2	Mother Was A Champ	1	Nov. 6	
"	R13-3	Choosing Canines	1	Nov. 13	
"	R13-4	Rough Ridin' Yougsters	1	Dec. 4	
"	R13-5	Water Swimphony	1	Dec. 18	
"	R13-6	Angling For Thrills	1	Jan. 22	
"	R13-7	Kids on a Springboard	1	Feb. 26	1
"	R13-8	Riding The 'Glades	1	Mar. 12	
"	R13-9	Rough and Tumble Stick Games	1	Apr. 30	
"	R13-10	The Men Who Can Take It	1	June 18	
"	R13-11	Untitled	1	July 23	
"	R13-12	One Hundred Usual Boys	1	Aug. 6	
Topper	M13-2	Uncommon Sense	1	Jan. 29	
"	M13-3	Wings in the North	1	Feb. 19	1
"	M13-4	Bear Jam	1	Mar. 19	1
"	M13-5	Three Wishes	1	Apr. 9	1
"	M13-6	The Darkest Florida	1	July 9	1
Caspar (Tech.)	B13-2	Boos and Saddles	1	Dec. 25	
"	B13-3	Boo Moon (3-D)	1	Mar. 5	
"	B13-4	Zero The Hour	1	Mar. 26	
"	B13-5	Casper Genie	1	May 28	
"	B13-6	Puss'n Boot	1	July 16	
Noveltoon (Tech.)	P13-1	Huey's Ducky Daddy	1	Nov. 20	
"	P13-2	The Seapheme Court	1	Jan. 29	
"	P13-3	Crazy Town	1	Feb. 12	
"	P13-4	Hair Today, Gone Tomorrow	1	Apr. 16	
"	P13-5	Candy Cabaret	1	June 11	
"	B13-6	The Oily Bird	1	July 30	
Herman & Katnip (Tech.)	H13-1	Northwest Mousie	1	Dec. 18	
"	H13-2	Surf and Sound	1	Mar. 5	
"	H13-3	Of Mice & Menance	1	June 25	
"	H13-4	Ship-A-Hooey	1	Aug. 20	

RKO-RADIO

RKO-Pathe Specials	43104	Taming the Crippler	2	Mar. 26	1
Walt Disney (Tech.)	44106	Spare the Rod	1	Jan. 15	
"	44107	Donald's Diary	1	Mar. 5	
"	44108	The Lone Chipmunks	1	Apr. 7	
"	44109	Pigs Is Pigs	1	May 21	
"	44110	Casey Bats Again	1	June 18	
"	44111	Dragon Around	1	July 16	
"	44112	Grin and Bear It	1	Aug. 13	
Sportscopes	44306	Railbird's Album	1	Jan. 22	
"	44307	Golfing with Demaret	1	Feb. 19	
"	44308	Dog Scents	1	Mar. 19	
"	44309	International Road Race	1	Apr. 16	
"	44310	Leather & Lather	1	May 14	
"	44311	Desert Anglers	1	June 11	
"	44312	Hot Rod Galahads	1	July 9	
"	44313	Water Ski Marathon	1	Aug. 6	
Screenliners	44205	Report on Kashmir	1	Jan. 8	1
"	44206	Fire Fighters	1	Feb. 5	
"	44207	Golden Gate	1	Mar. 5	
"	44208	Mission Ship	1	Apr. 11	1
"	44209	Black Painer	1	Apr. 30	
"	44210	Untroubled Border	1	May 28	
"	44211	Long Time No See	1	June 25	
"	44212	Riding The Wind	1	July 23	
"	44213	The Big Part	1	Aug 20	

SHORT SUBJECT RELEASES (CONTINUED)

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
...ures					
...ort's Specials	43801	Basketball Headliners	2	Apr. 16	16
...dventures in Music	44601	Melody (3D)	1	June 12	10
"	44701	Melody (2-D)	1	June 12	10
...arquee Musicals	44001	Two for the Record	1	Apr. 23	8
"	44002	Johnny Fedora and Alice Blue Bonnet	1	May 21	8
"	44003	The Martins and the Coys	1	June 18	8
"	44004	Casey at the Bat	1	July 16	9
"	44005	Little Toot	1	Aug. 13	9
"	44006	Once Upon a Wintertime	1	Sept. 17	9

REPUBLIC

...erial	5383	Trader Tom of the China Seas	12 Ep.	Jan. 11	.....
"	5384	Manhunt in African Jungle	15 Ep.	April 7	.....
"	5481	Man With the Steel Whip	12 Ep.	July 19	.....
"	5482	Ghost Riders of the West (formerly The Phantom Rider)	12 Ep.	Oct. 11	.....
...hort Subjects	9225	Hong Kong	1	Jan. 15	9
" "	9226	Formosa	1	May 10	9
" "	5385	Ireland	1	Aug. 1	.....
...ommando Cody Adventures	5279	Captives of the Zero Hour	3	Aug. 7	30

TWENTIETH CENTURY-FOX

1954

...errytone (Tech.)	5401	Little Roquefort in Runaway Mouse	1	January	7
" "	5402	Dimwit In How To Relax	1	January	7
" "	5403	The Helicopter (Re-release)	1	January	7
" "	5404	Heckle & Jeckle the Talking Magpies in Blind Date	1	February	7
" "	5405	Nonsense Newsreel	1	February	7
" "	5406	Much Ado About Nothing (Re-release)	1	February	7
" "	5407	Mighty Mouse in the Helpless Hippo	1	March	7
" "	5408	Terry Bears In Pet Problems	1	March	7
" "	5409	The Frog and the Princess (Re-release)	1	March	7
" "	5410	Little Roquefort in Prescription For Percy	1	April	7
" "	5411	Heckle and Jeckle the Talking Magpies in Satisfied Customers	1	April	7
" "	5412	Mighty Mouse in the Wreck of the Hesperus (Re-release)	1	April	7
" "	5413	Phoney Baloney in the Tale Teller	1	May	7
" "	5414	Willie the Walrus in Arctic Rivals	1	May	7
" "	5415	Gandy Goose in the Ghost Town (Re-release)	1	May	7
" "	5416	Terry Bears in a Howling Success	1	June	7
" "	5417	A Day in June	1	June	7
" "	5418	Percival Sleuthhound in Paris	1	July	7
" "	5419	Gandy Goose in Fishermans Luck	1	July	7
" "	5420	Little Roquefort in the Cat's Revenge	1	Aug.	7
" "	5421	Ants in Your Pantry (Re-release)	1	Aug.	7
" "	5422	The Reformed Wolf	1	Sept.	7
" "	5423	A Wacky Romance (Re-release)	1	Oct.	7
" "	5424	Heckle and Jeckle in Blue Plate Symphony	1	Nov.	7
" "	5425	Torrid Toreador (Re-release)	1	Dec.	7
...port	3401	Touchdown Trophies	1	April	8
"	3402	Dizzy Diving	1	July	8
"	3403	Sporty Simians	1	Sept.	7
"	3404	Untitled	1	Oct.	
"	3405	Untitled	1	Nov.	
"	3406	Untitled	1	Dec.	
...ee It Happen (Movietone)	6401	Accent on Courage	1	April	9
"	6402	Tumult	1	April	9
"	6403	Isles of Destiny	1	Aug.	9
"	6404	Untitled	1	Oct.	9
"	6405	Untitled	1	Nov.	9
"	6406	Untitled	1	Dec.	9
...CinemaScope (Tech.)	7402	Dancers of the Deep	1	Jan.	6
"	7405	Polovetzian Dances	1	Feb.	8
"	7406	Tournament of Roses	1	Feb.	18
"	7407	The New Venezuela	1	Mar.	10
"	7408	Haydn's Farewell Symphony	1	Mar.	9
"	7415	Roger Wagner Chorale	1	Apr.	8
"	7416	New Horizons	1	April	10
"	7417	Land of Legend	1	May	9
"	7410	First Piano Quartet	1	May	10
"	7411	Motion Picture Stunt Pilot	1	May	17
"	7419	Calypso Cruise	1	June	9
"	7418	Piano Encores	1	July	10
"	7409	Jet Carrier	2	Aug.	19
"	7414	Miracle of Stereophonic Sound	1	Aug.	11
"	7420	Pride of the Nation	1	Sept.	12
"	7421	Fabulous Las Vegas	1	Oct.	.....
"	7422	The CinemaScope Parade	1	Oct.	.....

UNIVERSAL

1953-54

...Musical Featurette	9303	Hawaiian Nights	2	Jan. 22	15
" "	9304	Jimmy Wakely's Jamboree	2	Feb. 26	15
" "	9305	Rhythm and Rhyme	2	Apr. 23	15
" "	9306	The Four Aces Sing	2	May 28	15
" "	9307	"Tennessee Ernie" Ford and Molly In Corral Cuties	2	June 21	15
" "	9308	Birth of a Band	2	July 16	15
" "	9309	College Capers	2	Aug. 16	15
" "	9310	Going Strong	2	Oct. 11	15
...Variety View	9341	Byways To Broadway	1	July 26	15
"	9342	Bow River Valley	1	Aug. 16	15
"	9343	Brooklyn Goes To Chicago	1	Oct. 11	15
"	9344	Moving Thru Space	1	Apr. 12	8
"	9345	Stallions on Parade	1	July 26	8
"	9346	Brooklyn Goes to Philadelphia	1	Aug. 30	8
Woody Woodpecker Cartune (Tech.)	9322	Socko In Morocco	1	Jan. 18	7
"	9323	A Horse's Tale	1	Feb. 15	7
"	9324	Alley to Bali	1	Mar. 15	7
"	9325	Under the Counter Spy	1	May 10	7
"	9326	Dig That Dog	1	Apr. 12	7
"	9327	Hay Rube	1	June 7	7
"	9328	Hot Rod Huckster	1	July 5	7
"	9329	Broadway Bow Wows	1	Aug. 2	7
"	9331	Real Gone Woody	1	Aug. 30	7
"	9332	Five Feathered Frenzy	1	Sept. 20	7
"	9330	Pig in a Pickle	1	Oct. 25	7
"	9333	Convict Concerto	1	Nov. 20	7
Color Parade	9381	Go South Amigos	1	Feb. 8	9
" "	9382	Royal Mid-Ocean Visit	1	Mar. 1	9
" "	9383	Rolling in Style	1	Apr. 12	9
" "	9384	Fair Today	1	May 10	9
" "	9385	Talent Scout	1	June 14	9
" "	9386	Star Studded Ride	1	July 19	9
" "	9387	Bonus Land	1	Sept. 20	9

VITAPHONE

Technicolor Specials	1006	Hold Your Horses	2	Feb. 6	20
"	1007	Monroe Doctrine	2	Mar. 6	20
"	1008	Continental Holiday	2	Apr. 10	20
"	1009	Declaration of Independence	2	May 15	20
"	1010	Silver Lightning	2	July 17	15
"	1011	Frontier Days	2	June 12	20
"	1012	Who's Who in the Zoo	2	Aug. 21	17
Featurettes	1104	This Wonderful World	2	Apr. 3	20
"	1105	California Jr. Symphony	2	May 29	20
"	1106	This Was Yesterday	2	July 31	20
Blue Ribbon Cartoons (Tech.)	1306	Of Fox and Hounds	1	Feb. 6	7
"	1307	Roughly Squeaking	1	Feb. 27	7
"	1308	Hobo Bobo	1	Mar. 27	8
"	1309	Gay Anties	1	Apr. 24	7
"	1310	The Cat Came Back	1	June 5	7
"	1311	One Meat Brawl	1	July 10	7
"	1312	Along Came Daffy	1	July 24	7
"	1313	Mouse Menace	1	Aug. 14	7
Joe McDoakes Comedy	1404	So You Want to be Your Own Boss	1	Mar. 13	10
"	1405	So You Want To Go To A Night Club	1	May 1	10
"	1406	So You Want To Be A Banker	1	July 3	10
Sports Parade (Tech.)	1505	When Fish Fight	1	Feb. 20	10
"	1506	Heart of a Champion	1	Mar. 20	10
"	1507	Carvinal in Rio	1	Apr. 24	10
"	1508	Off To The Races	1	June 26	10
"	1509	G. I. Holiday	1	Aug. 7	10
"	1510	Hunting Dogs At Work	1	May 22	10
Vitaphone Novelties	1604	I Remember When	1	Apr. 3	10
"	1605	Thrills From The Past	1	May 8	10
"	1606	When Sports Were King	1	June 19	10
"	1607	Wild Boar Hunt	1	Aug. 28	10
(Tech.)	1710	Feline Frame-Up	1	Feb. 13	7
"	1711	Wild Wife	1	Feb. 20	7
"	1712	No Barking	1	Feb. 27	7
"	1713	Design For Leaving	1	Mar. 27	7
"	1714	The Cat's Bah	1	Mar. 20	7
"	1715	Bell-Hoppy	1	Apr. 17	7
"	1716	Dr. Jerkyl's Hide	1	May 8	7
"	1717	Claws For Alarm	1	May 22	7
"	1718	Little Boy Boo	1	June 5	7
"	1719	Muzzle Tough	1	June 26	7
"	1720	The Oily American	1	July 10	7
"	1721	Satan's Waitin'	1	Aug. 7	7
"	1722	Stop, Look & Hasten	1	Aug. 14	7
Bugs Bunny Specials (Tech.)	1726	Bugs and Thugs	1	Mar. 13	7
"	1727	No Parking Hare	1	May 1	7
"	1728	Bewitched Bunny	1	July 24	7
"	1729	Devil May Hare	1	June 19	7
"	1730	Yankee Doodle Bugs	1	Aug. 28	7
Melody Master	1804	Songs of the Range	1	Feb. 27	9
"	1805	Jammin' The Blues	1	Apr. 17	9
"	1806	Cavalcade Of Dance	1	July 3	9

1954-55

Technicolor Specials	2001	Gay Parisian	2	Sept. 11	20
"	2002	In Fourteen Hundred Ninety-Two	2	Oct. 9	20
"	2003	Mariners Ahoy	2	Nov. 6	20
Featurettes	2101	Wells Fargo Days	2	Sept. 25	.....
"	2102	Camera Hunting	2	Nov. 20	.....
Blue Ribbon Cartoons (Tech.)	2301	Rhapsody in Rivets	1	Sept. 11	7
"	2302	Inki At The Circus	1	Oct. 16	7
"	2303	Foxy Duckling	1	Nov. 6	7
"	2304	The Shell-Shocked Egg	1	Nov. 27	7
Joe McDoakes Comedy	2401	So You're Taking a Roomer	1	Oct. 30	10
Sports Parade (Tech.)	2501	Circus On Ice	1	Sept. 18	10
"	2502	Hatteras Honkers	1	Oct. 23	10
Vitaphone Novelties	2601	The Mechanical Age	1	Oct. 2	10
"	2602	Skiflight	1	Nov. 13	10
M. M. Cartoons (Tech.)	2701	Gone Batty	1	Sept. 4	7
"	2702	Goo God Goliath	1	Sept. 19	7
"	2703	By Word of Mouse	1	Oct. 2	7
"	2704	Form A To Z-Z-Z	1	Oct. 16	7
"	2705	Quack Shot	1	Oct. 30	7
"	2706	My Little Duckaroo	1	Nov. 27	7
Bugs Bunny Specials (Tech.)	2723	Lumber Jack-Rabbit	1	Nov. 13	7
Melody Master	2801	Melody of Youth	1	Sept. 4	9
"	2802	Skinnay Ennis & Orch.	1	Oct. 23	9

THE BIGGEST BATTLE THE WEST EVER FOUGHT THUNDERS ACROSS THE SCREEN IN

CINEMASCOPE







W. R. Frank presents

"SITTING BULL"

IN MAGNIFICENT **NEW** EASTMAN COLOR

STARRING **DALE ROBERTSON** · **MARY MURPHY** · **J.CARROL NAISH**

with JOHN LITEL · DOUGLAS KENNEDY · A W. R. Frank and TELE-VOZ DE MEXICO Production · Directed by Sidney Salkow

Screenplay by Jack DeWitt and Sidney Salkow



IRON EYES CODY



5TH ANNIVERSAR

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

NEWS

FTC DESIGNATED FILM RENTAL CZAR UNDER ALLIED BILL

ALLIED ENTERING EQUIPMENT FIELD

BOX LIMITS FILMING TO 20-22 FEATURES

ALLIED ARTISTS SETS 37 ON RECORD RELEASE

ASIAN NAMED 1954 PIONEER

OPTICAL "LEAGUES" FOLLOWING STEREO

COLUMBIA NET SKYROCKETS

REVIEWS

pages 12, 16, 20, 22

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WE PLEAD GUILTY!

AT press time, National Allied, gathered in convention in Milwaukee, is considering the measure drafted by its general counsel, Abram F. Myers, calling for government control of film prices.

From an objective reading of Myers' speech, it is apparent that he is smitten with this monstrous brain child that he seeks to create. It is an elaborate document that sets up the Federal Trade Commission as a czar of film rentals. (See story on page 4.)

The Allied counsel berates those in the trade press who are providing "ample space to attack government regulation." To this indictment, we proudly plead guilty. We are doing everything we can to point up to exhibitors the frightening consequences that can inevitably stem from this short-sighted proposal.

(See Page 3)

PREVIEWED IN CALIFORNIA

RATING: "A-PLUS"

Look no further for your THANKSGIVING ATTRACTION! M-G-M has it!

"THE LAST TIME I SAW PARIS"

(Technicolor)



". . . a fleeting but passionate kiss . . ."

For your best holiday time M-G-M has a picture that will pack your house. The Preview was electric with interest and enjoyment. This is a real love story, heart-stabbing and compelling, based on F. Scott Fitzgerald's daring novel of a fleeting but passionate kiss in Paris' V-E Day celebration that led to a mad courtship and a life of romantic adventure. Tears, laughter, powerful devotions intermingle in a screen masterpiece filmed in magnificent Technicolor in real Parisian locations.

M-G-M presents • Color by Technicolor • "THE LAST TIME I SAW PARIS" starring ELIZABETH TAYLOR • VAN JOHNSON WALTER PIDGEON • DONNA REED *with Eva Gabor • Kurt Kasznar Screen Play by Julius J. & Philip G. Epstein and Richard Brooks Based on a Story by F. Scott Fitzgerald • Directed by Richard Brooks • Produced by Jack Cummings*

★

(AVAILABLE IN PERSPECTA STEREOPHONIC OR ONE-CHANNEL SOUND)

Tell your M-G-M Branch: "I want this great musical for CHRISTMAS – NEW YEARS!"

"DEEP IN MY HEART"

(Color)

(Issue of Aug. 20th)

TRADE VIEWS by W.R. WILKERSON

"The greatest array of musical talent in all picturedom."

". . . Hollywood Reporter describes the preview of 'Deep In My Heart'!"

The audience cards were 100% enthusiastic! Not one dissenting voice. No wonder. M-G-M follows "Seven Brides" and "Brigadoon" with its best yet. The life and songs of famed Sigmund Romberg told in "The Musical With A Heart." 22 song hits from 11 Romberg operettas with the most imposing cast of entertainers ever. There's a love story, there's warmth, there's happiness, there's humanity! You cannot imagine an entertainment so perfectly suited in every way for the golden opportunity of the happy holidays, Christmas—New Years!

M-G-M presents • Based on the Life and the Melodies of Sigmund Romberg • "DEEP IN MY HEART" starring JOSE FERRER MERLE OBERON • HELEN TRAUBEL • *with Doe Avedon Tamara Toumanova • Paul Stewart Isobel Elsom • William Olvis James Mitchell • and Guest Stars:* WALTER PIDGEON • PAUL HENREID • ROSEMARY CLOONEY GENE & FRED KELLY • JANE POWELL • VIC DAMONE • ANN MILLER • CYD CHARISSE HOWARD KEEL • TONY MARTIN *Screen Play by Leonard Spigelgass From the Book by Elliott Arnold Photographed in Eastman Color Print by Technicolor • Directed by Stanley Donen • Produced by Roger Edens*

★

(AVAILABLE IN PERSPECTA STEREOPHONIC OR ONE-CHANNEL SOUND)

October 16, 1954
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THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

The INDEPENDENT feels sufficiently close to the industry pulse to recognize that the hard core of exhibition is opposed to government regulation, and it serves notice that it will do everything within its power to prevent enactment of this bill in the event that Allied decides to go forward with it.

We cannot reconcile such action with that taken by Ben Marcus, the organization's president, writing to Walter Reade, president of TOA, and to the presidents of other unaffiliated organizations, suggesting that the two national groups might start "going together" and "keep company" in order to prove their compatability over a period of time. If Allied now gives the nod to government control, it is like suggesting that all exhibitors travel the same road and then ride with such reckless disregard as to run them down. They make it painfully obvious that the Allied hierarchy must be at the wheel even though the destination is disaster.

Myers declares that this industry can be regulated as a public utility because film prices are clothed with a public interest; yet he is unwilling to state unequivocally that this contention would be sustained legally even if Congress could be convinced—but he is nevertheless willing to go ahead, come hell or high water.

A former FTC commissioner himself, Myers believes it of minor consequence that the agency has never regulated prices before. Maintaining that theatre admission prices could not be regulated because theatres are not interstate commerce and not engaged in monopolistic practices, he contradicts himself when he admits that the several states and the Federal Government can regulate any business in the public interest. It may be asked therefore what public utility rates on the consumer level are not regulated? Where are they regulated as a public utility otherwise?

How would the exhibitors like to file admissions schedules and be subject to bureaucratic whim when making applications for changes in their price structures?

How would theatre owners like to open their books to the FTC as the distributors would be compelled to do pursuant to this legislation?

How can this legislation possibly assure a fair return to the film companies as it strives to do?

Can we subscribe to the Myers philosophy that free enterprise is dead in this business?

The Allied general counsel must know that he would be providing a deterrent to independent producers who would have to file maximum film price classifications at a time when they should be furnished with incentives? This is the best way to drive the exhibitors he represents out of business.

Can Allied ignore the congressional intention expressed by the Senate Small Business Committee that the industry work out its problems within its own confines?

We do not believe that the situation of exhibitors, although faced with tremendous problems brought on by the product shortage and exorbitant film rentals as a result of a sellers' market, has deteriorated to the point where they have nothing to lose by proceeding with such a suicidal program.

Allied leadership says the time is "premature" and "inadvisable" for exhibitor organization merger talks. In our opinion, there never was a more appropriate time for such action. Exhibitors, regardless of size and affiliation, share the same problems and can arrive at a common understanding under one roof and one banner. There must be a prevalence of purpose over personalities. That time will inevitably come—and it cannot come too soon.

Exhibitors will then dance to one tune and they will all have a chance to select the music.

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FTC Named Film Rental Czar Under Allied Bill

MILWAUKEE.—At press time National Allied delegates, gathered this week at the Schroeder Hotel here for their annual convention, were mulling a bill that would place the regulation of film rentals under the supervision of the Federal Trade Commission. The measure was prepared and presented by keynote speaker, Abram F. Myers, group's board chairman and general counsel.

The proposed measure would have the distributors work out a system of classifying both films and theatres in co-operation with "representative groups of exhibitors" or for the Commission to hold a Trade Practice Conference with both sides present "so as to avoid the errors and weaknesses that crept into the consent decrees which were drafted behind closed doors and without exhibitor participation."

The board chairman noted that the bill vests authority in the FTC because "the law would have to be administered by some Government agency" and he fears that "Congress would be reluctant to set up a new agency merely to administer this one."

Hard To Control

He added that although the FTC has never regulated prices before, it seems "the most logical" to perform this task. The speaker noted that "it is harder for the film companies to reach into and control a Commission with five members than an executive department presided over by a single cabinet officer."

Considering the argument that "the motion picture business is not a public utility" and therefore "not subject to price regulation," Myers pointed out that "the State Legislatures and the Congress of the U.S. can regulate any business which they deem to be 'affected with a public interest' or 'affected with a public use.'"

The case of Nebbia vs. the People of New York was cited to substantiate this statement. In this case the Supreme Court ruled that the function of the courts is to determine whether circumstances "vindicate the challenged regulation as a reasonable exertion of governmental authority or condemn it as arbitrary or discriminatory."

Cites Past Ruling

This led Myers to state that "in view of the Nebbia decision only a biased booby would assert dogmatically that film rentals cannot be regulated as proposed in the bill and I am not brash enough to assert unequivocally that such legislation would be sustained."

An explanatory foreward to the draft states that "stripped of necessary legal verbiage, the bill provides that all persons engaged in licensing films for public exhibition in theatres shall file with the FTC fair and reasonable classifications of films and theatres, together with fair and reasonable rentals."

It adds that in addition to these provisions, "the draft denounces as unlawful and provides for cease and desist orders against certain trade practices which were enjoined in the Paramount case."

Producers would be required to file with the FTC a "reasonable" classification for their films, based on merit. Thus, the best pictures would be rated "A", the next "B", etc. Theatres are to be rated first run large city, key neighborhood, subsequent run city, first run suburban, first run medium town or city and first run small town.

Maximum film rentals would be decided according to each classification, thus avoiding the problem of having each theatre judged separately on each picture. The measure recognizes that certain types of pictures are better attractions in certain areas, in such cases, the film would be placed in a higher classication in some areas than in others.

The measure states, however, that "there shall be no systematic or unwarranted territorial discrimination in the allocation of pictures." Rentals may be discussed in terms of flat rentals, percentage of gross receipts, or any combination of the two, according to the bill.

Given Conference Rights

While classifying the films and theatres, the producers and distributors are given the right to confer with one another, "any provision of the antitrust laws to the contrary notwithstanding," but the act provides that the immunity "shall not extend to co-operation or agreement among producers or distributors in fixing film rentals."

Producers are given the right to arrange for a "suitable number of test runs of a picture before classifying it." The only case in which more than the designated maximum rental may be charged is when one of two competing theatres requests competitive bidding.

Outlawed trade practices would prohibit a producer from fixing the admission price, grant clearance between theatres not in "substantial competition," and grant clearance even when theatres are in substantial competition if "such clearance is in excess of what is reasonably necessary to protect the licensee on the run granted."

Issue Formal Complaint

Upon the receipt of "informal complaints from 25 or more exhibitors that a film has been unfairly classified, the FTC is directed to issue a formal complaint stating its charges. If the commission, after a hearing, agrees with the exhibitors, it is charged with setting the classification and the maximum rental on the film.

In turn, the producers are granted the right to request a judicial review of FTC action as is provided in the Federal Trade Commission Act.

The bill would go into effect six months after its enactment by the Congress. Three years after its effective date, the FTC is directed to submit to Congress a report on the state of the motion picture industry, with recommendations for the strengthening, modifying or repealing of the act.

Myers revealed that the board "was driven to the contemplation of this drastic action by the highhanded methods of the film companies." He explained that the board is not committed to Government regulation and merely directed the drafting of the bill to seek the views of the exhibitors.

The speaker charged the convention with a "grave responsibilty." He noted the danger of voting down the bill "in obedience to some of the false propaganda and specious arguments that have been circulated since the board adopted its Declaration of Emergency." On the other hand, it is equally as bad to vote for the bill without due consideration, he noted.

Answering the arguments of those who fear an end to free enterprise, Myers asked what kind of free enterprise remains in the industry. Free enterprise "is based upon the profit system," he explained, then added that "the evidence is overwhelming that the film companies are rapidly eliminating all profits from theatre operations."

The real danger to free enterprise was termed "the growing strength and arrogance of the film companies with their control over the supply of films." This statement was in accord with the product shortage theme of the convention. Earlier in his speech, Myers called the product shortage "Enemy No. 1."

To insure as much free enterprise as possible the Allied board had directed its counsel to draft a bill providing for "the minimum amount of regulation necessary to preserve the theatres of the U.S.," according to the speaker, who added that he believes his bill fulfills that aim.

Gives Historical Resume

In an historical resume of the events leading up to the drafting of the proposed measure, Myers asked the convention delegates to think back to the days of block-booking and asked how they would like to return to those days. He described how the government took the film companies to court and then lost a near-victory by the Justice Department's consent decrees.

The Antitrust division "has become merely a place where Big Business applies for remision of its past sins and a blessing on its future activities," the speaker declared.

The expected increase in the number of pictures produced, following divorcement, did not come to pass because of "the sudden emergence of television as a devastating competitor of the motion picture business," according to Myers.

The final result is "bigger profits from fewer pictures shown in fewer theatres on longer runs at higher admission prices—that's the film companies' ticket," he exclaimed. He pointed to increasing gross receipts and declining theatre attendance.

"With thousands of theatres operating with little or no profit, the motion picture industry is beginning to die in its extremities," Myers stated, questioning "has this great industry that means so much to the American people the right to commit suicide, whether it realizes what it is doing or not?"

No "Barkless Bite" For Allied-Myers

MILWAUKEE.—Keynote speaker Abram F. Myers insisted at the National Allied convention that "we must never enter into a fight unless we intend to finish it." He therefore urged them not to vote for the bill unless they "intend to do everything in (your) power to secure its enactment."

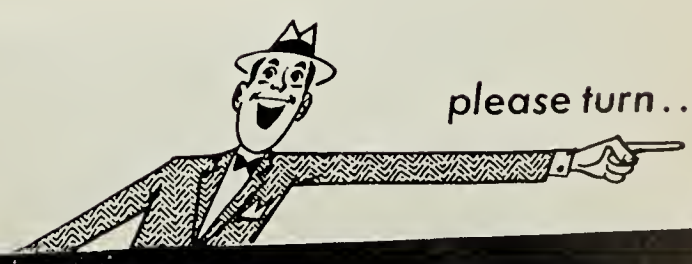
He noted that "a handful of men, no matter how devoted, cannot make 435 Congressmen and 96 Senators, or even a majority thereof, understand why this legislation should pass." He asked that Allied not "spoil its fine record with its first biteless bark" and added "let's all join in the fight."

"I have Seen



CARMEN JONES..."

A report to the trade
by AL LICHTMAN,
Director of Distribution,
20th Century-Fox



please turn...

CARMEN JONES is one of the finest motion pictures in my experience, one which every exhibitor will be proud to show. It is an unusual and tremendously thrilling entertainment which brings new maturity to the screen as it marks still another great step forward for the CinemaScope medium.

The sensational Broadway musical smash hit by Oscar Hammerstein, who gave you "Show Boat," "Oklahoma!" "South Pacific" and "The King and I," already has an inspiring history of success — over 600 performances on Broadway and two more years in more than 75 cities throughout the U. S.

On the CinemaScope screen "Carmen Jones" comes to flaming life with a new, modern and swift-moving story, directed and produced with fiery imagination and daring by Otto Preminger.



"Carmen Jones" offers exciting new uses of music, of dancing, of resplendent color. And it is superbly performed by a wonderfully talented cast headed by such outstanding performers as Harry Belafonte, who starred sensationally in "John Murray Anderson's Almanac" on Broadway; Dorothy Dandridge, night club star

"It's

spotlighted by Life Magazine as a "top attraction . . . the most beautiful Negro singer since Lena Horne"; Pearl Bailey, renowned singing star of the stage, night clubs and television; Olga James, talented young newcomer, and Joe Adams, nationally known disc jockey with millions of followers.

Because "Carmen Jones" is such an unusual picture, we are pre-releasing it in three cities only — New York, Chicago and Los Angeles. We intend to publicize and establish it in such a manner that it will be pre-sold to your audiences even before you put the trailer on your screen.

When our publicity and exploitation has achieved complete national penetration, "Carmen Jones" will be made available for general release.

It will have its world premiere engagement starting Thursday, October 28, at the Rivoli, New York. I have no hesitation in predicting that "Carmen Jones" will win the acclaim of the entire industry, the press and, above all, the ticket-buying public.

Al Lichtman, 20th Century-Fox



leasure to do business with 20th!"

Exhibitor Groups 'Going Together'?

While noting that a merger between National Allied and TOA "at present is premature and inadvisable," Ben Marcus, Allied president, suggested in a letter to Walter Reade, Jr., TOA president, that the two exhibitor organizations ought "to possibly start going together and to keep company."

Marcus declared that he would like to see all exhibitor organizations "declare their unreserved support of the Allied Declaration of Emergency" and that he would like to see Allied's Emergency Committee "develop into a United Emergency Defense Committee to be known as U.E.D.C."

The Allied letter commented that "there has been some talk by some members of TOA as well as Allied for possible merger." It added that since this is "a year of mergers between many corporations" it presumes "there was nothing wrong with initiating or coming up with some talk or discussion of merger between TOA and Allied."

The Allied president explained that the "going together" of the two groups would prove their "compatibility" and also serve to show that "such unity of all exhibitor groups is most urgent if we are to avert total annihiliation and economic slavery."

The Declaration of Emergency prepared by the Allied Board at its White Sulphur Springs meeting and the creation of the Emergency Defense Committee "is the most effective measure advocated and put into immediate effect by an exhibitor group," Marcus stated in his letter.

He told Reade that "whether we agree or disagree on all four sections of this Declaration of Emergency is not important, but there is enough in any one of these actions for any exhibitor group regardless of its affiliation or how it may be constituted to join forces with Allied."

Marcus added "I invite you and your group of exhibitors to back the action of our board." He continued that "it was only through unified planning and action that the exhibitors of America broke the 'Sound Barrier' and as a result the exhibitors and also 20th Century-Fox have gained tremendously through this united action."

"All exhibitors, regardless of size or affiliation, are today faced with the most critical problem," the head of Allied told his TOA counterpart. He noted that if the current policies of distribution are continued "both large and small exhibition is doomed to destruction."

Allied Entering Equipment Distribution Field—Marcus

MILWAUKEE.—National Allied plans to sell and distribute theatre equipment bearing the label of the exhibitor group, Ben Marcus, president, revealed at the conclusion of the board of directors meeting here this week. He is currently negotiating with equipment firms to manufacture the material for the group, he disclosed.

First discussions are under way with a manufacturer of sound equipment, the exhibitor leader revealed, and he plans to follow this with talks with manufacturers of lamp houses, projection machines, screens and other equipment necessary in the operation of a theatre. Primary objective is lower costs, Marcus stated.

Equipment bearing the Allied label will be cheaper than competing merchandise because Allied regional units will distribute it, the group reasons. The exhibitor organization intends to establish distribution branches in all territories in which it has regional units. Distribution would be on a "co-operative" basis, according to Marcus.

The Allied equipment will be made available to all exhibitors, it was stressed, whether or not they are Allied members. Price will be the same to all, regardless of affiliation, the exhibitor added.

COMPO Membership Renewed

In other business, the Allied board renewed the group's membership in COMPO for one more year. The board renamed Wilbur Snaper its reprensetative on COMPO's governing triumvirate.

Backing up the convention theme of fighting the product shortage, the board reaffirmed its interest in all new sources of product, noting that it would welcome all of them. Invited to speak before the convention were three representatives of sources of product, Hal Makelim, Charles Boasberg for Distributors Corp. of America, and William F. Rodgers for Allied Artists.

The board restated its support of the Makelim Plan and DCA. At the convention proper Makelim, aided by John Wolfberg, outlined his 12-picture plan to the delegates.

Expressing the belief that what the industry needs is arbitration rather than government intervention was William F. Rodgers, who has recently joined the executive staff of Allied Artists. Rodgers explained that he accepted his advisory post with the film company because it "carries particular pleasure" for him.

This speaker "deplored" the wide difference existing between buyer and seller and called the lack of arbitration "nothing short of a calamity." He explained that with so many industry problems today, all should "work together for the common good."

Rodgers declared that it would afford him "great satisfaction" to contribute to the success of Allied Artists. He asked for exhibitor support for the company with each picture finding "its spot in the sun." The executive stated that in his judgment "the fullest prosperity is on the horizon."

Pinanski Heads TOA Nominating Committee

Samuel Pinanski, prominent Boston exhibitor and former TOA president, will chairman the 1954 TOA nominating committee at its upcoming Chicago convention this month, according to Walter Reade, Jr., TOA president. Earlier, Reade announced that the keynote speech will be delivered by Pat McGee, vice-president of the exhibitor group.

The nominating committee will hold a pre-convention meeting at the Conrad Hilton Hotel, scene of the conclave, on Oct. 30 and will present its slate of officers to the board the next day. First business session gets under way Nov. 1.

Serving with Pinanski on the committee are Carl E. Anderson, Kalispell, Mont.; James S. Carbery, Little Rock, Ark.; L. S. Hamm, San Francisco, Calif.; R. M. Kennedy, Birmingham, Ala.; David B. Wallerstein, Chicago, and Mitchell Wolfson, Miami.

When announcing that McGee would be keynote speaker, Reade declared that it is "fitting that we have an exhibitor of his caliber to sound the theme of this year's mammoth convention and trade show."

Harris Elected President

KANSAS CITY.—Ed Harris of Hugh Gardner Theatres, Neosho, Mo., was elected president of the Kansas-Missouri Theatres Association at a group meeting. Other new officers include H. B. Doering, vice-president; Ken Winklemeyer, secretary. and Virgil Harbison, treasurer. At the meeting Harris delivered a speech on CinemaScope.

SIMPP Drops Complaint Against MPEA Subsidies

Ellis Arnall, SIMPP president, has disclosed this week that the group is dropping its complaint filed with the Federal Trade Commission against certain practices of the MPEA. Change of mind resulted from Eric Johnston's statement that the MPEA does not approve of subsidies, original cause of the disagreement.

With "apparently no difference existing" between the two groups on future foreign pacts, Arnall noted that he would seek permission to drop the complaint filed last July.

Brandt Urges JD OK National Theatres' Production Bid

HOLLYWOOD.—Executives of National Theatres are reported ready to go to Washington next month to discuss their plans to enter into production with members of the Federal government. The circuit plans to ask Justice Department advice on how to devise a method of entering into production as a means of combatting the product shortage.

In Washington, current reports indicate that the Justice Department probably will not approve the request because it involves "too many difficult problems." Stanley N. Barnes, assistant attorney general in charge of the anti-trust division, has revealed that he has not yet received a report of the facts and will not pre-judge the question. He added that he didn't see much possibility of having the request granted.

In a collateral action, Harry Brandt, president of Independent Theatre Owners Association, wired Barnes and Attorney General Herbert Brownell in support of the National Theatres request. Brandt, discussing the product shortage, noted that a refusal of the NT request "will actually serve to restrain trade whereas favorable reception of this petition . . . will do much to promote much-needed competition."

The theatre company's board of directors declared a quarterly dividend of 12½ cents per share of common stock payable Nov. 4, 1954, to holders of record on Oct. 21. This marks the first quarterly dividend declared by the company.

Allied Artists Sets 37 Films For Record '54-55 Release

CHICAGO.—Following up an announcement of fiscal year profits of $914,480 for the year ended July 3 as against $761,113 for the preceding 12-month, Allied Artists made known at its annual national sales convention this week that 37 films will be released during the 1954-55 season, representing what company toppers call the greatest box office potential in AA's history and by far the company's heaviest production investment.

Steve Broidy, AA president, disclosed that after provision of $500,000 for Federal taxes, net income for 1954 amounted to $414,480. In 1953, the net was $411,113, but Broidy pointed out that in that year the tax provision was only $350,000.

The 1954 net was equivalent to 46 cents per share on the 852,740 shares outstanding as against 48 cents paid on the same number of shares in 1953, after giving effect to the 10 percent stock dividend paid a year ago July.

Broidy revealed that last year's gross income reached a new all-time high of $11,838,500 as compared with $9,994,000 in 1953.

Predicting AA's greatest year at the box office as the one upcoming, Walter Mirisch, executive producer, noted at the convention that the company has "passed through a transitional period to the point where today we have a program of pictures, completed or in preparation, that will compare favorably with any in the industry."

One in CinemaScope

Of the 12 features to be released through next August, at least one will be in CinemaScope and three in Technicolor, Mirisch stated. He said that 10 of the 12 are already completed:

"The Human Jungle" and "The Bob Mathias Story," for October release; "Cry Vengeance" and "Target Earth," November; "Tonight's the Night," Technicolor, December; "The Big Combo" and "The Annapolis Story," Technicolor, February; "John Brown's Radiers," March; "Shotgun," Technicolor, April; "The Black Prince," CinemaScope and color, May.

For release in June and July, respectively, are "Hold Back the Night," in which Richard Basehart and Neville Brand will star, and "Mother-Sir," a Walter Wanger production starring Joan Bennett. Also to be produced for the new season is "Wichita," which Mirisch will personally produce, in CinemaScope.

Additional films will include four in Technicolor: "Yellow Knife," to be produced by Wanger; "Legionnaire" and "African Fury," which Richard Heermance will produce, and "The Green Hill of Idaho," with Scott R. Dunlap producing.

Samuel Bischoff will film "Phenix City"; Vincent M. Fennelly will produce "Gun Point"; Hayes Goetz will produce "General Hospital" and "The Atomic Submarine" to account for additional AA new season productions.

Also from the studio will come "Massacre at Dragoon Wells," with Barry Sullivan starring and Lindsley Parsons producing; "Today is Forever," "Desperate Women" and "The Intruder," all from Parsons.

William F. Broidy will produce "Singapore East," starring Broderick Crawford· "Dangerous Assignment," with Brian Donlevy; "Port of Hell," with Dane Clark, and "Sweet Charity," with Richard Conte.

Four Bowery Boys film will complete the program: along with two Bill Elliott features and two in the Bomba, the Jungle Boy, series.

Extend Schimel Pact

WASHINGTON.—Adolph Schimel, Universal vice-president and general counsel, has signed a three year extension to his contract, which now runs to Dec. 31, 1958, the film company reported to the Securities and Exchange Commission here. The official's salary will be raised up to $1,300 per week for the last three years of his pact. The company also reported a reduction in the number of common stock purchase warrants.

Tevlin Sees SuperScope, CinemaScope Compatible

Revelation that SuperScope is compatible with CinemaScope projection equipment, regardless of whether a CinemaScope or any other anamorphic lens is used in the projection, has been made by C. J. Tevlin, vice-president in charge of operations at RKO Studio.

Tevlin pointed out also that a SuperScope lens can create an anamorphic print from straight photography in projection. Regarding SuperScope's compatibility with CinemaScope, it was know that RKO is fixing the screen ration at 2 to 1.

Another disclosure from Tevlin was that the wide screen process will make its premiere with "The Big Rainbow" from the RKO Studio Dec. 21 at the Fox Theatre, St. Louis. Debut of both the picture and the process will be accompanied by what Tevlin called one of the most extensive advertising campaigns in the company's history.

20th-Fox Limits 1955 Filming Output To 20-22 Features: Skouras-Zanuck

Twentieth Century-Fox will limit its studio output for 1955 to 20 or 22 productions, it has been pointed out jointly by Spyros P. Skouras and Darryl F. Zanuck, president and production vice-president, respectively, of the film company. Reason for the limit is to "insure that every production will be important in content, story and entertainment values," the company executives maintained.

The Zanuck program will comprise what the company calls the largest aggregate of star names as well as best-selling stories and stage hits in its history. The line-up will be abetted by an undetermined number of independently made pictures by noted producers to be filmed in Hollywood and Europe for 20th-Fox release.

Decision to limit the studio output was made after a re-evaluation of the "enormous business" which the company is currently doing on CinemaScope pictures, Skouras and Zanuck announced.

Future Productions

A listing of future productions follows:

"THE GREATEST STORY EVER TOLD," personally produced by Zanuck as adopted from Fulton Oursler books.

"SOLDIER OF FORTUNE," starring Clark Gable and Susan Hayward, from the forthcoming Ernest F. Gann novel.

"THE RACERS," novel of European auto racing, starring Kirk Douglas, Bella Darvi, Gilbert Roland, Lee J. Cobb and Cesar Romero.

"KATHERINE," a novel and serial by Anya Seton.

"A MAN CALLED PETER," starring Jean Peters and Richard Todd; based on the Catherine Marshall novel.

"LORD VANITY," Robert Wagner starring in the adaptation of the Samuel Shellabarger novel.

"UNTAMED," Tyrone Power, Susan Hayward and Richard Egan co-starring in the Helga Moray novel.

"THE LEFT HAND OF GOD," William E. Barrett's novel starring Gregory Peck.

"THE GUN AND THE CROSS," "THE NINE DAYS OF FATHER SERRA" and "THE TALL MEN," latter starring Clark Gable.

"PRINCE OF PLAYERS," with Richard Burton, Maggie McNamara, John Derek, Raymond Massey and Charles Bickford.

"THE WANDERING JEWS," "SIR WALTER RALEIGH" and "TIGERO."

"INDIA," the story of Alexander the Great and Chandra Gupta.

"THE LADY AND THE TIGER," "THE GIRL IN THE RED VELVET SWING" and "JEWEL OF BENGAL," latter starring James Stewart and Jane Russell.

"SABER TOOTH" and "QUEEN OF SHEBA."

"THERE'S NO BUSINESS LIKE SHOW BUSINESS," "THE SEVEN YEAR ITCH" and "THE KING AND I."

"DADDY LONG LEGS" and "PINK TIGHTS."

Quality Not Quantity Seen As Salvation Of Industry

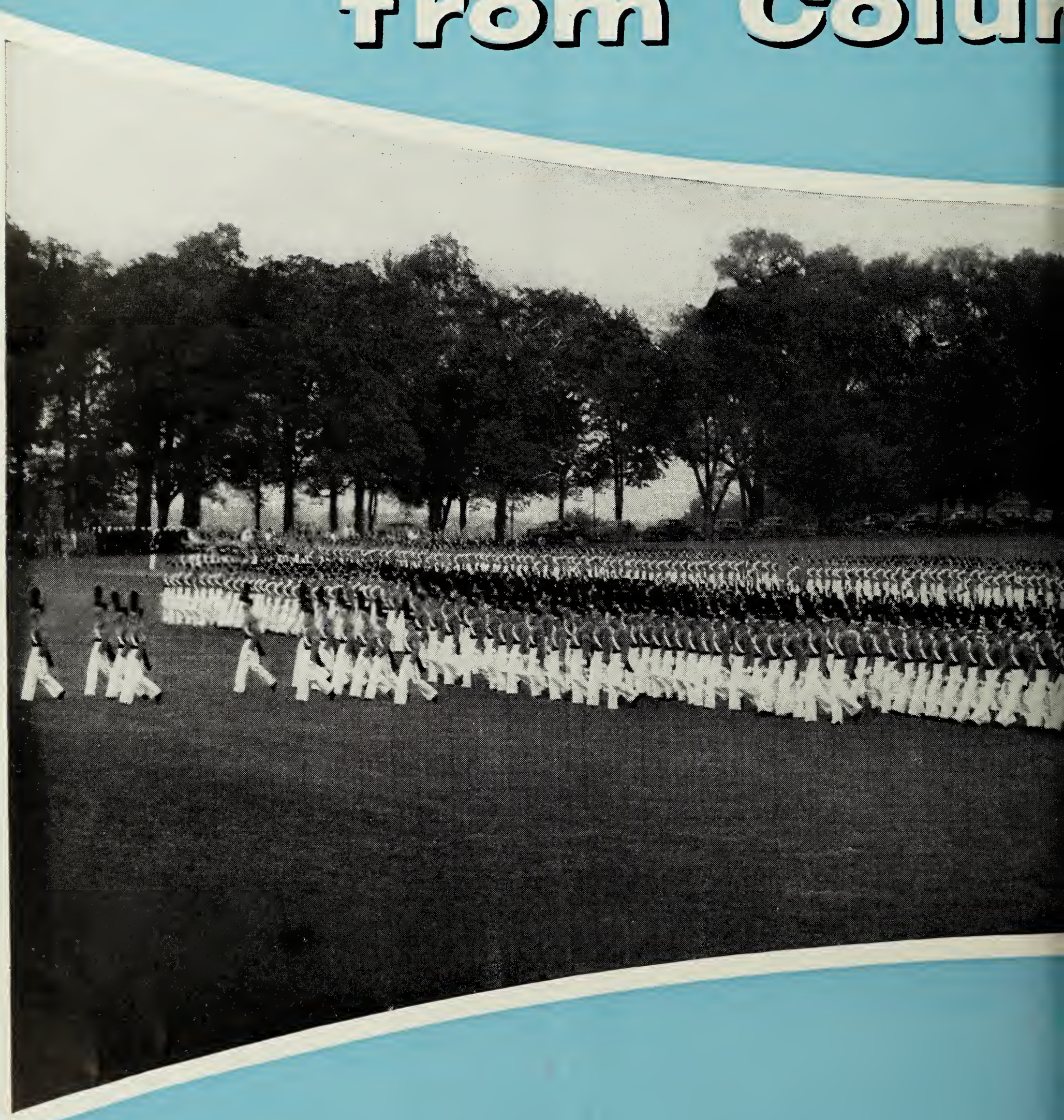
HOLLYWOOD. — "Quality, not quantity, is the salvation of the industry," Darryl F. Zanuck, 20th Century-Fox vice-president in charge of production, told 40 sales representatives gathered at the studio for a western division sales meeting. The speaker explained that "just because our picture production is limited to major releases, do not think budgets are down."

He noted that "costs have gone up because there can be no stinting on casts, stories and production values when all studios are trying to outdo each other in top quality entertainment as they are today." He attributed the current box office surge to interest aroused by the advent of CinemaScope.

The meeting was conducted by William Gehring, general sales manager. Alex Harrison, western sales manager, and Herman Wobber, western division sales manager, also attended.

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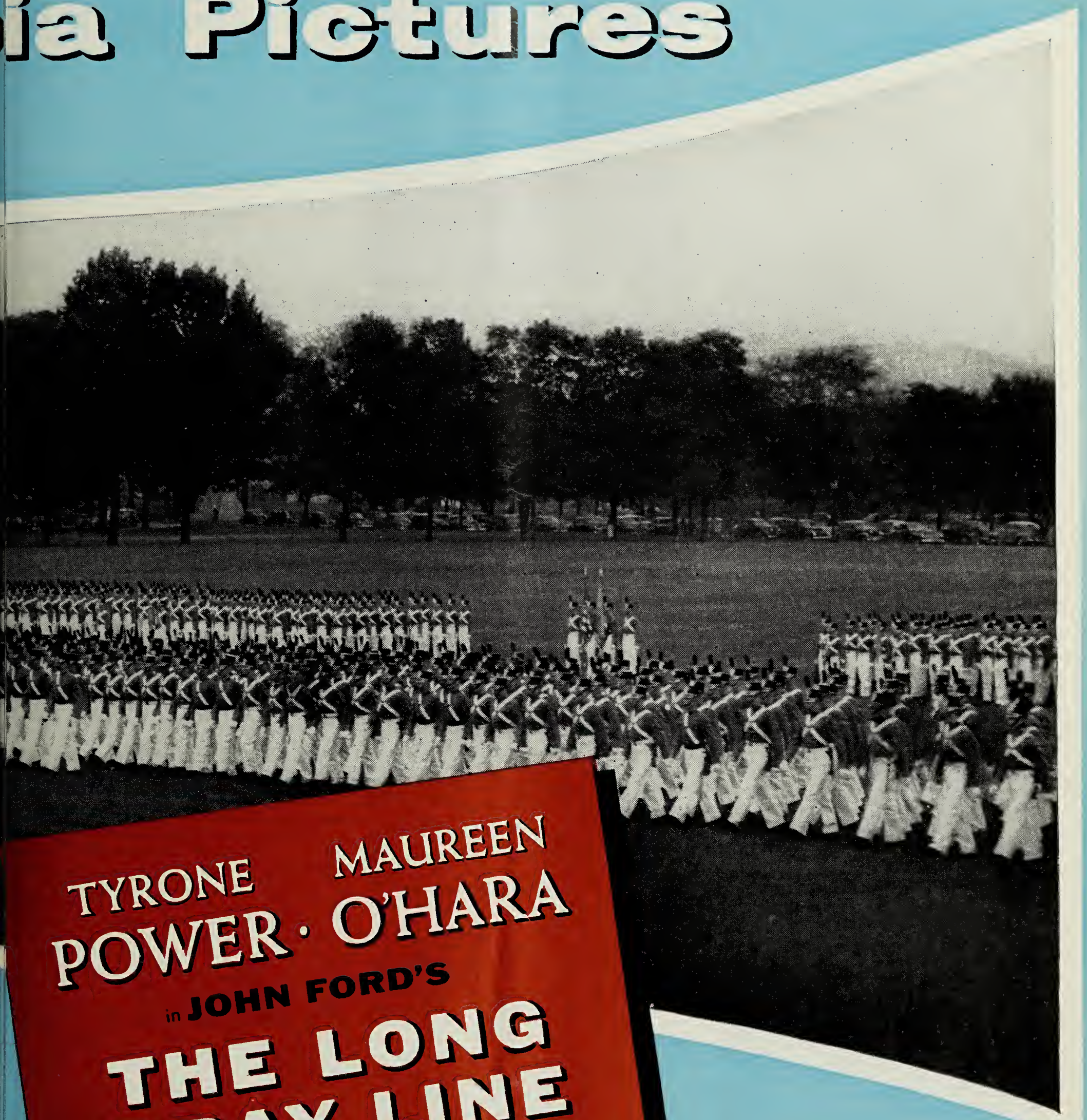
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color by

TECHNICOLOR co-starring ROBERT FRANCIS · DONALD CRISP · WARD BOND · BETSY PALM

ry 1955
ia Pictures



TYRONE POWER · MAUREEN O'HARA

in JOHN FORD'S

THE LONG GRAY LINE

CINEMASCOPE

creen Play by EDWARD HOPE • Based upon "Bringing Up the Brass", by Marty Maher and Nardi Reeder Campion • Produced by ROBERT ARTHUR • Directed by JOHN FORD

Independent Trade Reviews

"Carmen Jones"

(20th-Fox) CinemaScope-DeLuxe 105 Min.

Cast: Harry Belafonte, Dorothy Dandridge, Pearl Bailey, Olga James, Joe Adams, Nick Stewart, Roy Glenn, Diahann Carroll, Broc Peters and the voices of Le Vern Hutcherson, Marilynn Horne and Marvin Hayes.

Credits: Produced and directed by Otto Preminger; Book and lyrics by Oscar Hammerstein II; Screen play by Harry Kleiner; Music by Georges Bizet.

"Carmen Jones" is a rare entertainment that combines classic French operatic music with English lyrics, CinemaScope, color, an all-Negro cast and excellent singing. The overall effect is grand. Box office results, however, will depend on a number of noteworthy factors: the strength of the "Carmen" draw; the popularity of opera; the pull of CinemaScope; the lure of an all-Negro cast; the sexy display of female pulchritude in several scenes. Feature lacks big star names and is off-beat in that it mixes strong melodramatics with song throughout the proceedings. It is difficult to tell when the story will let up for a song; such shifts occur frequently.

"Carmen Jones" is chock full of singable numbers, engagingly comic moments, splendid acting and excellent vocalizations. Production values, as rendered in DeLuxe Color, are good. Settings are the American South and the Chicago slums. In these locales Harry Belafonte, playing Joe, a soldier, makes love to and then loses Dorothy Dandridge, the title character. Tragedy follows for both and the ending is down beat. Story is a free adaptation of the libretto for the opera "Carmen." The same music is employed but Oscar Hammerstein II wrote new and surprisingly excellent lyrics for the score.

Several years ago Billy Rose staged the first version of "Carmen Jones" on Broadway. The show was a hit. The picture, under the production-direction supervision of Otto Preminger, is commanding and often inspiring in its achievements. CinemaScope is expertly employed to capture the story's sweep. Action is never forsaken and shots of a climactic prize fight, a wild dance number in a cabaret, etc., benefit from the wide screen. The music is, of course, enhanced by the high fidelity and direction of stereophonic sound. During the singing portions of the film, the voices of Le Vern Hutcherson, Marilynn Horne and Marvin Hayes are expertly dubbed for those of Belafonte, Miss Dandridge and Joe Adams. Pearl Bailey, a famous singer and comedienne, appears and uses her own voice. Her numbers are show-stoppers. All told, "Carmen Jones" registers as superior musical entertainment that should click resoundingly in situations wherein presentations of this type have scored before.



Elizabeth Taylor, Stewart Granger in "Beau Brummell," Eastman Color



John Derek and Elaine Stewart in the CinemaScope-color "The Adventures of Hajji Baba"

"Beau Brummell"

(M-G-M) Eastman Color 113 Min.

Cast: Stewart Granger, Elizabeth Taylor, Peter Ustinov, Robert Morley, James Donald, James Hayter, Rosemary Harris, Paul Rogers, Noel Willman, Peter Dyneley.

Credits: Produced by Sam Zimbalist; Directed by Curtis Bernhardt; Screen play by Karl Tunberg; Based on the play by Clyde Fitch.

A sumptuous production, one done in excellent taste in keeping with the theme of this historical portrait of a man and an era, establishes the keynote of this Eastman color film version of "Beau Brummell." This Stewart Granger-Elizabeth Taylor-Peter Ustinov starrer has been fitted out in the grand manner, but it is never overdone or vulgar. It will find many admirers because it differs from the typical period swashbuckler filled with lusty men and undressed women to concentrate on relating the story of a man who had a valet for a grandfather and yet rose to become the advisor to the Prince of Wales and set the fashion for all of Europe.

George "Beau" Brummell enjoyed one of the world's most amazing careers, and his story provides a fascinating excursion into the past. Performances are top level throughout, with Granger making a manly dashing "Beau" and Miss Taylor at her loveliest as Lady Patricia. Peter Ustinov is outstanding in a memorable characterization of the snivelling Prince of Wales, while Robert Morley plays his one scene as the mad king brilliantly. The minor roles have been cast with excellent British actors, adding to the authenticity of the production, while the set and costumes contribute greatly to the splendid overall impression of the film.

The romance between Granger and Miss Taylor, a noble court lady, is thwarted because she desires some one more stable than Granger, a reckless self-principled man. He woos her in great style, but she never accepts him until it is too late for their romance because he is already out of favor with the prince. Even more central to the plot of the film is the relationship between Granger and Ustinov which motivates the picture. Their fortunes rise together, but when they quarrel Granger's troubles begin, and he dies of sickness and poverty. True to the spirit of the film, the final reconciliation at the dying man's bedside is not between Granger and Miss Taylor, but between Granger and Ustinov.

Incorporated into the personal history of George Brummell is an evocation of the time in which he lived, and this, too, generates excitement. Brummell lived at the height of the 19th Century romantic period when the spirit of revolution was all around. His reform in men's clothing, cleverly shown in the film, though seemingly unimportant actually symbolized the revolutionary spirit. Director Curtis Bernhardt has somehow captured this feeling of excitement in his picture. While entertaining, "Brummell" provides a dramatic insight into history which will please all but those who like their history so sugar coated as to be unrecognizable.

"The Adventures of Hajji Baba"

(20th-Fox) CinemaScope—De Luxe 94 Min.

Cast: John Derek, Elaine Stewart, Amanda Blake, Thomas Gomez, Rosemarie Bowe, Paul Picerni, Donald Randolph, Melinda Markey, Peter Mamakos.

Credits: Produced by Walter Wanger; Directed by Don Weiss; Screen play by Richard Collins; Suggested by a novel by James Morier.

Out of the era of the Arabian Nights comes "The Adventures of Hajji Baba," flashing across the CinemaScope-De Luxe color screen with more derring do than has been seen around in a long time. This time John Derek is cast as a barber who saves a princess in distress, and he wins the beautiful Elaine Stewart for his efforts. With the accent always on either action or sex, producer Walter Wanger has pulled out all the stops on this one, and no one will find any dull moments in this film. The believable moments are equally as scarce for the script has been stretched beyond the breaking point, but then credibility is only incidental to this sort of feature.

Instead, we get beautiful dancing girls in flimsy costumes, fierce warriors who chop off heads first and ask questions later, and court intrigue. As this is a CinemaScope film, some new gimmicks had to be injected into the formula and they are found her in various guises. Chief of these devices is a band of warrior females who play a major part in the plot. Sex and action are completely united as these beautiful but ferocious women attack caravans and soldiers alike, even going so far as to string up the hero and heroine to be left for the vultures.

Another device that will be of great help in exploiting the picture is Nat "King" Cole's singing of the theme song throughout the picture as background to the action. The record is bound to boost interest in the feature. In both the sex and action departments "Hajji" should prove highly exploitable, and smart showmen can merchandise the film successfully.

The plot is based on an out-of-the-frying-pan-into-the-fire succession of adventures for Derek and Miss Stewart. They first meet when Derek encounters the princess who is running away from the palace to marry an enemy prince, Paul Picerni. Derek agrees to see Miss Stewart safely to the prince for a rich reward. Their troubles begin as they are captured by her father's men, the prince's men and the warrior women in the course of their travels. When they finally do reach the prince, he turns out to be a scoundrel, and Miss Stewart decides it is Derek that she really loves. This sets up the final adventure, in which Derek rescues Miss Stewart from the prince.

Derek and Miss Stewart manage to carry the story with appropriate style and bravado. In much of the film Miss Stewart has to disguise herself as a boy, but her charms come through even here. The final bridal night scene in the couple's boudoir should really have the town talking when this one comes around. In other departments, "Hajji" is up to snuff and it makes for a colorful jaunt across the CinemaScope screen.

"Hansel And Gretel"

(Michael Myerberg) Technicolor 75 Min.

Credits: Presented by Michael Myerberg; Directed by John Paul; Original play by Adelheid Wette; Adopted for the screen by Padraic Colum; Voices of Anna Russell; Mildred Dunnock, Frank Rogier, Delbert Anderson, Helen Boatright, Constance Brigham and Apollo Boys' Choir.

A ready audience of children is on tap for this Technicolor version of Humperdinck's im-

(*Continued on page* 16)

Optical 'Leagues' Following Stereo

National Allied's dire apprehension that the Walt Disney organization would release the CinemaScope "20,000 Leagues Under the Sea" only in a stereophonic sound version turned out to be unfounded in lieu of clarification on sales policy as set forth this week by Roy Disney.

In a telegram sent to the exhibitor organization convention in Milwaukee, Disney stated that "Leagues" would be distributed in every print form and sound track version available. The first batch of "Leagues" prints, Disney added, would, however, be in CinemaScope and stereophonic sound due to "physical and financial reasons."

Mass Playings Needed

Disney disclosed that his organization could only derive a profit by mass selling to a maximum of both domestic and foreign markets. Thus prints of "Leagues" in CinemaScope with optical tracks would follow distribution of those bearing stereophonic sound.

Ultimately, the picture will be released in standard print size and with optical track, Disney maintained.

Disney's telegram was addressed to Ben Marcus, National Allied president, in answer to the latter's wire outlining Allied's position against a distributor policy which would restrict pictures to larger theatres able to afford stereophonic sound.

New Aluminum Screen For Airers Revealed During Allied Show

MILWAUKEE.—A special demonstration of an extruded aluminum drive-in theatre screen at the Victory Drive-In Theatre was held here this week with an invited audience of ozoner owners, in attendance at National Allied's "Product Convention," as guests.

The new product, called "Manco-Vision," was developed after two years of research by the Motion Picture Research Council. Extrusions for the novel screen are manufactured by Aluminum Corp. of America and finished by the Manco Plating Co., Los Angeles. Samples of the screen were displayed at the Allied convention-trade show.

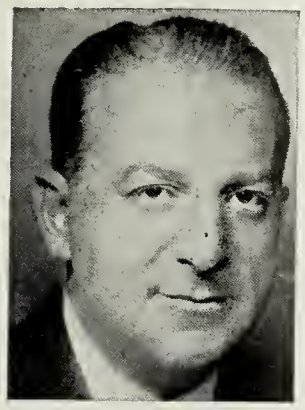
New York Regents Slate Hearing In 'Mom' Appeal

ALBANY.—Appeal by Capitol Enterprises, Inc., from a New York censor decision to delete birth scenes from "Mom and Dad" as a condition for license issuance will be considered by the State Board of Regents at their monthly meeting Oct. 28-29 in Garden City, L.I.

Petitioners claimed the birth sequence was filmed under medical direction, is scientifically accurate and essential to the picture, which, they added, has a theme of education for adolescents in sex and sex hygiene. Representing the Capitol firm is Ephraim S. London, attorney.

S.H.Fabian Named Motion Picture Pioneer Of 1954, Feted By Town

Simon H. Fabian has been named "Motion Picture Pioneer of 1954" and will be guest of honor at the 16th annual showmanship dinner of the Motion Picture Pioneers scheduled for Nov. 17 at the Hotel Astor, according to Jack Cohn, Pioneers president. The Stanley Warner Corp. president is currently celebrating his 40th year in showbusiness



S. H. FABIAN

Cohn stated that "it is altogether fitting and proper that the Motion Picture Pioneers honor Si Fabian this year on the occasion of his 40th anniversary in the motion picture industry." He called the exhibitor "one of filmdom's pioneers who is still pioneering."

The showmanship dinner will be under the direction of Herman Robbins, president of National Screen Service, who will serve as general chairman, it was revealed by Cohn. Robbins will co-ordinate all committees for the affair.

Adding to his honors, Fabian was feted at a dinned tendered him by his home town of Paterson, N. J., in honor of his 40th anniversary in the industry. Fabian, a native son, was toasted by friends and associates at the Alexander Hamilton Hotel in Paterson.

Fabian was awarded a bronze plaque by Harry B. Haines, publisher of the Paterson "Evening News" on behalf of the exhibitor's 40 years in show business.

Among those on the dais were Barney Balaban, Paramount Pictures president; Spyros P. Skouras, 20th-Fox president; Leonard H. Goldenson, AB-PT head; Louis B. Mayer; Professor David L. Cole, of Cornell University, and Jack Stern, general chairman.

Industryites among the guests included Jack Cohn, Ned Depinet, Harry M. Kalmine, Joseph Vogel, Richard F. Walsh, and Herman Robbins.

Grainger Denies Rumored Selling Of RKO Backlog

Rumors that RKO Pictures is considering sale of its film backlog to television or to any other distribution organization were termed "completely in error" by J. R. Grainger, RKO Pictures president, in a special message this week.

Grainger stated that his firm has never considered selling any of its over 800 films to anybody nor is RKO negotiating with anybody for their sale. "I wanted you to know the facts about RKO's backlog of films, so that the next time a rumor occurs you will be appraised of the truth of the matter," the RKO prexy added.

O'Donnell Toasts Dinner

Robert O'Donnell, Ringmaster of Variety Clubs International, will serve as toastmaster at the dinner being given by exhibitors for Charles Boasberg, who has joined Distributors Corp. of America. The affair will be held Oct. 21 at the Hotel Astor.

Goldwurm Calls Breen Seal Exhibitor 'Yoke'

Arguing that the Production Code office is working on a double standard, with stricter regulations enforced on foreign films than on domestic ones, independent distributor-exhibitor Jean Goldwurm urged in a letter to leading circuit executives that the exhibitors "get out from under the yoke of the Breen seal."

The letter, which was sent to Charles Skouras, Walter Reade, Jr., Sol Schwartz, Harry Brandt, Fred Schwartz, Leonard Goldenson, Harry Kalmine, S. H. Fabian, Joseph R. Vogel and others, asked that exhibitors choose product "solely on the basis of its merits."

Goldwrum pointed out that irate European producers have threatened retaliation against what they consider unfair treatment of their films here by a much stricter licensing system of their own. Threats have included denial of a code seal to five U.S. pictures for every one European film banned here.

With American producers losing this foreign revenue, they would try to make it up by increased domestic film rentals, Goldwurm warned. The letter stated that the major producers "have established a dictatorship over us through the device of the MPAA Code Seal."

The writer noted that "the code is effective just as long as exhibitors co-operate" but without this co-operation it would be a meaningless piece of paper. He declared that whether or not the code is abolished for domestic product, foreign films should be no longer reviewed or else place in a special category for special consideration.

Civic Solons Propose Stronger Code Rules

NEW HAVEN.—An opinion on the constitutionality of a proposed law that would ban showings here of films not passed by the MPAA has been asked by the Aldermanic Committee on Ordinances of local corporation counsel George W. Crawford.

Proposal was termed unprecedented in its obvious unconstitutionality by Herman M. Levy, Theatre Owners of America general counsel and Motion Picture Theatre Owners of Connecticut executive secretary. Levy, at a public hearing, said that "you would be asking an organization in New York (the MPAA) to determine what New Haven can see" under terms of such an ordinance.

Cite Youth Enthusiasm

The fact that young people are interested in motion picture news and will read a newspaper that supplies them with that feature is the subject of the 28th COMPO ad to be inserted in "Editor and Publisher." Under the heading "Youth Should Be Served," the ad copy cites the results of a recent survey by the Cleveland "Press" in which movies followed strongly behind sports as the teenagers' favorite section.

Print Travels Through Projector Horizontally In New Para Method

HOLLYWOOD.—New method for projecting VistaVision pictures in very large theatres in which the screens measure from 50 to 100 feet in width has been revealed by Paramount at a studio press demonstration. Method requires the horizontal movement of the film through the projector. Movement is vertical in standard projection.

Don Hartman, Paramount's executive producer, disclosed this week that horizontal projection will be aimed for installation at the larger showcase theatres of the nation. Radio City Music Hall installed two horizontal projectors for this week's opening of "White Christmas," first feature in the new medium. Projectors were fashioned by Century Projector Corp.



DON HARTMAN

Hartman told the trade press that the current VistaVision experiments are part of Paramount's "long pull" policy which strives to present the best method of projecting motion pictures.

Disapproves of Gimmicks

System or systems that prove most satisfactory will survive, the production chief maintained. He underscored the opinion that novelty or gimmick processes would fade from the public eye.

Present production plans of Paramount, Hartman noted, are to deliver approximately 24 features for 1955, with each budgeted at a minimum of $1,300,000-$1,400,000, for an estimated total cost of $36,000,000. At least 20 of these features are either completed or in ready-to-go pre-production stages, he said. Approximately 10 are in VistaVision.

In Hollywood today, ventured Hartman, more "daring" exists in the financing of features than ever before. Theory behind record prduction expenditures, he said, is that the industry is discovering there is no limit to the gross a top picture can amass.

According to Paramount officials, result of horizontal projection is optimum sharpness and brilliance of picture, giving the screen a spectacular, exciting and show-wise "new look," greater depth of focus and a sense of audience participation.

Special Negative Required

The new improvement, Paramount added, can be obtained only from VistaVision negatives, which are almost three times the conventional 35mm. size and achieved via horizontal movement through the camera.

Paramount will make available three types of VistaVision release prints to suit the individual theatre's requirements and preference: 1. standard print, which will play in any theatre 2. squeezed print, which will give the best anamorphic projection 3. large-frame horizontal, to meet very large screen requirements and those of drive-ins with extreme screen widths.

The company pointed out that the improvement is being made available with no royalty charge and no payment to Paramount.

Paramount will release 10 major productions from October through March, according to A. W. Schwalberg, president of Paramount Film Distributing Corp. Schwalberg said the pictures represent "potentially the strongest aggregation of box office hits in the company's history."

October and November releases are: "Rear Window," Technicolor; "Sabrina;" " Reap the Wild Wind," Technicolor, reissue; "White Christmas," Technicolor, first VistaVision picture, in special pre-release engagements.

December and January releases are: "Three Ring Circus," VistaVision-Technicolor, with Dean Martin and Jerry Lewis; "The Bridges at Toko-Ri," Technicolor, starring William Holden, Grace Kelly and Fredric March.

February releases are: "Mambo," with Shelley Winters and Silvana Mangano, and "The Conquest of Space," George Pal's Technicolor science-fiction story. March releases will be: "Ulysses," Technicolor, starring Kirk Douglas and Silvana Mangano, and "The Country Girl," with Bing Crosby, William Holden and Grace Kelly (for December pre-release.)

Reade Chain Begins Biggest Stage Season

With two plays and two dance productions already booked, the Walter Reade Theatres is embarking on its most extensive season of stage presentations, according to Walter Reade, Jr., circuit's president. Reade declared this is the first time that the motion picture theatre chain has ever entered a fall season with so many legitimate attractions already booked.

Set to play Reade theatres in New York and New Jersey are "Tea and Sympathy," the Ballet Theatre, "Oklahoma" and the Spanish Ballet. In addition, the circuit has completed arrangements with the Monmouth Arts Foundation to present four other shows at its Carlton Theatre, Red Bank, N. J. Reade noted that additional stage shows are being booked for the winter and spring.

The circuit head explained that "the enthusiastic reception last year to our stage presentations definitely indicated to us that local audiences are eager and willing to support top-calibre shows if presented in a setting and in a manner equal to Broadway."

Awards To Grignon, Kell

Lorin D. Grignon, of the 20th Century-Fox research staff, and Ray D. Kell, of the RCA TV research staff, will be the recipients of awards to be presented at next week's semi-annual SMPTE convention to be held in Los Angeles. Grignon will get the Samuel L. Warner Memorial Gold Medal Award, and Kell the David Sarnoff Gold Medal Award. Grignon is being honored for his work in helping to develop stereophonic sound, while Kell is receiving his award for his work in color and electronic TV.

Columbia Net Rises To $3,595,000 High

Columbia Pictures' profit after taxes for the year ending June 26, 1954 rose to an estimated $3,595,000 compared with $942,000 for the previous year, according to a statement by Harry Cohn, president. Figures, representing the company's best year since 1946-47, equal $4.41 per share of common stock, against $.90 for the preceding 52 weeks.

Net profit before taxes was disclosed as $8,381,000, compared with $2,149,000 for the period ending June, 1953. Taxes were placed at $4,786,000 this year against $1,207,000 for the year before. Figures are subject to year-end audit, the report noted. Earnings per common share are based on 757,843 shares outstanding June 26, 1954.

The Columbia board has declared a dividend of $1 in cash on common stock and voting trust certificates for common stock, payable Nov. 3, 1954 to holders of record Oct. 19. A five percent dividend on the same, payable in common stock, was also declared to be paid on Dec. 7, 1954. Cash will be paid where fractional shares are due. A quarterly dividend of $1.06¼ was declared on the $4.25 cumulative preferred stock payable Nov. 15 to holders of record Nov. 1.

First German Film Break Into U.S. Market Seen By Rathvon With "Baby"

First major "break out" for the post-war German film industry into the U.S. market is envisioned with "Embassy Baby," Joseph Cotten starrer which Rathvon Overseas, Ltd., will produce in that nation this fall, according to N. Peter Rathvon.

Rathvon, who controls Trans-Rhein Films, firm via which "Embassy Baby" will be filmed, told the trade press that pictures the firm has been making in Germany for the past several years have been geared strictly to European markets.

Rathvon will follow up the production of "Baby," which will be shot in both German and English languages, with "1984," based on the George Orwell fantasy. John Brahm is directing "Baby;" Lothar Wolff will produce "1984."

Rathvon said that a subsequent picture may be filmed in Hollywood but he has not as yet chosen the subject. In the U.S. Rathvon is represented by International Affiliates, headed by John G. McCarthy.

Four Rolling At RKO

HOLLYWOOD.—Four pictures, budgeted at over $1,000,000 each, are to roll before the cameras on the RKO lot within the next five weeks, according to James R. Grainger, president of RKO Pictures. Pictures and starting dates are:

"Bow Tamely to Me," Benedict Bogeaus' Barbara Stanwyck starrer, in Technicolor and Superscope, Oct. 11; "Seven Bad Men," from Nat Holt, starring Randolph Scott, Technicolor-Superscope, Oct. 18; "The Girl Rush," Independent Artists' Rosalind Russell starrer, Frederick Brisson producing in Technicolor and VistaVision, Oct. 25; "Syndicate," from the King Bros., in Technicolor, Nov. 22



HAJJI'S **HOT** IN NEW YORK!



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The Adventures of

HAJJI BABA

color by DE LUXE

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starring

JOHN DEREK • ELAINE STEWART

Directed by DON WEIS · Screen play by RICHARD COLLINS · Music written and directed by DIMITRI TIOMKIN

Produced by Allied Artists Pictures Corporation

Released by 20th Century-Fox

"It's a pleasure to do business with 20th!"

Independent Trade Reviews

(*Continued from page* 12)

mortal opera of the fairy tale ''Hansel and Gretel.'' Instead of actors, this production employs ''Kinemins,'' small, puppet-like figures with amazingly mobile bodies and faces, as performers. ''Kinemins'' are operated manually and electronically behind the scenes; figures are primed for every new expression and movement prior to each shot. The results are novel, unusual throughout, and sometimes startling to behold. Employment of these ''Kinemins,'' seen here for the first time on the motion picture screen, will serve as a lure to adults (those who aren't drawn, despite themselves, to the theatre by their youngsters). As additional adult attractions, ''Hansel and Gretel'' features the singing voices of Anna Russell, star of the New York City Center Opera Company, and Anna Brigham, plus the speaking voice of Mildred Dunnock, an eminent actress.

As everyone knows, ''Hansel and Gretel'' is the tale of two children in the grip of an awful witch who can turn a house into a construction made of cookies and cakes and youngsters into similar confections. Although there are some scary moments for the hero and heroine at the hands of this evil personality, none of the scenes are horrifying enough to upset the kiddies. The settings—a forest, the home of children, the home of the witch—all are enchanting. Use of model sets create an illusion of depth which is appealing to the eye. The same can be said for the appearances of the ''Kinemins'' against these backgrounds. Characters also point up humor in their facial expressions and movements. When made to dance, the ''Kinemins'' are a delight to watch.

Backbone of ''Hansel and Gretel'' is, of course, the music. World-renown for its score, the opera is a joy to the ears. Singing is highly competent, with the voices matching the mouth and lip movements of the amazing ''Kinemins'' to a tee. A tremendous amount of effort has obviously been expended in creating this ''Kinemin'' film version. The results are certainly worth seeing. Children especially will find the proceedings to their liking.

"The Detective"

(Columbia) 91 Min.

Cast: Alec Guinness, Joan Greenwood, Peter Finch, Cecil Parker, Bernard Lee.

Credits: A Facet Production; Produced by Paul F. Moss; Directed by Robert Hamer; Screen play by Thelma Schnee and Hamer; Based on the "Father Brown" stories by G. K. Chesterton as adapted by Miss Schnee.

An absent-minded cleric, who also serves as an amateur detective, is the character British star Alec Guinness portrays in this mystery adventure, which blends humor, the chase and religion for diverting results. As a consequence, art house patrons will find ''Detective'' a pleasant past-time and should attend showings in considerable number due to the name draw of the star. In general audience situations, the film should also fare well. There is enough movement, wit and human interest to warrant a broad attendance. Supporting Guinness, who plays a cat-and-mouse game with Peter Finch, a master criminal, is a capable cast headed by Joan Greenwood and Cecil Parker, familiar art theatre names.

Guinness' clash with Finch begins when a priceless crucifix from the former's church is stolen by the thief, a highly sophisticated operator. Guinness thus runs into trouble with both clerical and lay authorities but via a series of clever plans, he meets up with Finch once more—not primarily to regain the stolen object; Guinness wants to win Finch's soul back to religion. Guinness is successful following a wild and wooly chase across France, which makes for some appealing comedy. Earlier in the proceedings, a boat trip across the English Channel and an incident in Paris also permit occasion for adept slapstick.

"Bread, Love And Dreams"

(IFE) Italian 90 Min.

Cast: Vittorio DeSica, Gina Lollobrigida, Marisa Merlini, Roberto Risso.

Credits: A Titanus Production; Produced by Marcello Girosi; Directed by Luigi Comencini; Screen play by Ettore Margadonna and Comencini.

Certainly slated to rate with the top grossing foreign language films of the year is this delightful Italian comedy about love in a small town. In its female star, Gina Lollobrigida, picture has one of the hottest bets in filmland, and with her recent U. S. trip the Italian beauty has boosted her stock here tremendously. As her co-star, there is Vittorio De Sica, whose European fame has been spreading more and more in the U. S. because of his excellent performances. With these two stars doing some of their best work (Miss Lollobrigida proves herself a beauty who can really act) and a script full of charm and humor, the odds are definitely in favor of this one. Also, to state the obvious, Miss Lollobrigida's physical charms are exploited to the fullest in this feature, an exploitation angle if ever there was one.

''Bread, Love and Dreams'' is a simple, earthy story in which two couples are finally paired off after the usual amount of difficulty. De Sica plays a marshall wooing Miss Lollobrigida, the most beautiful and poorest girl in town, and the older but still beautiful town midwife. The younger girl rejects De Sica because she is in love with one of his soldiers. After some hilarious sequences, the younger couple are united, and then the older. This plot provides the framework on which the real meat of the feature is supported. Individual incidents are outstanding, and ripples of humor continue throughout the running time. In addition to the principals, the village peasants contribute another source of humor. Thus all factors keep the film bubbling to its happy conclusion. English titles are good.

"Aida"

(IFE) Ferraniacolor 95 Min.

Cast: Sophia Loren, Lois Maxwell, Luciano Della Marra. Singers of the La Scala opera company of Milan and dancers of the Rome Opera Ballet Corp.

Credits: A Sol Hurok presentation; An Oscar Film Production; Produced by Ferruccio De Martino and Federico Teti; Directed by Clemente Fracassi.

A strictly formal recreation on film of Verdi's classic opera about a thwarted love affair in ancient Egypt, ''Aida,'' is herein presented with English narration, very good singing, neat ballets and an excellent tinting job utilizing Ferraniacolor, an Italian process. Picture was photographed in Italy, carries no dialogue and employs only the English narration to advance the story. The singing is completely in the original Italian of the opera. Due to impressario Sol Hurok's involvement with the film, and because of the class trappings with which it is bedecked, ''Aida'' will receive special ''pre-release'' handling and in some primary booking situations settle down for long runs. Opera lovers and those class patrons to whom Hurok's name means superior entertainment will doubtlessly form the backbone of this audience. In the general market, however, a wider public will find the completely static quality of this presentation something of a chore to behold.

Other than the time-tested draw of ''Aida'' as an opera and the stellar but minor attractions of the Lois Maxwell and Sophia Loren names, this film possesses scanty general audience lure. Battle scenes are skimpy and confusing; sex has been ignored in the interests of good taste; ballets, though well worked out and danced, are photographed with a curious lack of close or medium camera shots. In the vocal department, capable operatic singers have been employed to render the arias. Dubbing is consequently used for the lips of the featured players. The synchronization is not visually satisfactory at all times. Production values are more than adequate and the Ferraniacolor tones enhance what there was to work with amazingly. The business of English narration is far from satisfactory as an aide in recounting the opera's libretto. Every 15 minutes or so the voice details what is to come in the way of plot developments. Any attempt at narrative suprise, suspense or just plain drama is thus scotched.

"They Rode West"

(Columbia) Technicolor 84 Min.

Cast: Robert Francis, Donna Reed, May Wynn, Phil Carey, Onslow Stevens, Peggy Converse, Roy Roberts.

Credits: Produced by Lewis J. Rachmil; Directed by Phil Karlson; Screen play by DeVallon Scott and Frank Nugent; Based upon a story by Leo Katcher.

''They Rode West'' should do good business as a top line feature in the general market. A well-produced cavalry and Indian story, it is helped greatly by its novel story line and the performances of its star players. Robert Francis, who was introduced in ''The Caine Mutiny,'' comes across much more strongly in this feature. He shows star potential as the young doctor who wants to live up to the oath of his profession at all costs. The film moves fast and has suspense and action. Its Technicolor trappings are a fine production assist, giving the picture a strong sense of reality and capturing in life-like color the scenery.

Doctor Robert Francis comes to Ft. McCullock where he finds that the Army is hostile to him because he has been preceded by an array of drunken doctors, medics who were butchers or hopheads. Francis, who has made an enemy out of Captain Phil Carey, further anatagonizes him when he starts treating the Kiowa Indians for malaria. Donna Reed, Commandant Onslow Stevens' niece, likes Francis despite the fact that the men, because of his kind treatment of the Indians, have nicknamed him ''The Woodhawk,'' a bird that turns against it own. Francis' ministerings save Frank DeKova, the Kiowa medicine man's life and also the son of May Wynn, a white girl who has married an Indian, Eugene Igelsias, the chief's son. When the Indians leave their reservation for higher ground to dodge malaria, a foray breaks out between them and Carey's troopers. This causes the Indians to decide to attack the fort. With an amulet given him by May, Francis goes to ask peace of the Indians, however, his life is endangered when Carey shoots Maurice Jara, Iglesias' brother. Francis operates and saves Jara's life. Chief Stuart Randall seeing that Francis has kept his word and Commandant Stevens calls off the hostilities.

"The Bob Mathias Story"

(Allied Artists) 79 Min.

Cast: Bob Mathias, Ward Bond, Melba Mathias, Ann Doran, Howard Petrie, Diane Jergens, Paul Bryar.

Credits: Executive producer, James L. Fallon; Produced by William E. Selwyn; Directed by Francis D. Lyon; Screen play by Richard Collins; Story by Collins.

The film story of Bob Mathias, the young athlete who won the Olympic decathalon title at two Olympic Games, is a warm family program picture that has top exploitation values. Sports fans will go for this one in a big way and a love story has been interwoven in Mathias' sports history with telling effect. Shot in Tulare, home of Mathias, the film has the added charm of Melba Mathias, the sport's champion's wife, playing his sweetheart and Mathias playing himself. Both of the youngsters do an amazingly good job for their first screen appearances. An outstanding factor of the film is the sports newsreel footage displaying Mathias and other Olympic stars in action.

Bob Mathias, aged 17, trains hard and makes the 1948 Olympic team, he goes to England and wins the decathalon with the sensational point

(*Continued on page* 20)

View Tax Findings Before End Of Year

The special commission appointed by Governor Thomas Dewey to study the New York City amusement tax law should have its findings ready for the Governor's perusal before the end of the year, according to the latest report from Dr. Frederick L. Bird, commission chairman. Bird's statement followed the announcement of the first two month's taxes, which proved far less than the city had hoped for.

The city collected $1,291,949 for the two months of July and August, according to George M. Bragalini, city treasurer. Of this sum, it was estimated that 436 theatres contributed approximately $750,000. This last sum does not include the breakage fees being withheld by the theatres.

Industry spokesmen point out that the figures substantiate the industry's claim that the city could not realize the $16,000,000 or more that budget director Russell Beame predicted would be collected from the amusement tax. On the basis of the first payment, less than half that amount would be collected, and it was cited additionally that the two summer months showed excellent theatre business.

Collections Cited

Budget director Beame, on the other hand, cited collections and breakage monies withheld totaling close to $900,000 for the two-month period as indicative of a yearly total of $5,500,000 since he alleges the July-August period is a "low yield" period.

The Bird commission is now studying the first returns to complete its report. The governor has asked the group to estimate the yearly tax yield, the effect of the tax on the theatres, and whether the commission recommends the repealing of the 1947 enabling act granting the city the right to tax amusements.

Meanwhile, New York City exhibitors are appealing the ruling of Supreme Court Justice Stoddard, who declared the tax legal. The theatre people have brought the case to the Appellate Division for further consideration.

McCraw Resigns IVC To Become Texas Judge

French Lick, Ind.—The resignation of Col. William McCraw as executive director of International Variety Clubs was announced by George Hoover, head of the organization, at an executive meeting convened here to discuss next year's $2,500,000 charity budget and to plan the spring International Convention.

McCraw, who has accepted a judicial nomination in the Texas criminal court system, is expected to remain in an advisory capacity until his successor is selected. At the meeting Hoover stated that one of the chief aims of his administration will be to delegate more authority to the nine International Representatives.

The International Chief Barker appointed a committee to meet in Pittsburgh to discuss the selection of the annual Humanitarian Award winner, with the selection procedure to be expanded this year. The award dinner will be broadcast nationally this year, it was revealed by Nate Golden, heart committee chairman.

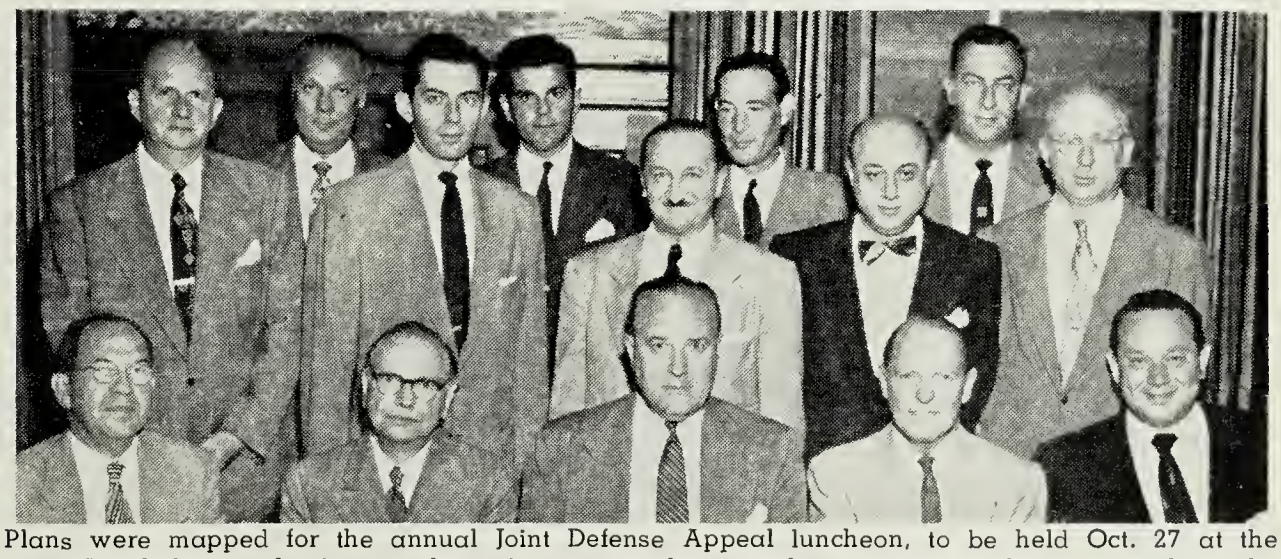
Charities in the News



U.S. theatres launched, under COMPO sponsorship, a nation-wide drive to raise funds via audience collections for the war-ravaged Korean people. At a luncheon held to inaugurate the drive were, l. to r.: Maj. Gen. Charles W. Christenberry, chief executive officer of the American Korean Foundation; Al Lichtman, 20th Century-Fox distribution director and COMPO co-chairman; Dr. Howard A. Rusk, president of the American-Korean Foundation; Col. Ben C. Limb, and Wilbur Snaper, former National Allied president and now COMPO co-chairman.



The 1954 Christmas Salute, held to raise funds for the Will Rogers Memorial Hospital, Saranac Lake, N. Y., was inaugurated in grand style with a series of key telephone hookups between the drive heads and the film exchanges in New York City. Drive heads made calls to each of the exchanges, asking for co-operation in the Christmas Salute. Seen l. to r. are Charles J. Feldman, Universal general sales manager who is distributor chairman in the 1954 Salute; Abe Montague, Columbia sales chief who is Rogers Hospital president, and Moe Silver, Stanley-Warner executive who is the 1954 Salute's exhibitor chairman.



Plans were mapped for the annual Joint Defense Appeal luncheon, to be held Oct. 27 at the Astor Hotel, by top leaders in the industry seen here at the organizational meeting where the plans were set up are, l. to r. and seated: Louis Phillips, William J. German, chairman in the industry's effort to help raise the $2,250,000 to finance the JDA fight against bigotry; Sam Rosen, Fabian Theatres and Stanley-Warner; Silas F. Seadler, M-G-M, and Martin Levine, Brandt Theatres. Standing are: Arthur Levy, Columbia; Monroe R. Goodman, Paramount Film Distributing Corp.; Herbert Hahn, ABC-Paramount; Edward Fabian, Fabian Theatres; Max Blackman, Warner Bros.; Abe Schneider, Columbia, Saul Jeffee, Movielab; Paul N. Lazarus, Jr., Columbia, and Leon Goldberg, United Artists.

German JDA Chairman

William J. German, head of the William J. German Corp., has again accepted the chairmanship of the motion picture industry division of the 1954 Joint Defense Appeal campaign, according to Irving M. Engel, president of the American Jewish Committee, and Henry E. Schultz, national chairman of the Anti-Defamation League. JDA is seeking to raise $5,000,000 to support the work of the two organizations.

Harris Heads NCCJ Unit

John H. Harris, president of the Harris Amusement Co., Pittsburgh, has accepted the leadership of the motion picture industry's part in the 1955 campaign of the National Conference of Christians and Jews. Harris, International Big Boss of Variety Clubs, will be assisted by George Hoover, International Chief Barker, who was named vice-chairman of the drive.

ONCE THE GRAND HOTEL OF T

"You're a lying Shanghai tramp..."

A

REPUBLIC PICTURE

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IENT...NOW A BRUTAL CONCENTRATION CAMP!

Frank Lloyd...Hollywood's
three time Academy Award
Winner brings you the
uncensored story behind
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HERBERT J. YATES
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THE SHANGHAI STORY

starring **RUTH ROMAN · EDMOND O'BRIEN** with **RICHARD JAECKE**

BASIL RUYSDAEL · JANINE PERREAU · BARRY KELLEY · PHILIP AHN

Screen Play by SETON I. MILLER and STEVE FISHER · Based on the story by LESTER YARD

Associate Producer and Director **FRANK LLOYD**

Independent Trade Reviews

(Continued from page 16)

total of 7,139. After this triumph, he returns to Tulare a hero. Melba Mathias he wants not to be his steady but date other boys. Once at Stanford, despite an initial hesistancy, Mathias and Melba renew their romance and later Mathias goes to Helsinki for the 1952 Olympics. Once again, he wins the decathalon, this time with a 7,887 point total making him the only athlete to win this title twice. He marries Melba and the story closes with his entry in the Marines.

"Naked Alibi"

(Univ.-Int'l.) 86 Min.

Cast: Sterling Hayden, Gloria Grahame, Gene Barry, Casey Adams, Marcia Henderson, Billy Chapin, Chuck Conners.

Credits: Produced by Ross Hunter; Directed by Jerry Hopper; Screen play by Lawrence Roman; Story by J. Robert Bren and Gladys Atwater.

A chase melodrama involving a maniacal killer, a honky-tonk performer and a discredited policeman is tautly unfolded in "Naked Alibi" for effective spotting on double bills. Picture meets the action and suspense requirements and supplies a couple of effective characterizations as well. Sterling Hayden, playing the policeman, is strong and sulking. Gloria Grahame handles the honky-tonk performer role to satisfaction, stressing the heart-of-gold personality of a gangster's moll for dramatic effect. A standout performance is delivered by Gene Barry as the killer. Low key photography, fist fights and gun duels lend strong atmosphere to this production.

Hayden, as a policeman, is dismissed from the force due to manhandling of Barry, accused of killing three detectives. Hayden follows him to Mexico, where Barry has taken up with Miss Grahame. There Hayden is knocked out by thugs. Miss Grahame helps him recover but learns the truth about Barry. Latter gives her a thrashing and starts pursuing Hayden. Back in the states, Barry is apprehended and Miss Grahame is killed.

"Fire Over Africa"

(Columbia) Technicolor 85 Min.

Cast: Maureen O'Hara, MacDonald Carey, Binnie Barnes, Guy Middleton, Hugh McDermott, James Lilburn.

Credits: A Frankovich-Sale Production; Produced by M. J. Frankovich; Directed by Richard Sale; Screen play by Robert Westerby.

Although there are many spots in the story line that smack of pulp fiction writing, the fact still remains that "Fire Over Africa" is both fast-moving and colorful. Script has a great deal of witty dialogue and direction moves the film along at a speedy clip. There are parts of the story that don't ring too true and a touch of coincidence here and there; but Maureen O'Hara gets a chance to deliver a performance with sex and fire in it and she is something to watch. MacDonald Carey is just about par for the course. "Fire Over Africa" should do okay in the general market, especially with the help of its two star names.

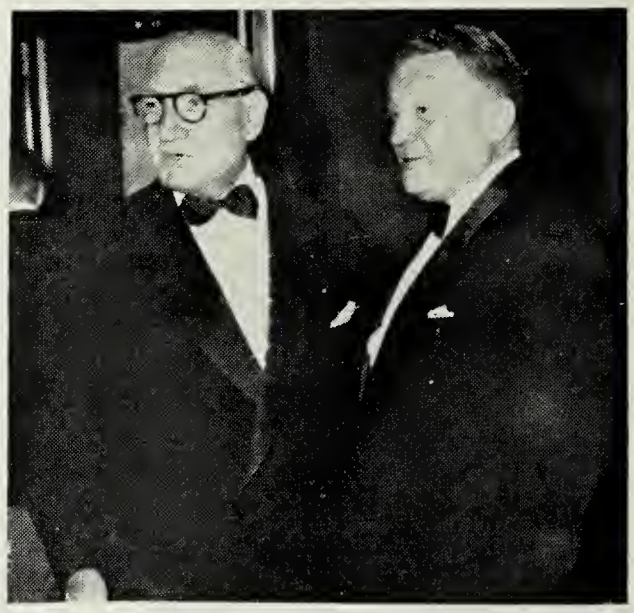
The international police of Tangier agree to put on a woman operative to battle a murderous smugglers' syndicate. The woman is supplied by the U.S. Treasury Dept. in the form of Maureen O'Hara. Maureen meets MacDonald Carey, whom she believes to be a top smuggler. He suggests that she get a job in Frisco's Bar, owned by Binnie Barnes, which she does. Here she meets Leonard Sachs, a dope smuggler. She, due to her association with Sachs, learns that Sachs is planning to double cross the sydicate and sell his knowledge of its activities. Sachs, enticed by Maureen, takes her with him on a trip which he makes with Carey. Sachs' cargo is hijacked and he then decides to sell his information. When Sachs is killed, Carey gets the key to a lock box which holds

(Continued on page 22)

East-West "Star" Glitters



A party following the Coast premiere had Sophie Tucker (right) cutting a gala cake for Judy Garland. Also present were (l. to r.) Jack Warner and Liberace.



Two of the numerous industryites attending the Goham event were (l. to r.): Major Albert Warner and Mort Blumenstock, Warners' advertising-publicity vice-prexy.



Leading actors, actresses, directors and producers attended the RKO Pantages Theatres premiere in Hollywood. Marlene Dietrich and Elia Kazan were among the notables.



At the N. Y. Paramount were (l. to r.): Ben Kalmenson, WB distribution vice-prexy; Sid Luft, producer; Judy Garland, and Robert Shapiro, theatre's managing director.



Hollywood's RKO Pantages Theatre played host to hundreds of premiere celebriies. Among those turning out for the film were Jack Carson and Virginia Mayo.



Among the guests at the New York openings were (l. to r.): Kitty Carlisle, actress; Moss Hart, her husband, who wrote the screen play of "Star," and Arlene Francis.

Both Hollywood and New York played host to Warners' "A Star Is Born." The CinemaScope-Teehnieolor picture was given premieres at three theatres in these two cities. At the RKO Pantages Theatre, Hollywood, the event attraeted 250 stars and celebrities and became the first film premiere to receive a coast-to-coast telecast; was the first to provide a working press room; first to have a special announcer to call off star arrivals exclusively for the bleacher and street crowds. Three TV emcees were on hand at the Pantages: Jaek Carson, George Fisher and Larry Finley. George Jessel introduced Judy Garland, the star, then traveled east to New York for the Paramount and Victoria premieres, where he also introduced the actress-singer. The event in Gotham was accorded extensive coverage by video, radio, newsreel and press as stars from all fields turned out for festivities which tied up Broadway for hours. Both Jessel and Martin Block served as emcees at the participating theatres.

EXHI-BITS

Protest 16mm. Prints

COLUMBUS. — Protesting the competition, the current Independent Theatre Owners of Ohio bulletin reports that six 20th-Fox features and two from Warner Bros. are being shown in a 16mm. series by the Franklin County Historical Society for $1. The bulletin claims that the most recent of the films is Warner's "The Story of Will Rogers," released in 1952.

The Society has "blanketed" the area with brochures, according to Robert Wile, ITOO executive secretary. From 20th-Fox came the answer that the films were sold with the provision that they would be made available only to members and that they were either documentaries or old films. Warners noted that some companies are being sued by the government for refusing to sell 16mm. prints.

Chicken Served

NEW ORLEANS. — Boxes of fried chicken were distributed free to cars by the Do-Drive-In, a twin-screen operation here, on a Sunday as a novel promotion which was heralded in ads by the ozoner as introducing "our latest innovation for your enjoyment."

Stunt was preceded by placements of teaser ads in a local paper which asked: "Do you know what I'll get Sunday at the Do-Drive-In?" Query was answered in a nearly quarter-page ad Sunday which announced the giveaway.

Resnlt was one of the worst traffic jams in local history. Pictures were "The High and the Mighty" (WB) and "Magnificent Obsession" (U-I). The chicken was the theatre's own brand, called "Academy Award."

Ozoner Locations Requested

All drive-in theatre owners have been requested to inform TOA headquarters in New York as to the exact longitude and latitude of their ozoners as soon as possible. The request has come from the Aircraft Owners and Pilots Association, which notes that because drive-ins are such distinctive landmarks from the air, the information requested could mean "the difference between life and death to some pilots and passengers."

Tax Figures Revealed

WASHINGTON.—The government collected $8,347,000 in theatre, concert and other such admissions taxes, according to the Internal Revenue Service. The figures are not comparable with July, 1953, when $28,362,000 was collected, not only because of the ending of the tax on lower priced film theatre admissions, but also because the system of payment has been changed from a monthly to a quarterly basis.

AB-PT Report Lauded

American Broadcasting-Paramount Theatres was judged as having the best annual report of the motion picture industry for the second consecutive year in the final ratings of the board of judges in the "Financial World" survey of annual reports. Leonard H. Goldenson, president, will receive the bronze "Oscar of Industry" as award at the annual banquet Oct. 25 in the Hotel Statler.

New Pix Selling Road For DCA

HOLLYWOOD.—A new method of releasing pictures on an area-by-area basis rather than nation-wide will be attempted by Distributors Corp. of America, Fred Schwartz, president, stated here this week. DCA productions will be budgeted at from $800,000 to $1,000,000, with a possible 12 releases expected within the next two years.

The company has divided the nation into five areas centered in New York, Chicago, Atlanta, Dallas and either San Francisco or Los Angeles. Pictures will be released at different times in these areas, with localized advertising and promotions rather than national ones as the direct goal.

Schwartz pointed to economies and a more concentrated sales campaign that could be achieved in this new way of selling motion pictures. Less prints would be needed, he explained. Physical distribution will be handled by some other company, he revealed.

Among the company's plans are the releasing of product of independent producers as well as making pictures of its own. The company will lead off its slate with a December release of "Long John Silver." Production plans include a cartoon version of "Finian's Rainbow" and British productions of "I Am a Camera" and "The Vikings."

"This is a time for streamlined distribution," Schwartz stated at a press conference at the Beverly Hills Hotel. A select number of pictures a year should be handled and merchandising them is important today." DCA's plans of establishing a picture is by selling key accounts, which are 3500 theatres, which is about 75% to 80% of the domestic revenue and are represented by about 250 sales.

Distribs, Exhibitors Win In Trust Suits

Exhibition-distribution anti-trust suits were split one apiece when the distributors came out ahead in the $900,000 treble damage suit brought by Metropolitan Theatres Corp. in Los Angeles, while the Electric Theatre, Kansas City, Kans., was awarded $2,406,602 in treble damages from six film companies.

The Electric Theatre contended that it had been denied first-run films granted to theatres in Kansas City, Mo. Defendants were Loew's, Columbia, Warner Bros., United Artists, RKO Radio and Paramount. The sum was said to be the largest in such a case, according to a court spokesman.

Metropolitan, operator of the Orpheum Theatre in downtown Los Angeles, was suing on similar charges of being denied first-runs. Federal Judge Harry C. Westover ruled that there had been no conspiracy, although there was "similarity of action." Metropolitan has announced that it will appeal the verdict.

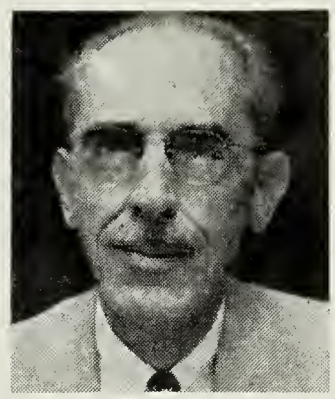
Defendants in this case were Columbia, Loew's, Paramount, 20th-Fox, RKO Radio, Universal and Warner Bros.

Jacques Kopfstein Resigns

Jacques Kopfstein has resigned from Atlantic Television Corp., Astor Pictures Corp. and affiliates of these concerns, according to Robert M. Savini, president of both firms. Kopfstein's successor is expected to be announced shortly.

NEW POSTS

C. S. PERKINS was promoted to operating manager of Altec Service Corp., replacing E. O. Wilschke, resigned. Perkins, with an extensive technical background, has been division manager of Altec's northeastern division since 1947. Prior to this he managed the company's commercial engineering department. He entered the motion picture field in 1929 with ERPI, Altec predecessor, and has served in numerous capacities since. During the war he supervised the schooling of U.S. Navy personnel.



C. S. PERKINS

SID MESIBOV was appointed special exploitation co-ordinator to handle the national launching of IFE's "Theodora, Slave Empress." Mesibov, formerly exploitation and promotion director for Paramount, will coordinate his work with Bernard Lewis, IFE exploitation manager.

SAMUEL CHERNOFF was appointed midwest district manager for I.F.E. Releasing Corp., succeeding Bernard J. McCarthy, resigned.

ALBERT V. STEINHARDT was named manager of Siam for 20th Century-Fox's International Corp., replacing VASANT S. PADBRIDI, who has been promoted to manager of Singapore, replacing Sanade A. Rao, resigned. Steinhardt will headquarter in Bangkok.

JAMES V. O'GARA was given the post of special home office sales representative of Buena Vista, the Walt Disney distribution subsidiary. O'Gara will headquarter in New York, where his activities will be directed by Irving H. Ludwig, company domestic sales manager.

LEE ROY HOBSON was named RKO Pictures' branch manager in Denver, succeeding Marvin Goldfarb, resigned. Hobson formerly was a salesman in the same office.

ROY M. BREWER rejoined Allied Artists as an executive aide to Steve Broidy, president. Brewer will be in charge of exchange operations. For many years he had been Hollywood representative for the IATSE.

MARTIN POLL joined the executive staff of Theatre Network Television, Inc., in a production and sales capacity. Poll previously was a television producer, having to his credit the "Flash Gordon syndicated film series.

Series of changes and additions in the Louis de Rochemont Associates organization of field representatives for the selling of "Martin Luther" has ROBERT I. KRONENBERG representing the Los Angeles territory; EDWARD SALZBERG representing Cincinnati; DAVID EMANUEL, Albany and Buffalo; KAY FILM EXCHANGES, New Orleans and Atlanta; FRANK MANTZKE, Milwaukee; BERNARD RUBIN, Cleveland; JOHN KANE, Indianapolis.

ROBERT E. GIPS, assistant to Harold Danson, of National Screen Service, television department, joined Mel Gold Productions in an executive capacity. Gips' immediate assignment will be directed at the supervision of production of television film commercials, currently in work.

Loew's Theatres Launches Golden Jubilee Marking 50th Anniversary

With 50 years having passed since the late Marcus Loew opened his first penny arcade, Loew's Theatres, Inc., is now celebrating its Golden Jubilee with a two-month wide-scale promotion. Scheduled to run through November, the campaign will involve all forms of motion picture theatre promotion, including the use of newspapers, radio, TV, screens and exploitation.

The campaign has already been kicked off in Greater New York, where it was launched with a demonstration in Times Square. The anniversary programs in Loew's out-of-town situations will be staggered to take advantage of the best booking line-ups, the company notes, with most Golden Jubilee promotions getting under way toward the end of this month.

In all cases, although all anniversary angles will be exploited to the fullest, greatest attention will be given to the films booked for the Jubilee period. The company explains that while the Golden Jubilee has a certain sentimental meaning inside the trade, its prime purpose is to sell theatre tickets.

Films booked by the theatre circuit for the Jubilee period include Paramount's "Living It Up," "Rear Window" and "Sabrina"; M-G-M's "Seven Brides for Seven Brothers," "Betrayed" and "Brigadoon," and Columbia's "The Caine Mutiny" and "On the Waterfront."

Under Same Management

Among the theatre company's major claims to historical fame is that along with the fact that it is one of the oldest theatre circuits, it is the only major company in the business to remain under the same management during its entire existence. The firm has been headed first by Loew, then Nicholas M. Schenck, and now Joseph R. Vogel, who was named president when divorcement was effected.

While these facts are of interest to the trade, the public will be hit with the type of bally designed to lure them into the theatres. The campaign has been prepared by Ernest Emerling, Loew's ad-publicity head, and his staff, assisted by the managers of more than 50 Gotham theatres.

Emerling pointed out that "we know that business is on the upgrade, that the product we are getting now is the best in a long time." He explained that "in the Golden Jubilee drive we'll have an effective medium of telling the public all about it, and we are going to do this whenever and wherever we can."



Boro President Jack, aided by Anne Francis and Elaine Stewart, changes Times Square to Loew's Square to launch Golden Jubilee festivities.

The drive got under way with a motorcade of floats representing some of the attractions to be seen at Loew nabes in the New York area. Special newspaper ad campaigns, TV and radio announcements and augmented lobbies and screen trailers are telling the story of the 50th anniversary shows.

The Times Square demonstration launched the Loew's Golden Jubilee Motorcade, composed of the floats and a Motion Picture Museum, created by the George Eastman House of Rochester. The museum traces the development of the motion picture during the last 50 years and has been installed in a 33-foot trailer truck.

Carries Projector

Along with the historical material, such as early motion picture apparatus, the museum carries a modern automatic slide projector that shows scenes from current Jubilee attractions. The museum will also visit New York City grammar and high schools.

The motorcade is visiting all Loew's theatres in the metropolitan area. It will then be broken down into separate units to bally the individual pictures as they play off. The theatres will continue to feature the special Jubilee birthday cakes and decorations throughout the campaign.

For its customers, Loew's has also prepared a photo quiz contest in a two-page flyer format. Cash prizes totaling $1,000 are offered to moviegoers who complete the contest correctly. In order to win, contestants will have to see a number of the Jubilee attractions.

All stunts performed at the individual theatres will be designed in accord with the primary goal of the campaign, that of acting as a stimulus to increased business. Theatres will use the anniversary motif as a springboard for promotions, aided by the support coming from the company's home office via increased advertising and publicity.



One of a trio of floats depicting some of the features that will be seen in Loew's theatres during the two month Jubilee celebration.

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this information, Maureen shoots Carey to get the key, but he doesn't die because he has on a bulletproof vest. Back in Tangier, Maureen is captured and almost killed, but Harry Lane defies the syndicate boss Binnie and refuses to kill Maureen killing Binnie instead. The smugglers decide to make a run for it but Carey and his men stop them and Maureen learns that Carey like herself is a Treasury agent.

"The Unholy Four"

(Lippert) 80 Min.

Cast: Paulette Goddard, William Sylvester, Patrick Holt, Paul Carpenter, Alvys Maban, Russell Napier.

Credits: A Hammer Production; Produced by Michael Carreras; Directed by Terence Fisher; Screen play by Carreras; Based on the novel, "Stranger at Home," by George Sanders.

"The Unholy Four" is an average programmer which will have its top selling appeal in the marquee name of Paulette Goddard, who delivers a slick performance in this English-made feature for Lippert release. Miss Goddard is aided by some good acting by William Sylvester, one of England's top actors. There is some suspense in this feature dealing with a man who returns to his home and wife after a three year absence to try and find out who tried to murder him. Title of the feature has strong exploitation possibilities. The characters all speak clearly and in very good English, there are no cockney dialect characters and this should aid it in the U.S.

William Sylvester returns home after a three year absence during which he has suffered from amnesia. He wants to find out who left him for dead after slugging him during a fishing trip in Portugal. He suspects that his wife, Paulette Goddard, had something to do with it, and the mystery goes deeper when one of their friends is murdered and Paulette and Sylvester are suspected. Sylvester then lays a trap for Paulette's social secretary, Alvis Maban, whom he suspects, but she, too, is murdered. Sylvester follows a trial to Paul Carpenter's house, where he forces Carpenter to confess all the crimes.

"The Sleeping Tiger"

(Astor Pictures) 89 Min.

Cast: Alexis Smith, Alexander Knox, Dirk Bogarde, Hugh Griffith, Patricia McCarron, Maxine Audley, Glyn Houston.

Credits: An Insignia Films Production; Produced and directed by Victor Hanbury; Screen play by Derek Frye; Based on a novel by Maurice Moiseiwitsch.

A British psychological drama with overtones of crime and a triangular romance, "The Sleeping Tiger" should serve to provide program fare over here. Film stars Alexis Smith, Alexander Knox and Dirk Bogarde as the ill-met trio who become entangled in the plot. The feature's possibilities have been somewhat hampered by a seeming indecision on the part of the producer-director whether to turn out a serious "art" film or a very obvious melodrama. "Tiger" contains elements of each, and they often jar each other. The script does deliver some highly suspenseful moments and an interesting presentation of a villain who steals, cheats and hits defenseless girls.

The feature starts out on an unusual note, with psychologist Knox taking criminal Bogarde into his home for a six-month period to see why he behaves as he does. This sets the scene for the ensuing affair between Bogarde and Miss Smith, Knox's wife. Bogarde is given some juicy scenes to demonstrate that he is a complete bounder, and he throws convincing temper tantrums. The film takes a sudden turn when Bogarde reforms because of an act of kindness from Knox. The younger man decides to stop seeing Miss Smith, and then she becomes the psychopath, who lies and throws fits, finally meeting a violent death. The film is smoothly played with some interesting sets.

the big news TODAY from UA

Stanley Kramer Now Shooting America's #1 Best Seller!



NOT AS A STRANGER

with one of the greatest all star casts of recent years

Olivia DeHavilland
Robert Mitchum
Frank Sinatra
Gloria Grahame
Broderick Crawford
Charles Bickford
Directed by Stanley Kramer

Objective: To outgross his last boxoffice blockbuster, "The Caine Mutiny"

REGIONEWS

ALBANY

Brandt Theatres of N.Y. added John Free's Pontiac Theatre and Riverside Drive-In, Ogdensburg, to its buying and booking service. Ogdensburg marks the farthest point north in this exchange district for Brandt operations. . . . The Rosenthal Estate sold the State Theatre in Troy to its long-time lessee. . . . CinemaScope installations in this area passed the 110-mark. . . . Peter Holcomb is now operating the Grand and Strand in Watervliet, on lease from Jules Perlmutter. . . . Aust's Open-Air Theatre, S. Glens Falls, was one of the first to close for the season. Owner William H. Aust reports a profitable summer.

ATLANTA

Joyce Jones was appointed office mgr. at Republic and Catherine Clark added to the booking dept. Frances Hopkins, resigned from Republic, now with Tom Luck Booking Service. . . . Rufus Davis, Jr. is new owner of the Houston Theatre, Dothan, Ala. . . . Independent Theas. closed their Amuzu Theatre, Chattanooga, Tenn. . . . Martin's Grand Theatre, Cartersville, Ga., under mgr. John Clark, now has a wide screen. . . . Delray Beach Theatre, Delray Beach, Fla., closed and mgr. George Fielder sent to W. Palm Beach as asst. mgr. of the Palm Theatre. . . . Cecil James, a former exhibitor and army instructor for the past three years, was appointed mgr. of the Avon Theatre, Geneva, Ala.

Personnel from the State, Cinema, Palma Seia and Northtown theatres in Tampa, Fla. gave a farewell party to Curtis Miller, transferred from city mgr. in Tampa and St. Pete to the Claughton Circuit's home office in Miami. Bob Morales takes over Miller's job. . . . Norris L. McCollum appointed mgr. of the Mantanzas Theatre, St. Augustine, Fla., succeeding Walter Colby, transferred to Orlando. Lynn Goodwear replaces McCollum at the Empire, Daytona Beach. . . . Paul Lycan, former operator of the Tarpon Springs Theatre, Tarpon Springs, Fla, was named mgr. of the Midway Drive-In there, replacing Martin Walker, who returned to Haines City. . . . J. J. Jarris replaced the screen at his Rio Drive-In, Adel, Ga., which was blown down by high winds. New screen was placed on creosoted poles.

Mgr. Haywood Hanna, Jr. reports that among improvements made at the Joy Drive-In, Milton, Fla., was enlargement of the screen and concession stand, and a higher fence to block off lights from the highway. . . . Palms Theatre, W. Palm Beach, Fla., has been sold to the 5400 South Corp. for $142,500. . . . Hubert Countryman acquired the Villa Theatre, Villa Rica, Ga., from Martin Theas. . . . Dave Prince, southern dist. mgr. for RKO, recuperating at home from a heart attack. . . . Russell Fisher is new owner of the DeSoto Theatre, Valley Head, Ala. . . . Exhibitors Service, Jacksonville, now buying and booking for Movieland Drive-In, Sanford, Fla. . . . Al Rook will buy and book for the new Negro Drive-In at Bessemer, Ala.

M. D. Williams, owner of the Oliver Theatre, Oliver Springs, Tenn., opened a new ozoner there. . . . Stein Theatre Circuit has named Curtin Mill mgr. of the Jeff Davis and Trail Drive-In at Hazelhurst, Ga., also supervisor of its 14 theatres in Georgia and Florida. . . . Atlanta Variety Club secured 200 tickets for the Georgia Tech football game on Nov. 27 at Athens, Ga. . . . Recent CinemaScope installations in Alabama were made at the Avon, Geneva, under mgr. R. C. Powell; Royal, Samson, mgr. Ralph Pate; Archie, Abbeville, Mrs. A. M. Walker; and the Foley, Foley, mgr. Ben Tisdale. . . . Pompano Drive-In, Pompano, Fla., managed by L L. Overton, now has CinemaScope also.

BOSTON

Owners of the Phillips Theatre, Springfield, which was closed in June because of a fire, reopened the renovated house on Oct. 15 with a new CinemaScope screen installed by Capitol Theatre Supply. Rifkin Theatres will operate it as they have in the past, with Charles Hurley retained as mgr. . . . Sam Horenstein, who resigned as dist. mgr. for Manley products, is now with American Theatres Supply Co., under dist. mgr. Nat Buchman, selling Cretors popcorn and products. . . . Bill Dewire joined the staff of Alexander Film Co., selling in the Rhode Island and eastern Conn. areas.

The Barre (Vt.) Granite Guild is preparing a plaque for Martin J. Mullin, pres. of New England Theas., for his humanitarian efforts in behalf of the Jimmy Fund. Plaque was suggested by Gov. Emerson of Vt. to mark Mullin's five years as pres. of the Children's Cancer Research Foundation. . . . Richard Boyle, a former usher at the Astor Theatre, has been made asst. to mgr. Louis Krasnow. . . . George Carter, mgr. of the Strand in Woburn, is receiving congratulations on the birth of his seventh child, a daughter.

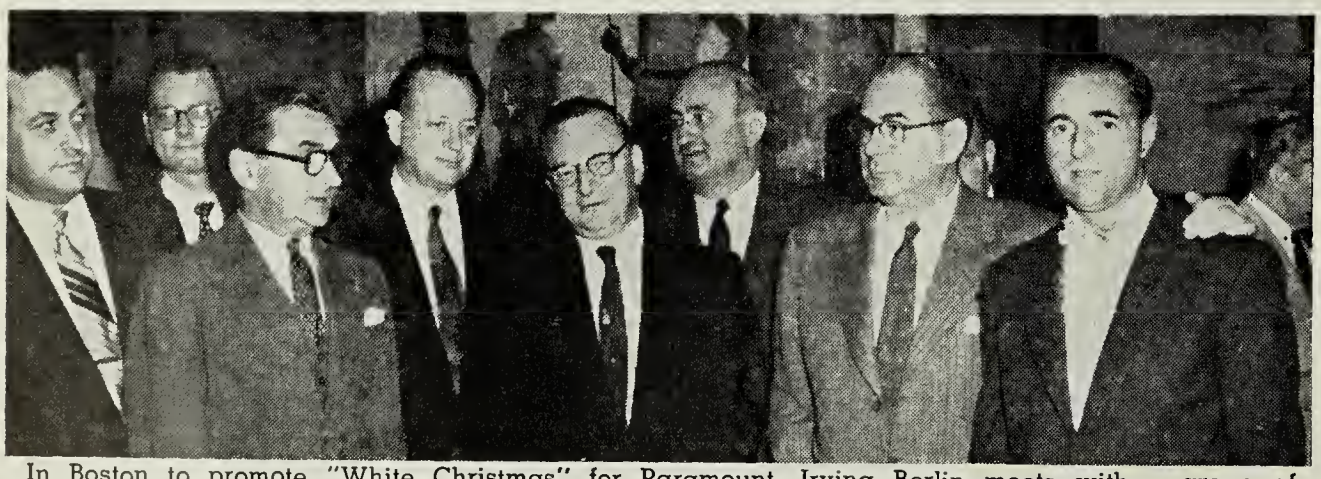
Joseph E. Levine, pres. of Embassy Picts., has completed arrangements with the Michael Myerberg office in N. Y. for distribution of "Hansel and Gretel" in the New England territory. . . . Stanley-Warner's Waldorf Theatre, Lynn, and the Modern in Lawrence, which were closed for many months, reopened for week-end operation. . . . Members of Independent Exhibitors, Inc. were urged by Irving Dollinger, regional v.p. of Allied, to watch closely the possibility of imposition of additional theatre taxes in the municipalities. . . . Nathan Yamins, pres. of Yamins Theatre, Fall River, was named pres. of Temple Miskan Tefila, Roxbury, which is celebrating its 97th anniversary this year.

CHARLOTTE

Mrs. Vera VanDerbaugh has installed a wide screen, stereophonic sound and all new booth equipment in her Pageland Theatre, Pageland, S.C. . . . The Lantern Drive-In at Denton, N.C. celebrated its first anniversary with a week of special events. . . . Bill Hendry appointed N.C. salesman for Wil-Kin Theatre Supply, succeeding Paul Jones, who has returned to the Tar Heel Drive-In at Archdale. . . . Glad to report that Howard Chapman, owner of the Cherry Hill Drive-In Cowpens, S.C., is back at his post after hospitalization. . . . Sal Aragona installed CinemaScope in his Starlite Drive-In at Jacksonville, N.C., and closed his ozoner at Holly Ridge.

The Sandlee Theatre, Sanford, N.C., was gutted by a fire believed to have started in the projection room. . . . C. Martin is new owner of the Ruby Theatre at Blacksburg, S.C. . . . W. C. Macon installing CinemaScope in his Garden City Drive-In at Marion, N.C. . . . Johnny Vickers, chief barker of Charlotte Variety Club, reports that work on the new clubrooms will be completed by Nov. 20. . . . M-G-M booker Don Knell left for Army duty. . . . Bill Gregory, former owner of the Henderson Drive-In, Henderson, N.C., has taken over the playhouse at Garland, N.C. . . . E. D. Williams leased the Holiday Theatre, Conway, S.C., from the Anderson Circuit.

(*Continued on page 26*)



In Boston to promote "White Christmas" for Paramount, Irving Berlin meets with a group of theatremen at a luncheon and cocktail party to which newspaper, radio and TV representatives were also invited. L. to R.: Joe Saunders, film buyer for American Theatres; Al Siner, mgr. of the Strand, Providence;Berlin; Eddie Cantor, gen. mgr. of American Theatres; Henry Schwartzberg, AT's chief film buyer; Louis Gordon of the Lockwood & Gordon circuit; Arthur Lockwood of L&G, and Newell Kurzon of Kurzon Circuit.













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CHICAGO

Edwin Wappler, veteran of Chicago theatre business, has been appointed resident mgr. of Eitel's Palace to succeed John Manley, who resigned to become head of the city's maritime operations. . . . "Waterfront" is breaking house records at the loop Woods Theatre. UA's "Down Thru Dark Streets" booked to follow its run. . . . Irving Land named mgr. of the Essex Theatre. . . . Sam Trainor reopened the Tazewell at Washington, Ill. . . . Will Hamm, Paramount office mgr., is celebrating his 33rd year with the company. The exchange plans to use at least 46 prints of "Sabrina" when it is released for Chicago subsequent runs on Nov. 5. . . . More than 40 prints will be needed by Columbia to handle the subsequent bookings for "Caine Mutiny" early in Nov.

Calo Theatre, under managment of Auerbach and Bland, will reopen Oct. 22 after several months closing. . . . Local theatres are preparing to make collections for the Will Rogers Hospital Xmas fund. . . . Stage shows will be discontinued at B&K's Chicago Theatre during run of "A Star Is Born," and admissions upped from $1.25 to $1.50. . . . M-G-M's "Julius Caesar" opened in 26 local and suburban theatres with special admissions for students. . . . James Coston, owner of the Coston circuit, was elected pres. of Chicago Police Pension Board. . . . "Gone With The Wind" grossed $80,000 during first two weeks at B&K's United Artist Theatre.

Irving Berlin was in town for trade conferences on "White Christmas," which will get a loop booking sometime this month in order to have it ready for subsequent runs during the holiday season. . . . The local 20th-Fox exchange equipped its new CinemaScope projection room with Celotex accoustical product. . . . Chicago's Sept. amusement tax collections showed an increase of 10 percent over last Sept., and a 12 percent increase for the first nine months of 1954. . . . Calo, Essex and Four Hundred theatres reopen this month and indications are that more houses will be reopened as business continues to improve. . . . The Armitage, an early TV victim, is being remodeled for reopening. . . . Starlite Drive-In is featuring triple features on week-end bills. . . . Elmer Upton, B&K secy, at Passavant Hospital for surgery. Mrs. Upton also hospitalized there. Duncan Kennedy, Great States managing director, at Passavant for checkup.

Cinerama management is trying out a Wednesday morning show. . . . Gardner Theatre Supply moved to larger quarters at 1314 S. Wabash Ave. Buena Vista Film Exchange is moving into the space vacated by Gardner at 1235 S. Wabash Ave. . . . Neoga Theatre at Neoga, Ill. is being reopened by Dr. G. A. Bigler with cooperation from the local Chamber of Commerce. . . . Ed Borgen retired from the Universal publicity dept. to join Royal Blue Stores as ad mgr. . . . Eddie Cox, veteran theatre mgr., is at the County Hospital for medical care. . . . John C. McCaffrey, 70, former Orpheum Circuit executive, passed away. . . . Cornell Theatre on the southside is being reopened for the fall months after a modernization job. . . . Wally Hein, UA publicity director, in Augustana Hospital for checkup.

CINCINNATI

S&S Amusement Co., reopened the refurblished Esquire, Cincinnati, as an art theatre. . . . The Roxy, Lockland, O., which closed last May, was reopened Oct. 15 by J & R Ents. Frank Weitzel will do the booking and buying for this house; also for the new Pike 27 Auto Theatre, Cold Springs, Ky., which was scheduled to open Oct. 8. . . . Jackson Theatre, Cincinnati, owned by W. Y. Schmidt, is now on full time. . . . The Jur Circuit has taken over operation of the Parker Theatre, Parkersburg, W. Va., from Mrs. Rose Thomas. CinemaScope is being installed in all Jur houses.

National Theatre Supply is installing wide screen in Wm. Onie's Rialto, Bein Circuit's State, and the S&S Twin Drive-In Theatres, all in Cincinatti. . . . Work is progressing on the new drive-in adjoining the present Sherwood Drive-In, Dayton, owned by Sam Levin. It will be equipped with wide screen, CinemaScope and in-car heaters. . . . The parents of Frank and Dave Schreiber, UI branch mgr. and head shipper, respectively, celebrated their golden wedding anniversary. . . . Murray Baker, IFE sales representative, is sporting a new Chevrolet Bellaire. . . . CinemaScope installations made at Nitro Theatre, Nitro, W. Va., owned by Fred Helwig, and the Haven, New Haven, W. Va., owned by Harry Lyne.

Harry Wheeler, of Gallipolis, O. reopened his remodeled Colony Theatre with a new wide screen. . . . George Turlukis of Hamilton, O. is readying his Ramona Drive-In for CinemaScope as is Mrs. Lauradelle Dugle of the Lyric in Manchester. Lester Rosenfeld has plans to install wide screen and reopen his Best Theatre in Charleston, W. Va., which was closed around Labor Day. . . . The Palace, Aurora, Ind., owned by Guy Greathouse, is now equipped with CinemaScope. . . . Tri-State Theatre Service had added to its list of accounts the Pioneer Theatre, Glenville, W. Va., owned by R. Dale Bowyer.



Jan Sterling, starring in Allied Artists' "Human Jungle," visits Ben Abrams, district manager for AA in New England. Abrams is showing Miss Sterling the list of New England playdates contracted for the film.

The RKO Albee will present the opening night program of the Metropolitan Opera House in New York on its giant TV screen, with all seats reserved at prices ranging from $1.10 to $3.60. . . . Irving Berlin was in town on behalf of "White Christmas," Paramount's first VistaVision film, which is due to open at Keith's Theatre following the engagement of "The Egyptian." . . . Sam Weiss, pres. of the local Colosseum of Film Salesman; Al Kolkmeyer, secy., and Mort Perlman will be delegates to the national convention in Chicago, Nov. 20-21. Stewart Jacobson was designated as alternate.

DENVER

Neno Pepitone, asst. mgr. at the Centre, has been made mgr. of the Esquire, where he succeeds Helen Spiller, who was moved to the executive staffs of the Denver and Esquire. . . . Paul Anglin, recently doing publicity for Universal in Boston, has been added to the staff of Fox Inter-Mountain and will work up a series of art films for the theatres in the circuit. . . . Robert Selig, asst. to the president of Fox Inter-Mountain, was moderator on a half-hour program over KBTV in behalf of the Community Chest drive. . . . Dick Fulham, Republic salesman, has resigned and gone with 20th-Fox, also as salesman.

V. J. Dugan, 20th-Fox branch mgr.; Carl Larson, office mgr., and salesman George Tawson and Paul Snoddy, went to Los Angeles for a sales meeting. . . . Earl Peterson, United Artists salesman, who covers parts of both the Denver and Salt Lake City territories, was in conferring with branch mgr. M. R. Austin. . . . Floyd Brethour, booker at the MGM exchange, is father to his second son, named Gregory L. . . . Burglars, who either had a key to the theatre or stayed in after the house was closed for the night, got $70 at the Uptown.

(*Continued on page* 28)



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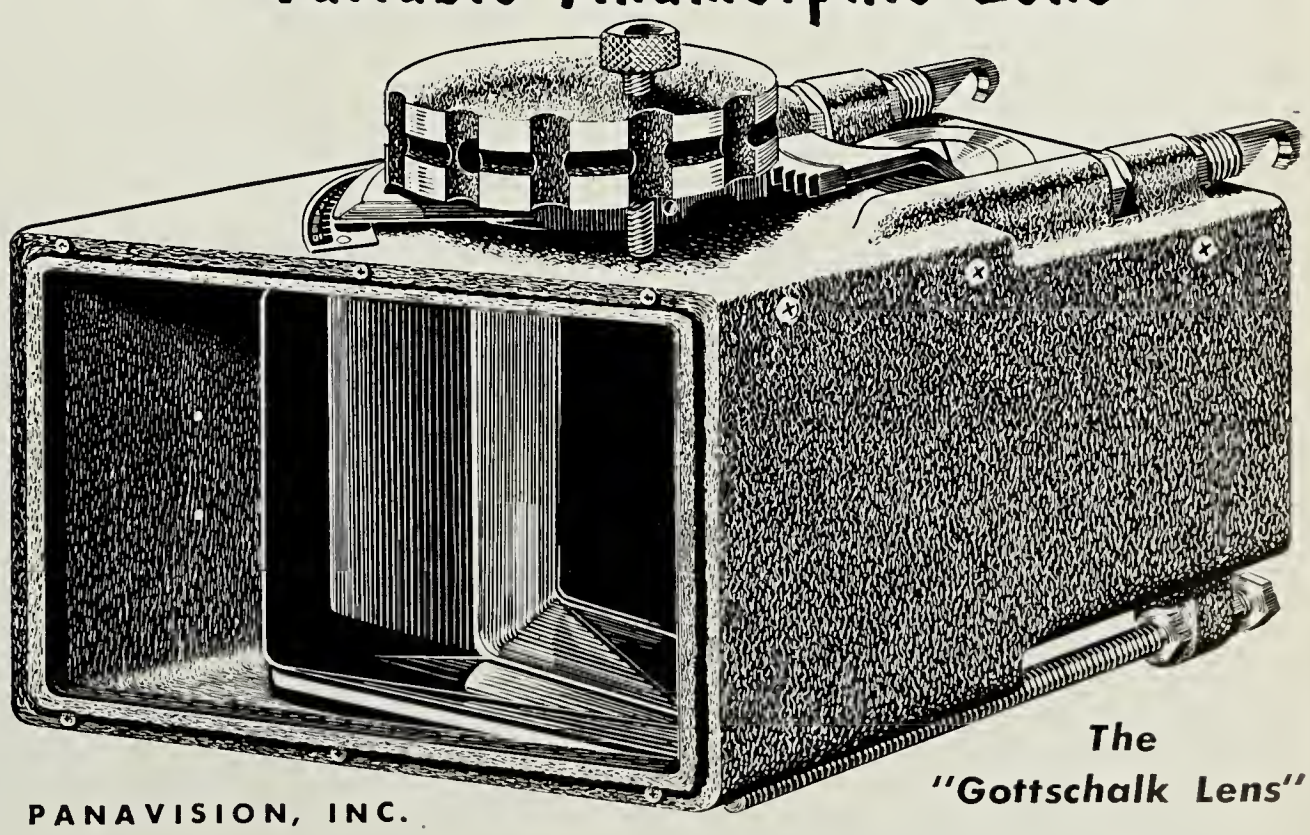
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DETROIT

Robert E. Lubeck was named amusement editor of The Detroit News. . . . Myrle Burch bought a third interest in Northwest Studios, manufacturers of stage equipment, after some years as mgr. of the Detroit branch. . . . Walter Bridge of Bronson is taking over the Swing Theatre, Athens, Mich., formerly operated by L. E. Hoag. . . . William H. Green, pub. chief for the Music Hall, has been named midwest director of advertising and exploitation for Cinerama theatres and will maintain headquarters here. . . . An expansion of actvity for Central Shipping Bureau, which services local theatres on film deliveries, is being planned by mgr. Charles Simpson.

Bion Rockwell, owner of the Bay Theatre in Sutton's Bay, made his first trip to Detroit in a year, to buy film and visit the exchanges. . . . United Detroit Theatres is opening its first CinemaScope release at the Madison, "A Star Is Born." . . . Whitney Theatre at Ann Arbor, onetime legit, is to be razed, and a new house will be built by Butterfield to serve the campus trade. . . . Alden Smith's Mutual Theatre group is taking over film buying for three Detroit houses—the Cinema run by Sterling Theatres, and the Rex and Seville, both in the Van Houdt Circuit. . . . Al Dezel worked out an unusual tiein with the Michigan Railroad Club for the showing of "The Titfield Thunderbolt." . . . Charles Zack cooked up a community tiein, with passes for all doners to the local blood bank, offered by the East Side Drive-In Theatre.

Kilbride Circuit held a farewell party at the Alhambra following last show under the old circuit management. Ben Robins is taking over the house, which will be the nucleus of a small new independent circuit. . . . Mgr. Sy Schecter is taking over management of the Cinema, art house, succeeding Larry Leins. . . . Earl Cook and Vernier Gage are taking over booking for the Reading Theatre at Reading, Mich. . . . Woods Theatre had a minor fire in a storage room and made a quick switch to emergency standby power when lightning struck—with patrons not even realizing anything was amiss. . . . The booth staff of the Music Hall were hosts to the management and others in a backstage party to celebrate the millionth customer to see Cinerama here.



Top prize winners in the five-week President's Drive conducted by Walter Reade Theatres, receive their checks at a luncheon meeting for managers of all 40 theatres in the circuit, at which more than $4,000 was distributed. L. to R.: Edwin Gage, circuit v.p.; Joe Sommers, city mgr. in Kingston, N. Y., who finished third; Frank Deane, mgr. of the Woodbridge Drive-In, Woodbridge, N. J., second; Mrs. Ann DeRagon, mgr. of the Paramount in Plainfield, N. J., who received $1,000 for first place; and Walter Reade, Jr., pres. of the company.

Watch These Dates!

Oct. 27: Kansas City—Allied ITO of Kansas-Missouri—Hotel Aladdin.

Oct. 30-Nov. 4: Chicago — Theatre Owners of America convention—Hilton Hotel.

Oct. 31-Nov. 4: Chicago — TESMA Trade Show—Conrad Hilton Hotel.

Nov. 3: Montreal—Quebec Allied Theatrical Industries annual meeting.

Nov. 8-9: St. Louis-Missouri-Illinois Theatre Owners convention—Chase Hotel.

Nov. 14-16: Charlotte—Theatre Owners of N. and S. Carolina—Hotel Charlotte.

Nov. 16-17: Indianapolis — Allied Theatre Owners of Indiana fall convention—Marott Hotel.

Nov. 17: New York—Motion Picture Pioneers annual dinner—Hotel Astor.

Nov. 19-20: Chicago—Colosseum of Motion Pictures Salesmen of America annual convention—Drake Hotel.

Nov. 21-23: Jacksonville—Motion Picture Exhibitors of Florida convention—Roosevelt Hotel.

Dec. 5-7: Oklahoma City—Theatre Owners of Oklahoma convention.

Dec. 6-8: Memphis, Tenn.—MPTO of Arkansas, Mississippi and Tennessee — Gayoso Hotel.

Dec. 7: Boston — Independent Exhibitors, Inc. Convention—Hotel Bradford.

HOUSTON

Trail Drive-In advertises only theatre restaurant in Houston. . . . Saturday Fun Club rates a combine ad of Alabama, Village, Garden Oaks and Santa Rosa theatres. . . . Ft. Worth Drive-In advertises new low fall and winter admission prices. . . . New season at Community Theatre, Galveston, includes a professional director, transportation to theatre from airport, also baby sitter and toy room—according to Jack Cohen, publicity chairman.

KANSAS CITY

Mr. and Mrs. Ray Wench, operators of the Regent and Nile theatres in Winfield, Kans., have taken over management of the Star Theatre and Skyline Drive-In in Clay Center, Kans. from Kenneth Ehert. . . . The Jamesport, Mo. Theatre Company has been incorporated by several Jamesport people and by A. V. Spillman, W. L. Reed, R. Haver and R. Tedlock. . . . F. L. Lowe installed new chairs in the Civic at Brookfield, Mo. . . . Chief Theatre at Oberlin, Kans., owned by Henry Beardsley, has new equipment. . . . Tiger Theatre at Carthage, Mo. suffered heavy fire damage. . . . Chas. Knickerbocher, formerly operator of the Liberty at Columbus, Kans., has joined the sales staff of Alexander Film Co. . . . Geo. Sproule installed new lenses and a screen in his Corral at Wichita and is remodeling the bldg.

At a board meeting of Kans.-Mo. AITO in K. C., Bev. Miller, pres., led a discussion of the problems created by distributors who have passed the burden of absorbing recent tax cuts to the exhibitor in higher rental charges and through claims on concession profits where film doesn't pay off. Elmer Huhnke, treasurer of the Ia-Nebr. AITO, spoke on film buying. . . . K. C. Film Row will participate in the city's annual visiting day for teachers and will conduct a tour of film exchanges.

MIAMI

Tommy Knowles is now mgr. of the Variety, replacing Sally Brower who left for Tampa. . . . Norman Wittchen advanced from asst. to mgr. of the Embassy, with Carl Knowles as his new asst. . . . Claughton anti-trust trial going into the 5th week. . . . Sonny Shepard worked up a good gag for selling "Man with a Million." He had a local paper send a reporter around town with a $1000 bill and everyday a story ran on the experience of trying to purchase items with a big bill. Harry Kronowitz of Wometco publicity accompanied the reporter and reports that the promotion helped at the box office.

Herb Rubenstein and Gordon Spradley, mgr. of the Lincoln and Town Theatres, promoted plenty of free space to sell 'Johnny Dark" by offering a trophy at the local Stock Car Race Track. . . . Bob Green, director of personnel for Wometco, started a Bowling Team which has developed into an 8 Team mixed League, competing for the Wolfson-Meyer and Troupers Club trophies. He also inspired the 2 Team Soft Ball League, with Joe Mallak of Wometco's Accounting Dept. as mgr. . . . Wayne Roger, mgr. of the Normandy is doing a big job in selling the public on his new wide screen.

MINNEAPOLIS

Marvin Engler, representing the Engler family interests, will rebuild the Star Theatre, suburban house recently destroyed by fire. Loss was estimated at $50,000 but the new building will cost considerably more. . . . Joe Floyd, operator of a conventional theatre and drive-in at Sioux Falls, S. D., and his associates, Eddie Ruben, head of Wellworth circuit, and Ruben's son-in-law, Larry Bentson, have dropped plans to build a TV station at Rapid City, S. D. . . . CinemaScope and stereophonic sound have been installed in the State at Spring Valley, State at Springfield, Harbor at Two Harbors, Metro at Pine Island, and Main Street at Sauk Centre, all in Minn. . . . Don Quincer started preliminary grading on his new drive-in at Wadena, Minn., which is scheduled for a spring opening. About 11 miles away at Verndale, Minn., Jimmy Rangaard, operator of the Staples at Sta-

MINNEAPOLIS (cont'd.)

ples, Minn., is building another outdoor stand. . . . Dick Kolling is the new booker at Columbia.

Don Swartz, operator of the Independent-Lippert exchange, was in New York and Chicago on business. . . . Bonnie Lynch, branch manager's secretary at Paramount, moved into a new home in suburban Crystal. . . . Paramount salesmen are making a survey of theatres in the territory to determine their suitability for showing VistaVision. "White Christmas," first film in the new process, is scheduled to open in the area Nov. 1. . . . Reports in some trade papers that picketing of the Columbia exchange by North Central Allied was not approved wholeheartedly by exhibitors is not true and without foundation, according to Stanley Kane, NCA executive counsel. . . . Northwest Theatre Service has started booking "Martin Luther" at regular admission prices, according to Bill Soper who is handling distribution of the film.

Paradise at Mora, Minn., operated by Ben Krawiecki, installed a wide screen, new val anamorphic lenses and new light source. . . . Film Transfer will move to 76-78 Glenwood on Nov. 1. It will have complete office and garage facilities in its new location. . . . Ralph Pielow's Quad-States Theatre Service has been named to handle buying and booking for the Rialto at Aitkin, Minn., operated by Bill Musman. . . . North Star Pictures will handle distribution for "The Barefoot Battalion," a Greek picture which was released nationally in June, according to Dorothy S. Wilk, office mgr. . . . Interior of the Bell at Belgrade, Minn., was destroyed by fire. . . . When the Suburban World advertised the Swedish film, "One Summer of Happiness," copy read "Not for junior—adults only."

NEW HAVEN

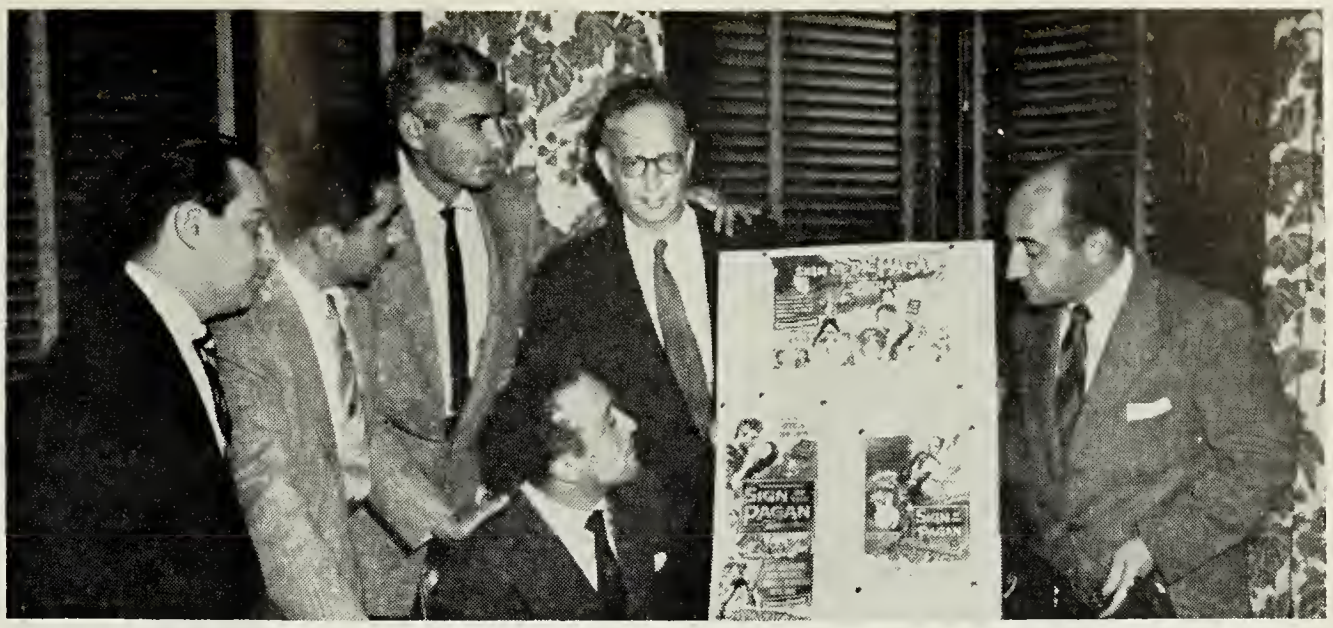
Harry Feinstein, S-W zone mgr., reports reopening of the long-shuttered Rialto, Norwalk, and the Commodore Hull, Derby, with the Norwalk operating Fridays through Saturdays, and the Derby on a seven-day schedule. Jack A. Simons, mgr. of the Palace, Norwalk first-run, has been assigned supervision of the weekend house, while Harry Corlew, former asst. at the Strand, Hartford, was named mgr. of the Commodore Hull. . . . Greenwich Playhouse, Greenwich, reopened on a first-run art film policy.

Groton Open Air Theatre, Inc., principals in which are J. Lawrence Peters, Anthony Albino, Harry F. Picazzio, Jr., and Isadore Fishbone, opened Conn.'s newest outdoor theatre, the 600-car Groton Drive-In, Route 12. . . . Seymour Levine, Conn. drive-in operator, has filed for authority to build a 450-car ozoner on River St., Bridgeport. Opening, set for Spring, would mark initial outdoor venture for Bridgeport. . . . Loew's Poli Globe, Bridgeport, long-shuttered, was slated for reopening on Oct. 8 by Harry F. Shaw, div. mgr. Albert Domian, asst. at Loew's Poli, Bridgeport, becomes mgr. of the relighted house.

Andy McDonald, mgr. of the Ridgeway, Stamford, has been appointed to the newly-created post of Conn. dist. mgr. of Harry Brandt Theatres, supervising the Ridgeway, Plaza and Palace in Stamford and the Portland Drive-In, Portland. . . . Florence Soos is new asst. to Jim Tobin of the Warner, Bridgeport; Albert R. Lessow has been named asst. at Loew's Poli in that city. . . . The Mansfield (Conn.) Drive-In has installed a screen measuring 116x62 and is increasing its car capacity from 750 to 850.

NEW ORLEANS

Two local WOMPI members received national titles at the organization's first national convention in Dallas. Mrs. Lorraine Cass, past pres. of the N.O. chapter is now national v.p., and Mrs. Lee Nickolaus, past secy. of the local organization, is the new national corresponding secy. New Orleans has been chosen for next year's convention, to be held Sept. 30-Oct. 2, and Mrs. Connie Aufdemorte has already started preparations to receive some 200 expected WOMPI representatives. . . . W. F. Staub has installed a wide screen in his Staub Theatre, Wiggins, Miss.



Charles Simonelli (seated), U-I's eastern ad-pub mgr., shows some of the roughs prepared for the extensive national promotion planned for "Sign of the Pagan," record budget Technicolor and CinemaScope production to be released for Christmas. Standing (l. to r.): Herman Kass, eastern exploitation mgr.; Philip Gerard, eastern pub. mgr.; Jeff Chandler, star of the film; Henry A. Linet, sales promotion mgr., and Jeff Livingston, eastern ad mgr.



Joan Bennett, actress-wife of Walter Wanger; Mrs. Jack Strauss; Jack Strauss of Macy's; and Walter Wanger, producer of "The Adventures of Hajji Baba" (l. to r.), attend a 20th Century-Fox screening in New York for civic leaders and publishers. The film is currently showing at Brandt's Globe Theatre on Broadway.

NEW YORK

A proposal by License Commission Edward T. McCaffrey for an "exterior advertising code" governing marquee and other outdoor theatre advertising has met with opposition from Gotham exhibitors. Harry Brandt, president of ITOA, stated that "there is no need for censorship between Production Code and the common decency of the people," and similar comments have come from MMPTA and other local exhibitors.

RKO Theatres Corp. has taken a 10-year lease on the entire 17th floor of the Mutual Life Insurance Bldg., 1740 B'way, and will operate its home office from there commencing about Dec. 1. . . . Rudolph Sanders, pioneer theatre operator of Brooklyn and a charter member of the ITOA, was honored on his 75th birthday by the Jewish Chronic Disease Hospital for his activities in behalf of that organization.

PHILADELPHIA

Abe Frank is planning to build a new drive-in on Route 73 near Berlin, N.J. . . . Frank Blum sold the Stonehurst Theatre to A. M. Ellis circuit, taking Blum out of exhibition. He still retains ownership of the Sedgwick and 69th St. theatres, now under lease to Stanley-Warner. . . . George Evans, Universal booker, fractured a toe when a booking book fell on it. . . . Sid Samuelson, Alled prexy, was on sick call after an auto accident.

Abe Sonnenberg has returned to Mel Fox and Neil Hellman drive-ins, while Nat Abelove fills his boots as asst. to Norman Lewis. . . . Jack Greenberg and David Supowitz are largely responsible for redecorating Variety's clubrooms. Tent 13 will sponsor the matinee and evening performances of Ice Capades of 1955 on Oct. 24, 1954. Condolences to MGM branch mgr. William Madden on the death of his wife in Boston. . . . The local Catholic Archdiocese, in a crusade for decency in entertainment, is asking all Catholics to patronize only those movies approved by the National Legion of Decency.

UA moved to its new quarters at Juniper and Vine Sts. . . . Si Perlsweig, Columbia salesman, is out of the hospital. . . . Milt Young, Columbia's local tub-thumper, happy over the engagement of his daughter, Patricia Lois, to Milton Goldentyer. . . . Ed

PHILADELPHIA (cont'd.)

Gabriel, Capital Film Exchange, reports "Spider and the Fly" chalked up great grosses at the Green Hill Theatre. . . . J. Fox, theatre chain operator, purchased a three-story stone residence at 7002 Wissahickon Ave. . . . Joseph D. Walsh, Inc. leased the former Montgomery Theatre on E. Girdar Ave. to Frank Broccio Co. for a used car sales showroom.

Universal, 20th-Fox, RKO, Paramount, Columbia, Loew's and UA have instituted separate actions in U.S. Dist. Court against Melvin J. Fox, Melvin Fox Theatres, Inc. and Delsea Drive-In Theatres Inc. for alleged underreporting of film grosses. . . . Franklin Pease is now managing Katner Bros. Park Theatre, succeeding Milt Lewis, who resigned to go into business for himself. . . . Ben Harris, American Films, is now local distributor for Howco Productions. . . . S-W's Lindley Theatre reopened with a German film policy on week-ends. . . . The Colony Theatre, 5th & Olney Sts., is being remodeled at a cost of $150,000. . . . Mrs. Henrietta V. Kravitz, Varbalow Circuit, intends to build three ozoners in N.J., to open next spring. One will be near Berlin.

Eastern Medina Drive-In near Bethlehem has been sold to Easton Drive-In Realty Corp. for some $75,000, by Harry Appleman of Brooklyn, N.Y. Essex Amuse. Corp. of Newark, N.J. has been operating the ozoner. . . . A dinner at the Bellevue-Stratford will honor Ulrick F. Smith, Paramount branch mgr., and Oscar Morgan, short subjects gen. mgr., on their 40 years in show business. George Beatty, Goldman Theatres' film buyer is co-chairman of the event with Jay Wren, city zone mgr. for United Paramount.

PITTSBURGH

Exploitation and promotion of forthcoming product, with stress placed on creating the impulse "to go to the movies," will be top item on the agenda of a three-day session of all managers and key home office personnel of the Shea organization. Meetings, beginning Oct. 26, will include discussions on the use, control and monitoring of CinemaScope presentation, especially in regard to stereophonic sound, it was pointed out by Gerald Sheat of the Jamestown Amusement Co. Sessions will take place at the Roosevelt Hotel.

George Jessel has agreed to be toastmaster at the annual Variety Club banquet on November 21. This will be the first time in the history of the Tent that women have been invited. . . . Music critics here will cover the Metropolitan Opera theatre telecast at the Stanley Nov. 8. . . . Over 300 guests expected at MGM's all day Ticket Selling confab here Oct. 28. . . . Box office action seen by Harris mgr. Bill Zeilor for Notre Dame-Michigan State game even though the Irish were previouly upset.



At 20th Century-Fox's Western Division sales meeting. L. to R.: Reville Kniffen, assistant Western Division manager; W. C. Gehring, executive assistant general sales manager, Julian Blaustein, producer; Sid Rogell, executive production manager; Herman Wobber, Western Division manager; and Alex Harrison, Western sales manager.

PORTLAND

Carl E. Anderson of Kalispell, Mont. is the new president of Montana Theatre Owners Assn. . . . Frank Doty, Portland salesman for Paramount is back from the coast, where he got first-hand training on Vista-Vision. . . . Harold Lawrence has become asst. mgr. at Parker's Broadway Theatre. Also recently appointed are Ted Idle as asst. to mgr. Kenney Hughes at the Orpheum; Don Hassod as asst. to mgr. Oscar Nyberg at the New Fox; George Forsythe as asst. to mgr. Bert Gamble at the Oriental.

The Supreme Court has upheld the opinion of Circuit Judge James Bain, who denied relief to property owners in the case of the Powell Boulevard Drive-In of Portland, to be built by W. G. and Blanch C. Andrews. . . . CinemaScope installations were made at the 82nd St. Drive-In and at Jesse Jones' Family Drive-In. . . . Mgr. Marvin Fox of the Liberty Theatre, Portland, installed a TV set on the mezzanine for his patrons during the World Series. . . . Under supervision of Cecil Thompson of National Theatre Supply, CinemaScope and stereophonic sound were installed at the Laurelhurst Theatre, Portland; new lenses, wide screen and CinemaScope in J. Harvey's Tides Theatre, Nehalem, Ore.; CinemaScope and Stereophonic sound at Mrs. Regina Bradt's Arrow Theatre, Portland, as well as at the Lake Theatre, Oswego, Ore., owned by John McFadden.

Don Cameron and Eddie Laine have taken over operation of the Capital in Portland. The two partners were former stage hands at this pioneer theatre operation.

After a four-months shuttering, the Mayflower Theatre near the University of Oregon campus in Eugene, Ore., reopened with "On The Waterfront."

PROVIDENCE

Union projectionists picketed the Strand in Providence, which was closed because of a strike of its operators who, according to mgr. Harold Lancaster, refused to accept a wage scale comparable to that of similar theatres. Operators claim that the theatre songht to cut their $84-a-week salaries by about $23 and also wanted to drop a stage hand. . . . Joseph Jarvis, owner-mgr. of the Gilbert Stuart in nearby Riverside, is installing Cinerama. Jarvis, who took over the house and completely remodeled and refurbished it, just concluded a week of special events to celebrate the first anniversary of his acquisition.

Juvenile delinqnency took an nnusual turn here when four boys, aged 12 to 14, were removed from the Albee in an intoxicated condition. Police arrested a man who admitted passing the liquor on to the boys. . . . Advance sale of tickets for the personal appearance of Liberace at the Auditorium early next month indicates a complete sellout. The event is for the benefit of Retarded Children. . . . The Liberty, neighborhood Broad St. house, is featuring a series of "Review Days" based on patronage preference polls.

ST. LOUIS

The 180-seat Bijou Theatre at Clayton, Ill. reopened after being dark a few months. . . . Wick Theatre, Wickliffe, Ky., 380-seater operated by D. B. Stout, has been reopened on a part-time basis. . . . At Winona, Ill., the Winona Drive-In, operated by Carter Smalley, closed its 1954 season. . . . Mr. and Mrs. John Howard recently purchased the 390-seat Granada at W. Salem, Ill. from Mr. and Mrs.Luther Aus-

(*Continued on page 32*)

FILMS TELEVISED FROM OCT. 2 to 15

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original release date
Angel With the Trumpet	Eileen Herlie	
Battles of Chief Pontiac	Lex Barker	
Berkeley Square Ghosts	Robert Morley	
Body and Soul	John Garfield	UA 8-16-47
Bulldog Drummond Comes Back	John Barrymore	Para. 9-7-37
A Double Life	Shelley Winters	UA 1-6-48
The Dude Goes West	Eddie Albert	Allied Artists 4-27-48
Eye Witness	Robert Montgomery	E.L. 7-24-50
Flight Thirteen	Pat Dane	
Hell Is Sold Out	Mal Zetterling	
House of Fear	Basil Rathbone	Un. 2-23-45
Incident	Jane Frazee	Monog. 12-27-48
Miracle of the Bells	Fred MacMurray	RKO 3-2-48
Robot Monster	George Nader	
Shadows of the West	Whip Wilson	Monog. 7-24-49
Sherlock Holmes and the Secret Weapon	Basil Rathbone	Un. 12-28-42
Sherlock Holmes and the Voice of Terror	Basil Rathbone	Un. 9-16-42
Stolen Gold	Richard Arlen	
Smart Woman	Constance Bennett	Allied Artists 3-16-48

IT'S TIME FOR THE GRASS ROOTS TO SHARE IN THE HARVEST!



The Dollar-Wise Exhibitor is Making His Reservation NOW for the

1954 TOA CONVENTION

COMBINED WITH

TESMA-TEDA-TOA-IPA TRADE SHOW

CONRAD HILTON HOTEL • CHICAGO, ILL.

OCT. 31 – NOV. 4

FOUR GIANT OPEN FORUMS:

Concessions!

Drive-In Theatres!

Theatre Equipment and New Processes!

Prohibitive Film Rental and Stimulation of Independant Production!

ST. LOUIS (cont'd.)

brok. The Howards had been in charge of the house for some time. . . . A wide screen and anamorphie lenses were installed at the Sparta Theatre, Sparta, Ill., managed by J. D. Slayden. . . . New permanent mgr. of Pirtle's Abby Theatre at Abington, Ill., is Charles L. Stivers. He replaces L. J. Bennett who resigned to take a similar post with another circuit.

Ray Nolan was guest of honor at a luncheon in Variety Club's headquarters on his promotion to mgr. of RKO's Chicago office. He is succeeded here as mgr. by Tom Williamson, upped from the sales staff. . . . Tom Bailey, M-G-M mgr., heads the Will Rogers Memorial Drive in this area. . . . Andy Dietz of Co-Operative Theas., has taken over booking and buying for the Will Rogers Theatre in St. L. . . . John Dugan, former 20th-Fox salesman, opened an independent booking and buying office here in his own home. . . . Roodhouse, Ill. exhibitor Clarence Denny is in the Passavant Hospital at Jacksonville, Ill. for surgery. . . . Tommy Bloomer, 10-year-old son of Tom L. Bloomer, partner in Bloomer Amuse. Co., was killed in an auto accident in which the senior Blomer suffered a serious neck injury. He is a patient at St. Elizabeth Hospital in Belleville, Ill.

Wayne Smith, owner of the Egyptian Drive-In, Herrin, Ill., was guest speaker at a meeting of the Herrin Rotary Club recently. He has enlarged his ozoner from capacity of 500 to 1000 and is installing a new wide screen. . . . Main Theatre at Okawville, Ill., owned and operated by Grover Brinkman, is being equipped for CinemaScope. . . . Mrs. Mary Vaughn, head of M-G-M's film inspection dept. was retired after 35 years with the company and was tendered a party before leaving for Los Angeles to live.

Barney Coen, principal owner of the Olney, Ill. Drive-In, and Perry Fulk, also of Olney, each agreed to contribute $1,000 to send Graeme Stewart, two-time national plowing champion, to the International matches in Ireland after a committee failed to raise funds for the trip.

SALT LAKE CITY

Lippert Productions, which for the past several months have been handled by Swanson Distributing Service, will revert to Tom Bailey in Denver for the time being. Jack Swanson is withdrawing from the distribution field to devote full time to his theatre interests in Utah, Idaho and Montana together with his buying and booking agency. . . . Allied Artists branch mgr. Don Tibbs reports that release date on "Ketchikan is being set back due to a change in the title. . . . Finals in the "Mr. Utah" contest drew capacity crowds to the Utah Theatre here, managed by Lou Sorenson. This is an annual event and contestants are picked from contests held at gymnasiums, health centers and physical culture clubs throughout Utah.

Swanson Brothers of Salt Lake City are building a 300-car ozoner at Richfield, Utah, to cost some $48,000. CinemaScope will be installed by Service Theatre Supply, which is managed by Al Knox. The 40x86 screen tower, made of corrugated iron, is the only one of its type in the Intermountain area. . . . U-I branch mgr. C. R. (Buck) Wade is currently on a sales trip with his Montana territory salesman, Howard Godfrey. . . . F. H. Smith, Paramount branch mgr., is district chairman for this region of the Will Rogers Memorial Hospital Fund drive; Roger Mendenhall, exhibitor in Boise, Idaho, is executive chairman.



Monty Salmon, managing director of the Rivoli Theatre in New York, is honored at a luncheon at Sardi's by the 20th Century-Fox Family Club and receives a plaque for his outstanding work in behalf of the club. Salmon boasts one of its few honorary memberships. L. to R.: Leo Israel, v.p. of the Family Club; Jack Miller, president; Salmon; and Ulric Bell, former president.

SAN FRANCISCO

The partnership of Yarimie and Catalina, Jan Jose theatre operators, has been dissolved. Paul Catalina took over El Rancho Drive-In and Arthur Yarimie took over the Mayfair in the splitup. . . . L. E. Blair has taken over the Valley Theatre at Anderson from Ken Loomis. . . . Latest addition to Joseph Blumenfeld's Country Club Shopping Center at Sacramento is Joseph Magnin's Dept. Store, and soon Kahn's of Oakland will open a store there under the name of Rhodes. Blumenfeld is also pres. of Blumenfeld Theatres. . . . Dan McLean and Lee Dibble, co-owners of the Embassy, report that the new marquee, installed at a cost of $7500, paid for itself in a short time with added patronage.

The Patio Theatre at Half Moon Bay, owned by Alvin Hatch and operated by Ward Stoopes, will be ready for CinemaScope pictures by Oct. 24. George Archibald of Arch Buying Service, books for the house. . . . David Bolton, Trans-California Theas. prexy, has installed a 108′ CinemaScope creen at the Encino Drive-In, Santa Cruz, and expects to have a 110′ screen in operation at the starlite Drive-In, Belmont, by Nov. 1. . . . Robert Lippert installed a CScope screen at the Concord Drive-In, Concord. . . . Management changes in the General Theatrical circuit include Fred Curtice moved to the Tower, Roseville, replacing James Brinton, transferred to the Jose, San Jose, as mgr. George Yost is now managing the Strand, Gilroy, for the chain. . . . At Westland, Arthtur Alread, former mgr. of the Fresno Theatre, was moved to S.F. to manage El Presidio and Marina theatres, replacing James Pearson, resigned to take over booker's desk at Golden State Theas.

United-California's Daly City at Daly City was set to close its doors Oct. 10. The house had been on a weekend policy. . . . John Parsons, northern Calif. mgr. of Telenews Theatres, in partnership with Robert Kronenberg of Los Angeles, is taking over the 450-seat Four Star Theatre from a corporation headed by D. B. Levin. They plan a repertoire of classic motion pictures. . . . George Gutekunst, new industryite, has taken over publicity post at the Golden Gate, replacing Bill Blake who resigned to join field staff of M-G-M. . . . In an expansion move, General Theatrical engaged James Chisom as part-time booker.



Max E. Youngstein (left), United Artists v.p., and Eugene Picker, Loew's circuit executive, were among film industry notables on hand for the brilliant world premiere of UA's "The Barefoot Contessa" at the Capitol Theatre on Broadway.

SEATTLE

Vie Gauntlett, former ad director for Evergreen, has become associated with the Advertising Counselors Inc. of Seattle, Spokane and Portland. . . . CinemaScope lenses are being installed in the Blue Fox Theatre at Grangerville, Idaho. John Wagner is the owner. . . . John Hall's KI-BE Theatre of Benton City, Wash. has purchased CinemaScope lenses and installed a Simplex sound system. . . . Ken Kintzler, who owns the Ritz at Ritzville, Wash., installed CinemaScope lenses.

Chehalis Theatre of Chehalis, Wash. reopened under ownership of Ron Gamble. It has CinemaScope and wide screens, as well as new carpeting and draperies. . . . Twin City Drive-In of Centralia, Wash. opened recently with complete new equipment. . . . The Rex Theatre in Tacoma has installed stereophonic sound and CinemaScope. . . . J. N. Aldridge purchased the Avalon Theatre of Bellingham, Wash. from Mike Barovic and plans to install CinemaScope.

A Walker screen, CinemaScope and Simplex stereophonic sound are being installed in the Rex Theatre at Orofino, Idaho. . . . J. C. Christiansen, a hotel owner of Madras, Ore. has purchased the Graham and Paramount theatres of Shelton, Wash. from G. A. Graham. The new management will shutter the Paramount and continue the Graham under new name of Melody Theatre. Christiansen announced that he would strive for better bookings, install a snack bar and establish a schedule of matinees on Saturdays and Sundays. . . . A new loge chair put out by American Seating Co. was recently introduced and exhibited by National Theatre Supply.

CinemaScope was recently installed in the following Wash. theatres: Cordova, Pullman; Roxy, Bremerton; Avon, Bothell; 45th St., Seattle; Avalon, Monroe; Vail, Cashmere; Big Sky Drive-In, Pullman; and Panida Theatre, Sandpoint, Idaho. . . . New seating and extensive improvements are being made in the Vail Theatre at Kent, Wash. . . . CinemaScope is being installed at the Capitol Theatre in Olympia. . . . New seating going into the Sunset, Tacoma.

Subsidies Opposition Voiced By Johnston

HOLLYWOOD.—Opposition to subsidies to foreign film industries was voiced here by Eric A. Johnston, MPEA president, who spoke at a dinner for studio chiefs. He stated that the MPEA board shares his views and added that the group has "gotten rid of subsidies" in its agreements.

The speaker explained that he believes "in freedom of opportunity for all of the motion picture industry" and that "the world market is big enough for all of us." He added that subsidies are "bad in principle and in practice." The Federal government is currently studying a bonus clause inserted in the French pact signed by the MPEA.

In other industry matters, Johnston pointed out the need for raising the Production Code Administration service charge to meet rising overhead expenses. He advocated a sliding scale based on picture budgets for PCA inspection. He also recommended that the Code administrator, Joseph I. Breen, be given "emeritus" status and Geoffrey Shurlock be promoted to director.

Johnston recommended additionally that the industry allocate money to abolish the $100,000 deficit facing the Academy of Motion Picture Arts and Sciences as was done in former years. The speaker also suggested the combining of the shipping departments of distributors into a centralized system as an economy move.

Research Carried Out

He said that "considerable research has been carried out, aimed at consolidating exchanges, to reduce the cost of physical handling of films."

The experiments, Johnston added, have been carried far enough so that all major companies are "interested in trying consolidation, but it has not yet been put into effect."

The MPAA head noted also that "technological changes in production and exhibition, large screens, stereophonic sound, have awakened greater interest in films . . . have increased the attraction and the box office value of films."

In production, the MPAA prexy stated that "great strides have been made . . . in the past 18 months in reducing . . . costs, but the problem has by no means been eliminated."



Ida Schreiber, SCTOA exec scty, and Bob Hope on Para's "The Eddie Foy Story" set.

HOLLYWOOD ...on the wire

RICHARD BERNSTEIN, *Editor*
Hollywood Offices:
4225½ Lockwood Ave.,
Hollywood 29. Tel.:
Normandie 2-6494

Glenn Ford was signed by M-G-M for a second straight motion picture, to star in "The Blackboard Jungle," based on the novel by Evans Hunter. Ford will play a young teacher whose first assignment puts him in the middle of a challenging fight against juvenile delinquency. Richard Brooks, who wrote the screen play, will direct with Pandro Berman producing. Ford will start the film immediately after he completes his role opposite Eleanor Parker in "Interrupted Melody."

* * *

Josef Shaftel has signed David Brian to star with Marsha Hunt in his production, "No Place To Hide." Brian will get a leave of absence from his filmed TV series, "Mr. District Attorney," to take the role, leaving Oct. 25 for a Nov. 5 production start in Manila. Shaftel is producer-director on the film, a joint Philippine-American venture. Daniel Milner is associate producer and supervising film editor.

* * *

Forrest Tucker has been signed by Nat Holt Productions to portray the principal heavy in "Seven Bad Man," which Holt will put before the cameras next week. Tucker will co-star with Randolph Scott in this SuperScope-Technicolor film. He has just completed a starring role opposite Eva Bartok in Parliament Pictures' "Break in the Circle," in London. Tim Whelan will direct the historical adventure story, which deals with America in the 1870's. . . . Terence Young will direct Warwick Productions' next feature, "Cockleshell Heroes," to be photographed in CinemaScope and in Technicolor, in England and France. Irving Allen and A. R. Brocolli will produce.

* * *

Alexis Smith and Dean Jagger were signed by Republic for co-starring roles with Sterling Hayden in "The Admiral Hoskins Story," film biography of the famous "Peg-leg Admiral," which is being directed by associate producer John H. Auer. The film is being made with the complete cooperation of the Navy and the approval of Admiral Hoskins. The screen play is by Allan Rivkin from a story by William Wister Haines.

* * *

Blake Edwards will direct "Exactly Like You," the Frankie Laine starrer at Columbia, which rolls in December with Jonie Taps producing. Edwards also wrote the screen play for the feature. . . . Filmakers has upped its schedule for 1955 to seven films, president Collier Young announced. Young along with Irving Levin is working out the schedule. Company has two films which are awaiting distribution: "Mad At The World" and "Crashout." . . . Clifton Webb will star with Robert Wagner in the film version of Samuel Shellabarger's novel, "Lord Vanity." Charles Brackett will produce the film, which Delmer Daves will direct. The same studio announced that Samuel G. Engel has drawn the production chore's on "Sheriff of Fractured Jaw," recently purchased story by Jacob Hay.

* * *

Barbara Stanwyck has been signed by U-I to star in "There's Always Tomorrow," which Ross Hunter will produce. The film will have a January starting date. . . . Richard Boone will co-star with George Montgomery in "Robbers' Roost," based on the Zane Grey story, which Robert Goldstein and Robert Jacks will produce. The film will roll Oct. 27 for UA release.

* * *

Frank Rosenberg is preparing "Miracle in the Rain" at Warner Bros. He will produce the film at that studio. . . . Starring Brain Donlevy with Margia Dean and Jack Warner, the science-fiction feature, "Shock," has gone before the cameras in London. It is a Lippert Pictures-Exclusive Films co-production. Val Guest is directing from a Richard Landau screen play with Michael Carreras and Anthony Hinds producing.

* * *

Harold Chiles has been signed as casting director for the Nat Holt Production Company at RKO Studios. . . .Rhonda Fleming will co-star with Jack Palance in U-I's "Kiss of Fire," which Sam Marx will produce and Joe Newman will direct. Film rolls Oct. 22. . . . Arnold Laven will direct "Trouble in the Streets," which Lewis J. Rachmil will produce at Columbia. Film rolls Nov. 15.

* * *

Edmund Grainger, who has formed Edmund Grainger Productions Inc., is preparing as his next film, "Oh, Promised Land," based on the James Street best seller. He is negotiating with Alan Ladd to play the lead in the film and Richard Maibaum is now completing the screen play of the novel. Filming will be done in the actual locale of the story including Georgia, Tennessee, Kentucky and California. Grainger's official entry date into independent production on a major scale will be Jan. 1, 1955. He is now conferring with J. R. Grainger, president of RKO and C. J. Tevlin, vice-president of studio operations, for both production and distribution facilities for his forthcoming product.

* * *

Anne Baxter will play the lead in "Tacy Cromwell" at U-I. The film will be adapted from the best-selling novel by Conrad Richter and will go before the cameras in November. Ross Hunter will produce. . . . Dana Andrews has started his indie production plans with "The Build-Up Boys," by Jeremy Kirk. He will star in the indie feature as well as produce. Andrews just completed "Strange Lady in Town," in which he co-stars with Greer Garson at Warners.

* * *

Republic announced that it will start prepping a feature titled "Smokejumper," a dramatic story of the men who are dropped via parachute into the flaming areas of our national forests. The film, which has already gone into preparation, will be lensed in Trucolor.

* * *

Sam Nathanson former sales manager for Hal R. Makelim, has formed Gibraltar Motion Picture Distributors Inc. with plans to acquire films for domestic distribution. Nathanson is preparing a brochure for

William Bacher Has

Vigorous Film Agenda Upcoming: "Tall Men," "Keelboats," "Fable"

By Richard Bernstein

"Today, a producer should make pictures that have something different to say, and that have vitality," Producer William Bacher explained in his 20th Century-Fox office. A producer, director and writer, Bacher has teamed up with William Hawks at Fox to make "The Tall Men," based on the story by Clay Fisher. This will be Clark Gable's first in his three-film deal with the studio.

Bacher is enthusiastic about the picture, which he describes as a terrific western." The producer explained that after reading only the first 10 pages he was convinced "that this story would make a great picture."

"This is America," the producer said, "this is more than a western."

Bacher stated that a top femme star will be opposite Gable and that the film will be directed by one of Hollywood's foremost directors. Bacher also announced that he will do "King of the Keelboats," in partnership with William Hawks. This will be based on the character Mike Fink, who is identified with keelboats and their history.

In this film, Bacher and Hawks plan to have a big name cast also. The picture will be laid in the era of 1790, when the rip-snorting heman keelboat men were king of all they surveyed along the river.

Uses Legendary Character

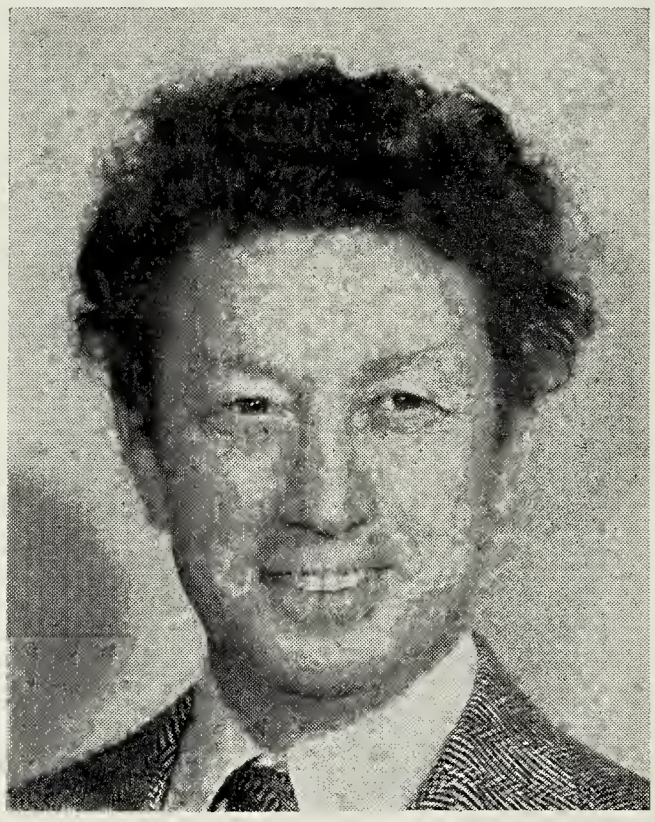
"Mike Fink is as much a legendary character as Daniel Boone," Bacher pointed out. "Our story deals with the keelboats and their polers just before the advent of the steamboat." Bacher said that there is a part in the film for a top femme star, which is a powerful and different role—that of a river girl. "A wild girl," Bacher stressed, "who only knows the river."

"This is history," Bacher said. "It deals with lusty, bawdy men, who were lords of the river and their flat-bottom boats. These men were great fighters, did the hardest work." He also stressed that there is a powerful love story woven into the feature. It chronicles the conflict between the keelboat and the advent of the steamboat.

"This is a picture with vitality. It will deal with a period of Americana that has never been touched," the producer pointed out.

William Bacher was one of the top radio producers when he turned to motion pictures in 1943. In 1944, Bacher made his film debut as co-producer with Walter Morosco on "Wing and A Prayer."

He launched forth as a solo producer with "Leave Her To Heaven." He followed this with "Carnival in Costa Rica," and produced one of the industry's biggest hits, "The Foxes of Harrow." Besides his partnership with William Hawks, Bacher is co-producing "Untamed" with Bert Friedlob at Fox.



WILLIAM BACHER

Bacher holds a degree as a dentist and a degree as a lawyer. From this he moved into radio and wrote "Famous Trials of History;" wrote, produced and directed "Show Boat," with Charles Winninger as "Cap'n Henry" and Lanny Ross as the singing star. He produced and directed "The Eno Crime Club," "The Fred Allen Show," "Texaco Star Theatre," and many other quality programs.

An avid talent hunter, Bacher is always searching for new acting talent and reading scripts, novels, short stories, plays in a constant hunt for material that will make outstanding motion pictures.

"I look for a story about real people," he said.

He announced that he will do the film version of William Faulkner's new novel, "A Fable," which Henry Hathaway will direct. Faulkner is considered one of America's greatest novelists.

Bacher believes in a good rousing discussion about the presentation of any story, a discussion that will evoke fresh slants, new ideas. He resents formulas, believes in well-justified experiments. His philosophy is "keep looking ahead."

Title Changes

Columbia: **"Tight Spot"** is the new title for "Dead Pigeon." (Stars Ginger Rogers; Lewis J. Rachmil is producing).

U-I: **"Abbott and Costello as the Stunt Men"** is the new title for "Abbott and Costello Meet The Keystone Cops." (Stars Abbott and Costello; Howard Christie produced).

Cortesa Joins Star Cast

Valentina Cortese joined the all-star cast of William Dieterle's "Magic Fire," being produced for Republic release. Film is shooting in Munich.

HOLLYWOOD...

producer-exhibitor contract commitments to establish another source of product. Offices have been opened in Hollywood at 221 South La Brea Ave. "A Love Story," an Erich Pommer production, which won the Berlin Film Festival Award for photography, recently acquired by Nathanson, is currently being subtitled.

* * *

Patricia Medina will star in "Duel On The Mississippi," which is slated to go before the Technicolor cameras in early November. The male lead will be cast shortly. The actress just completed work on "The Black Knight," in which she stars with Alan Ladd. . . . Warren Douglas is scripting "Desperate Women" for Producer Lindsley Parsons. The screen play will be based on the book by James D. Horan, which deals with the Southern actress Pauline Cushman, who served as a Union spy. . . . "Five Against the House," which Stirling Silliphant will produce with Guy Madison starring has been acquired by Columbia. The production, which will roll in early November, was originally headed for UA release.

* * *

David Farrar has been signed to enact one of the two starring roles opposite Barbara Stanwyck in "Bow Tamely To Me," which Benedict Bogeaus is producing for RKO distribution. Film will be shot in Technicolor and Superscope. . . . Evelyn Keyes has been signed to star in "The Top of the World," which Michael Baird and Lewis R. Foster will produce under the aegis of Landmark Productions. Foster will direct the film, in which the star will portray the operator of a nightclub in Alaska catering to air force personnel. She reports after completion of her starring role in 20th Century-Fox's "The Seven Year Itch."

* * *

Leith Stevens has been signed by Hal E. Chester to score "Crashout," which Chester produced for Filmakers distribution. William Bendix and Arthur Kennedy head the cast of the feature. . . . The King Brothers will put "Syndicate" before the cameras on Nov. 22. The film, which is be shot on location in Chicago, Detroit, New York and San Francisco, will be made for RKO release. The King Brothers plan an all-star cast for the feature and it will be shot in Technicolor.

* * *

Esther Williams will star in "Body Beautiful" at M-G-M.



Rear Admiral John M. Hoskins, famous "Peg-leg Admiral," visits with Vera Ralston on the set of Republic's "Timberjack," starring Miss Ralston.

FEATURES—Calendar of 1953-54 1954-55 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
Feb. 7th	5405	Highway Dragnet	70	Joan Bennett, Richard Conte Wanda Hendrix
Feb. 21st	5423	Bitter Creek	74	Wild Bill Elliott, Beverly Garland
Feb. 28th	S1	Riot In Cell Block II	80	Neville Brand, Emile Meyer, Frank Fayler
Mar. 7th	5418	Paris Playboys	62	Leo Gorcey, Veala Vann, H. Hall
Mar. 14th	5400	Mr. Potts Goes To Moscow	74	Oscar Homalka, Nadia Gray, George Cole
Mar. 21st	S2	Dragonfly Squadron	84	John Hodiak, Barbara Briton, Bruce Bennett
Mar. 28th	5414	Loophole	80	Barry Sullivan, Dorothy Malone
Apr. 4th	5410	Pride of the Blue Grass (Color)	71	Lloyd Bridges, Vera Miles
Apr. 25th	5404	Arrow In The Dust (Tech.)	80	Sterling Hayden, Colleen Gray, Keith Larsen
May 9th	5424	The Forty Niners	71	Wild Bill Elliott, Virginia Grey
June 6th	5419	Bowery Boys Meet The Monsters	65	Leo Gorcey, Huntz Hall
June 20th	5426	The Desperado	82	Wayne Morris, James J. Lydon, Beverly Garland
July 18th	5432	The Weak and The Wicked	71½	Glynis Johns, John Gregson
July 25th	5409	Return From The Sea	80	Jan Sterling, Neville Brand
Aug. 8th	5417	Security Risk	69	John Ireland, Dorothy Malone, Keith Larsen
Aug. 22nd	5412	Killer Leopard	70	Johnny Sheffield, Beverly Garland
Sept. 5th	5420	Jungle Gents	64	Leo Gorcey, Huntz Hall
Sept. 12th	5427	Two Guns And A Badge	69	Wayne Morris, Beverly Garland
		1954-55		
Oct. 3rd	5501	The Human Jungle	82	Gary Merrill, Jan Sterling
Oct. 24th	5502	The Bob Mathias Story	.....	Bob Mathias, Melba Mathias, Ward Bond
Nov. 7th	5503	Target Earth	.....	Richard Denning, Virginia Grey
Nov. 21st	5504	Ketchikan	.....	Mark Stevens, Martha Hyer, Joan Vohs
Dec. 5th	5505	Port of Hell	.....	Dane Clark
Dec. 19th	5506	Tonight's The Night	90	Barry Fitzgerald, Y. De Carlo, David Niven
Jan. 2nd	5421	Bowery to Bagdad	.....	Leo Gorcey, Huntz Hall
Jan. 16th	5507	Stalked	.....	
Jan. 30th	5508	Big Combo	.....	Cornel Wilde, Jean Wallace, Richard Conte, Brian Donlevy

COLUMBIA

Release Date	Release No.	Production	Time (min.)	Cast
Feb.	623	The Wild One	79	Marlon Brando, Mary Murphy, Robert Keith
Feb.	625	Charge of the Lancers	74	Paulette Goddard, Jean Pierre Aumont
Feb.	630	Miss Sadie Thompson (Tech. 3 D or 2 D Special)	91	Rita Hayworth, Jose Ferrer, Aldo Ray
March	631	It Should Happen To You	87	Judy Holliday, Peter Lawford, Jack Lemmon
March	637	Battle of Rogue River (Tech.)	71	George Montgomery, Martha Hyer, Richard Denning
March	639	Bait	79	Cleo Moore, Hugo Haas, John Agar
April	638	Drive a Crooked Road	82	Mickey Rooney, Dianne Foster
April	634	The Iron Glove (Color)	77	Robert Stack, Ursula Theiss
April	629	Jesse James vs the Daltons (Tech.-3-D)	65	Brett King, Barbara Lawrence
May	635	Massacre Canyon	66	Phil Carey, Audrey Totter
May	640	Mad Magician (3-D)	72	Vincent Price, Eva Gabor, Mary Murphy
May	641	Miami Story	75	Barry Sullivan, Luther Adler
June	633	Saracen Blade (color)	76	Ricardo Montalban, Betta St. John
June	707	Jungle Man-Eaters	68	Johnny Weissmuller
June	—	Black Eagle (Story of a Horse)	76	William Bishop, Virginia Patton Gordon James
July	636	Indiscretion of An American Wife	63	Jennifer Jones, Montgomery Clift
July	649	Hell Below Zero (Technicolor)	91	Alan Ladd, Joan Tetzel
July	705	The Outlaw Stallion (Color)	64	Phil Carey, Dorothy Patrick, Billy Bray
		1954-55		
Special Release	701	The Caine Mutiny (Technicolor)	125	Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn
Aug.	704	Pushover	88	Fred MacMurray, Kim Novak, Phil Carey
Aug.	711	The Law Vs. Billy The Kid (Color)	73	Scott Brady, Betta St. John
Aug.	.....	Gun Fighters (Reprint)	87	Randolph Scott, Barbara Britton
Aug.	.....	Coroner Creek (Reprint)	90	Randolph Scott, Marguerite Chapman
Sept.	712	Bullet Is Waiting (Tech.)	82	Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne
Sept.	710	Human Desire	90	Glenn Ford, Gloria Grahame, Broderick Crawford
Sept.	721	The Black Dakotas (Technicolor)	65	Gary Merrill, Wanda Hendrix, John Bromfield

FILMAKERS

Release Date	Release No.	Production	Time (min.)	Cast
Jan.	F33	The Bigamist	80	Edmond O'Brien, Joan Fontaine, Ida Lupino
Sep. 15	6067	Private Hell 36	81	Ida Lupino, Steve Cochran, Howard Duff
(not set)	6068	Mad At The World	.....	Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell
(not set)	6069	Crashout	.....	William Bendix, Arthur Kennedy, Beverly Michaels

I. F. E.

American Dialogue

Release Date	Release No.	Production	Time (min.)	Cast
June '54		Sensualita	74	Eleonora Rossi Drago, Amedeo Nazzari
August '54		Hell Raiders of the Deep	93	Eleonora Rossi Drago, Pierre Cressoy
September '54		City Stands Trial	105	Silvana Pampanini, Amedeo Nazzari, Eduardo Cianelli
		Love In The City	110	Conceived by Cesare Zavattini
October '54		Aida (in Ferraniacolor) (in association with S. Hurok)	.....	Sophia Loren, Afro Polli, Lois Maxwell
October '54		A Husband for Anna	105	Silvana Pampanini, Amedeo Nazzari, Massimo Girotti
October '54		Girls Marked Danger!	75	Vittorio Gassman, Silvana Pampanini
October '54		Too Young For Love	.....	Marina Vlady, Aldo Fabrizi, Pierre Michel Beck, Fernand Gravet
November '54		Against the Wall (Tentative Title)	.....	Silvana Mangano, Amedeo Nazzari
		Voice of Silence	85	Rossana Podesta, Cosetta Greco, Aldo Fabrizi
November '54		Theodora, Slave Empress (Pathecolor)	.....	Gianna Maria Canale, Georges Marchal,
November '54		Hurdy Gurdy (formerly "Neapolitan Carousel") Pathecolor)	.....	Sophia Loren, Maria Fiore, Yvette Chauvire, Nadia Gray
November '54		Mademoiselle Gobette	.....	Silvana Pampanini
December '54		Wayward Wife	.....	Gina Lollobrigida

LIPPERT PRODUCTIONS

Release Date	Release No.	Production	Time (min.)	Cast
Feb. 12th	5325	Queen of Sheba	99	Special Cast
Feb. 19th	5324	We Want A Child	76	Special Cast
Mar. 19th	5309	Blackout	87	Dane Clark
Apr. 2nd	5311	Fangs of the Wild	71	Charles Chaplin, Jr., Margia Dean, Onslow Stevens
Apr. 16th	5310	Heat Wave	68	Alex Nicol, Hillary Brooke
May 21st	5328	Monster From The Ocean Floor	64	Anne Kimbell, Stuart Wade
May 28th	5308	Cowboy (Eastman Color)	69	Special Cast
June 18th	5327	The Big Chase	60	Lon Chaney, Glenn Langan, Adele Jergens
June 25th	5326	Paid To Kill	70	Dane Clark
July 16th	5329	River Beat	73	Phyllis Kirk, John Bentley
Aug. 20th	5405	Thunder Pass	76	Dane Clark, Dorothy Patrick, Andy Devine
Sept. 3rd	5330	Terror Ship	72	William Lundigan
Sept. 17th	5404	Silent Raiders	65	Richard Bartlett, Earle Lyon, Jeannette Bordeaux
Sept. 24th	5401	The Unholy Four	80	Paulette Goddard
Oct. 8th	5402	Deadly Game	.....	Lloyd Bridges, Simone Silva, Finlay Currie
Oct. 29th	5323	The Siege	.....	Special Cast
Nov. 5th	5403	Race for Life	.....	Richard Conte, Mari Aldon, George Coulouris

METRO-GOLDWYN-MAYER

Release Date	Release No.	Production	Time (min.)	Cast
February	415	Saadia	80	Cornel Wilde, Mel Ferrer, Rita Gam
	416	The Long, Long Trailer	96	Lucille Ball, Desi Arnez
March	417	Tennessee Champ (Technicolor)	73	Dewey Martin, Shelley Winters, Keenan Wynn
	418	Rose Marie (KodaColor) (Cinema-Scope	106	Ann Blyth, Howard Keel, Fernando Lamas
April	419	Gypsy Colt (Ansco)	72	Donna Carcaran, Ward Bond, Frances Dee
	420	Rhapsody (Technicolor)	115	Elizabeth Taylor, Vittorio Gassman J. Ericson
	423	Executive Suite	104	William Holden, Barbara Stanwyck, June Allyson
May	427	Prisoner of War (Color)	81	Ronald Reagon, Dewey Martin, Steve Forrest
	421	Fame and the Flesh (Technicoor)	104	Lana Turner, Carlos Thompson, Pier Angeli
June	425	Men of the Fighting Lady (Ansco Color)	80	Van Johnson, Dewey Martin, Walter Pidgeon
	424	Student Prince (Cinema-Scope-Technicolor)	107	Ann Blyth, Edmund Purdom, John Ericson
July	427	Valley of the Kings Eastman Color)	83	Robert Taylor, Eleanor Parker, Carlos Thompson
Aug.	430	Gone With The Wind (Technicolor)	222	Clark Gable, Vivien Leigh
Aug.	429	Her Twelve Men (Color)	91	Greer Garson, Robert Ryan, Barry Sullivan

FEATURES—Calendar of 1953-54 / 1954-55 Releases

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Release Date	Release No.	Production	Time (min.)	Cast
Aug.	426	Seven Brides for Seven Brothers (Color-Cinema-Scope)	102	Jane Powell, Howard Keel
Sept.	428	Betrayed (EastmanColor)	108	Lana Turner, Clark Gable, Victor Mature

PARAMOUNT

Feb.	5310	Money From Home (Tech., 3-D)	100	Dean Martin, Jerry Lewis
	5330	Money From Home (Tech., 2-D)	100	
Feb.	5313	Alaska Seas	78	Robert Ryan, Jan Sterling, Brian Keith, Gene Barry
Mar.	5314	Red Garters (Tech.)	91	Rosemary Clooney, Jack Carson, Guy Mitchell, Pat Crowley, Joanne Gilbert
Mar.	5315	The Naked Jungle (Tech.)	95	Eleanor Parker, Charlton Heston
Apr.	5351	Javanese Dagger (Featurette Special)	27	Paul Douglas
Apr.	5352	Falstaff's Fur Coat (Featurette Special)	27	Paul Douglas
Apr.	5353	The Missing Passenger (Featurette Special)	27	Paul Douglas
Apr.	5354	The Final Twist (Featurette Special)	27	Paul Douglas
Apr.	5355	The Sable Scarf (Featurette Special)	27	Paul Douglas
Apr.	5356	The Wedding Gift (Featurette Special)	27	Paul Douglas
May	5316	Casanova's Big Night (Tech.)	85	Bob Hope, Joan Fontaine, Audrey Dalton, Basil Rathbone
June	5317	Elephant Walk (Technicolor)	103	Elizabeth Taylor, Dana Andrews
June	5318	Secret of the Incas (Technicolor)	101	Charlton Heston, Robert Young
July	R5325	The Greatest Show on Earth (Re-Release)	153	Charlton Heston, Betty Hutton, James Stewart, Cornel Wilde, Dorothy Lamour, Gloria Grahame
July	5319	Knock On Wood (Technicolor)	103	Danny Kaye, Mai Zetterling
August	5320	Living It Up (Technicolor)	101	Dean Martin, Jerry Lewis, Janet Leigh
August	5321	About Mrs. Leslie	104	Shirley Booth, Robert Ryan
		1954-55		
September	5401	Rear Window (Technicolor)	119	James Stewart, Grace Kelly
October	5402	Sabrina	113	Humphrey Bogart, Audrey Hepburn, William Holden
October	R5403	Reap the Wild Wind (Technicolor) Re-release	124	John Wayne, Susan Hayward, Ray Milland, Paulette Goddard
November	5430	White Christmas (Vista-Vision-Technicolor)	120	Bing Crosby, Danny Kaye, Rosemary Clooney, Vera-Ellen.
December	5404	Three Ring Circus (Vista-Vision-Technicolor)		Dean Martin, Jerry Lewis
January	5405	The Bridges At Toko-Ri (Technicolor)		William Holden, Grace Kelly, Frederic March, Mickey Rooney
February	5406	Mambo		Shelley Winters, Silvana Mangano, Vittorio Gassman, Katherine Dunham and Dancers
February	5407	Conquest of Space (Technicolor)		Produced by George Pal
March	5408	Ulysses		Kirk Douglas, Silvana Mangano, Anthony Quinn, Rossana Podesta
March	5409	The Country Girl		Bing Crosby, William Holden, Grace Kelly

RKO-RADIO

Feb.	408	She Couldn't Say No	89	Jean Simmons, Robert Mitchum
Feb.	407	French Line (3-D) (Technicolor)	102	Jane Russell, Gilbert Roland, Arthur Hunnicutt, Mary McCarty
Feb.	452	The Best Years of Our Lives (re-release)	170	Frederic March, Myrna Loy, Dana Andrews
Feb.	469	Rachel and The Stranger (re-release)	79	Loretta Young, Robert Mitchum, William Holden
Feb.	470	Valley of the Sun (re-release)	78	Lucille Ball, James Craig
Feb.	494	Rob Roy (Technicolor)	87	Richard Todd, Glynis John
March	471	Tall in the Saddle (re-release)	79	John Wayne, Ella Raines
March	472	Enchanted Cottage (re-release)	78	Dorothy McGuire, Robert Young
March	410	Dangerous Mission (Color-3-D)	75	Victor Mature, Piper Laurie, William Bendix, Vincent Price
April	473	Mr. Blandings Builds His Dream House (re-release)	80	Cary Grant, Myrna Loy
April	474	They Won't Believe Me (re-release)	80	Robert Young, Susan Hayward
April	493	Pinocchio (Technicolor) (Re-release)	87	Walt Disney
April	411	The Saint's Girl Friday	68	Louis Hayward, Naomi Chance
April	412	Carnival Story (3-D) (Technicolor)	95	Anne Baxter, Steve Cochran, Lyle Bettger

Release Date	Release No.	Production	Time (min.)	Cast
May	475	Spanish Main (Re-issue)	100	Paul Henreid, Maureen O'Hara
May	476	Badman's Territory (Re-issue)	79	Randolph Scott, Ann Richards
June	414	Sins of Rome	75	Massimo Girotti, Ludmilla Tcherina
June	413	Silver Lode (Technicolor)	80	John Payne, Lizabeth Scott
June	477	The Thing (Reissue)	80	All star exploitation picture
June	478	Stations West (Reissue)	80	Dick Powell
July	501	Susan Slept Here (Technicolor)	98	Debbie Reynolds, Dick Powell, Anne Francis
July	479	Gunga Din (re-release)	95	Cary Grant, Victor McLaglen, Douglas Fairbanks, Jr.
July	480	Lost Patrol (re-issue)	66	Victor McLaglen, Boris Karloff, Glenn Ford
July	351	Hans Christian Andersen (Technicolor)	112	Danny Kaye, Farley Granger, Jeanmaire
September	502	Africa Adventure	64	
Sept.	572	She Wore A Yellow Ribbon	104	
September	570	Every Girl Should Be Married (Reissue)	85	Franchot Tone, Diana Lynn, Betsy Drake
September	571	The Window (Reissue)	73	Barbara Hale, Bobby Driscoll, Arthur Kennedy
October	503	Passion (Tech. Superscope)		Cornel Wilde, Yvonne de Carlo
Oct.	504	This Is My Love (PatheColor)	91	Linda Darnell, Rick Jason, Dan Duryea, Faith Domergue

REPUBLIC

Feb. 1st	5213	Sea of Lost Ships	85	John Derek, Wanda Hendrix, Walter Brennan, Richard Jaeckel
Feb. 10th	5331	Phantom Stallion	54	Rex Allen, Slim Pickens, Carla Balenda
Feb. 15th	5224	Crazylegs	88	Elroy "Crazylegs" Hirsch, Lloyd Nolan, Joan Vohs
Mar. 1st	5301	Flight Nurse	90	Joan Leslie, Forrest Tucker, Arthur Franz
April 1st	5302	Geraldine	90	John Carroll, Mala Powers, Jim Backus, Stan Freberg
April 12th	5325	Untamed Heiress	70	Judy Canova, Don Barry, George Cleveland
May 15th	5303	Jubilee Trail	103	Vera Ralston, Joan Leslie, Forrest Tucker, John Russell, Ray Middleton, Pat O'Brien
June 1st	5304	Hell's Half Acre	91	Wendell Corey, Evelyn Keyes, Elsa Lanchester
July 1st	5305	Laughing Anne	91	Wendell Corey, Margaret Lockwood, Forrest Tucker Ronald Shiner
Aug. 1st	5306	Make Haste to Live	90	Dorothy McGuire, Stephen McNally, Mary Murphy
Aug. 15th	5308	The Outcast	90	John Derek, Joan Evans
Aug. 23rd	5307	Johnny Guitar	110	Joan Crawford, Sterling Hayden, Scott Brady, Mercedes McCambridge
Aug. 25th	5310	Roogie's Bump	71	Robert Marriot, Ruth Warwick, Robert Simon
Sept. 1st	5309	Tobor The Great	77	Charles Drake, Karin Booth, Arthur Shields, Billy Chapin
Sept. 1st	5311	The Shanghai Story	90	Ruth Roman, Edmond O'Brien, Richard Jaeckel

TWENTIETH CENTURY-FOX

		1953		
Oct.		The Robe (CinemaScope-Technicolor))	133	Richard Burton, Jean Simmons, Victor Mature, Michael Rennie
		1954		
Feb.	403	Hell and High Water (CinemaScope-Tech.)	103	Richard Widmark, Bella Darvi
Feb.	338	Miss Robin Crusoe	75	A. Blake, George Nader
Mar.	407	Night People (CinemaScope-Tech.)	93	Gregory Peck, Broderick Crawford, Rita Gam
Mar.	441	Cry of the City (Re-issue)	95	Victor Mature, Richard Conte
Mar.	442	Street With No Name (Re-issue)	91	Richard Widmark, Lloyd Nolan
Mar.	443	Riders of the Purple Sage (Re-issue)	56	George Montgomery
Mar.	440	Scudda Hoo! Scudda Hay! (Re-issue)	95	June Haver, Walter Brennan
Mar.	409	New Faces (Cinema-Scope)	98	Eartha Kitt, Ronny Graham
Apr.	412	The Rocket Man	79	Charles Coburn, Spring Byington
Apr.	411	Prince Valiant (Cinema-Scope-Tech.)	100	Robert Wagner, Janet Leigh, James Mason
May	404	The Siege At Red River (Technicolor)	86	Van Johnson, Joanne Dru
May	405	River of No Return (Tech.-CinemaScope)	91	Robert Mitchum, Marilyn Monroe, Rory Calhoun, Tommy Rettig
May	445	Orchestra Wives (Re-Issue)	98	Glenn Miller & Orchestra, George Montgomery, Ann Rutherford, Cesar Romero
May	446	Sun Valley Serenade (Re-Issue)	86	Glenn Miller & Orchestra, Sonya Henie, John

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Release Date	Release No.	Production	Time (min.)	Cast
				Payne, Milton Berle
May	413	Three Coins In The Fountain	101	Clifton Webb, Dorothy McGuire, Jean Peters, Louis Jourdan, Maggie McNamara
June	406	Gorilla At Large (Technicolor-3-D)	84	Anne Bancroft, Cameron Mitchell, Lee J. Cobb
June	415	Demetrius and the Gladiators (CinemaScope-Tech.)	101	Victor Mature, Susan Hayward
June	414	Princess of the Nile (Tech.)	71	Jeffrey Hunter, Debra Paget
July	408	The Raid (Tech.)	83	Van Heflin, Anne Bancroft
July	416	Garden of Evil (CinemaScope-Tech.)	100	Gary Cooper, Susan Hayward, Richard Widmark
July	417	The Gambler from Natchez (Technicolor)	88	Dale Roberston, Debra Paget, Kevin McCarthy
Aug.	419	Broken Lance CinemaScope-DeLuxe Color)	96	Richard Widmark Spencer Tracy, Jean Peters
Aug.	408	The Raid (Panoramic Prod.-Tech.)	83	Van Heflin Ann Bancroft
Sept.	426	The Egyptian (Cinema-Scope DeLuxe Color)	140	Gene Tierney Edmund Purdom, Victor Mature, Jean Simmons
October	421	Woman's World (CinemaScope Print by Technicolor)	94	Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Arlene Dahl, Fred MacMurray and Cornel Wilde
October		The Adventures of Hajji Baba (CinemaScope Color by De Luxe)	94	John Derek, Elaine Stewart
October	422	Carmen Jones (CinemaScope-Color by De Luxe)	105	Harry Belafonte, Dorothy Dandridge, Pearl Bailey
November	423	Black Widow (CinemaScope-Color by De Luxe)		Gene Tierney, Van Heflin, Peggy Ann Garner
November		Desiree (CinemaScope-Color by De Luxe)		Marlon Brando, Jean Simmons

UNITED ARTISTS

Feb. —	5402	Personal Affair	82	Gene Tierney, Leo Genn, Glynnis Johns
Feb. —	5409	Top Banana (color)	100	Phil Silvers, Judy Lynn, Rose Marie, Danny Scholl
Feb. —	5408	Beachhead (PatheColor)	89	Tony Curtis, Mary Murphy
Feb. —	5410	Overland Pacific	72	Jack Mahoney, Peggy Castle
Feb. —	5340	The Man Between	101	James Mason, Claire Bloom
Mar. —	5406	Act of Love	108	Kirk Douglas, Dany Robin
Mar. —		The Scarlet Spear (Technicolor)	78	John Archer, Martha Hyer
Mar. —	5412	The Golden Mask (Technicolor)	90	Van Heflin, Wanda Hendrix
Mar. —	5347	Beat The Devil	92	Humphrey Bogart, Gina Lollobrigida, Jennifer Jones
Apr. —	5405	Heidi	98	Elsbeth Sigmund, Heinrich Gretter, T. Klameth
April —	5415	Southwest Passage 3-D—PatheColor)	82	Rod Cameron, Joanne Dru, John Ireland
April —	5416	The Lone Gun (Color Corp. of America)	73	George Montgomery, Dorothy Malone
April —	1085	Champion (Re-issue)	86	Kirk Douglas, Frank Lovejoy, James Edwards
April —	1082	Home of the Brave	99	Marilyn Maxwell, Arthur Kennedy
May —	5418	Captain Kidd and the Slave Girls (Color Corp. of America)	83	Anthony Dexter, Eva Gabor
May —	5421	The Long Wait	93	Anthony Quinn, Peggie Castle
May —	5420	Witness to Murder	83	Barbara Stanwyck, George Sanders, Gary Merrill
May —	5414	The Yellow Tomahawk (Color Corp. of America)	82	Rory Calhoun, Peggie Castle
June —	5422	Challenge the Wind (Color by Color Corp. of America)	69	George & Sheila Graham
June —	5423	Gog (Eastman Color) Available in 3D	85	Richard Egan, Constance Dowling, Herbert Marshall
June —	5424	Hobson's Choice	107	Charles Laughton, John Mills, Brenda DeBanzie
June —	5425	Man With A Million (Technicolor)	90	Gregory Peck, Ronald Squire, Jane Griffiths
July	5426	Adventure of Robinson Crusoe (PatheColor)	90	Dan O'Herliby, James Fernandez, C. Lopez
July	5427	Apache (Technicolor)	91	Burt Lancaster, Jean Peters
July	5417	Return to Treasure Island (PatheColor)	75	Tab Hunter, Dawn Addams, James Seay
July	5431	The Lawless Rider		Johnny Carpenter, Frankie Darro
Aug.	5429	Malta Story	98	Alec Guinness, Jack Hawkins
Aug.	5334	Crossed Swords (PatheColor)	86	Errol Flynn, Gina Lollobrigida
Aug.	5432	The Diamond Wizard	83	Dennis O'Keefe, Margaret Sheridan
Aug.	5430	Victory At Sea	96	Documentary
Aug.	5433	Down Three Dark Streets	84	Broderick Crawford, Ruth Roman
Sept.	5437	The Golden Mistress (Technicolor)	82	John Agar, Rosemarie Bowe
Sept.	5435	Jesse James' Women (Technicolor)	83	Peggie Castle, Jack Beutel
Sept.	5419	Khyber Patrol (Color)	71	Richard Egan, Dawn Addams
Sept.	5436	Suddenly	77	Frank Sinatra, Sterling Hayden
Oct.	5440	The Barefoot Contessa (Technicolor)	128	Humphrey Bogart, Ava Gardner
Oct.	5434	Sitting Bull (CinemaScope, color)	105	Dale Robertson, Mary Murphy
Oct.	5439	The Little Kidnappers	93	Duncan Macrae, Jean Anderson
Oct.	5441	Operation Manhunt	77	Harry Townes, Jacques Aubuchon

UNIVERSAL

Feb.	410	Taza, Son of Cochise (Technicolor)	80	Rock Hudson, Barbera Rush, Gregg Palmer
Feb.	412	The Glenn Miller Story (Technicolor)	116	James Stewart, June Allyson
Mar.	413	Ride Clear of Diablo (Technicolor)	80½	Audie Murphy, Susan Cabot, Dan Duryea, Abbe Lane
Mar.	414	Saskatchewan (Technicolor)	88	Alan Ladd, Shelley Winters
Mar.	415	Creature From The Black Lagoon (3-D)	79	Richard Carlson, Julia Adams
Apr.	417	Yankee Pasha (Technicolor)	84	Jeff Chandler, Rhonda Fleming, Lee J. Cobb, Mamie Van Doren
Apr.	418	Ma & Pa Kettle At Home	81	Marjorie Main, Percy Kilbride, Alice Kelley
Apr.	419	Rails Into Laramie (Technicolor)	82	John Payne, Mari Blanchard, Dan Duryea
May	420	Playgirl	87	Shelly Winters, Barry Sullivan
May	421	Fireman Save My Child	80	Spike Jones, Buddy Hackett, Hugh O'Brien
June	422	Drums Across The River (Technicolor)	78	Audie Murphy, Lisa Gaye
June	423	Black Horse Canyon (Technicolor)	82	Joel McCrea, Mari Blanchard
July	424	Johnny Dark (Tech.)	85	Tony Curtis, Piper Laurie
July	425	Tanganyika (Tech.)	81	Van Heflin, Ruth Roman
Aug.	427	Francis Joins The Wacs	94½	Donald O'Connor, Julia Adams
Aug.	428	Magnificent Obsession (Technicolor)	108	Jane Wyman, Rock Hudson
Sept.	429	Black Shield of Falworth (Technicolor-Regular)	99	Tony Curtis, Janet Leigh
Sept.	436	Black Shield of Falworth (Tech.-CinemaScope)		Tony Curtis, Janet Leigh
Sept.	430	Dawn At Socorro (Technicolor)	80½	Rory Calhoun, Piper Laurie
Oct.	431	The Naked Alibi	86	Sterling Hayden, Gloria Grahame
		1954-55		
Nov.	501	Bengal Brigade (Tech.)		Rock Hudson, Arlene Dahl
Nov.	502	Four Guns To The Border (Tech.)		Rory Calhoun, Colleen Miller
Nov.	504	Ricochet Romance		Marjorie Main, Chill Wills, Rudy Vallee

WARNER BROS.-FIRST NATIONAL

Feb. 13th	319	The Command	94	Guy Madison, Joan Weldon
Feb. 27th	320	The Boy From Oklahoma (Warnercolor)	88	Will Rogers, Jr., Nancy Alsar, Lon Chaney
Mar. 6th	308	Crime Wave	74	Sterling Hayden, Gene Nelson, Phyllis Kirk
Mar. 13th	321	Duffy of San Quentin	78	Louis Haywood, Joanne Dru, Paul Kelly
Mar. 27th	322	Phantom of the Rue Morgue (WarnerColor-3-D)	84	Karl Malden, Claude Dauphin, Patricia Medina
Apr. 10th	323	Riding Shotgun (WarnerColor)	75	Randolph Scott, Joan Weldon, Wayne Morris
Apr. 24th	324	Lucky Me (WarnerColor-Cinema-Scope)	100	Doris Day, Phil Silvers
May 15th	325	A Girl For Joe formerly "Force of Arms" (Re-release)	100	William Holden, Nancy Olson, Frank Lovejoy
May 15th	326	Guy With a Grin formerly "No Time for Comedy" (Re-release)	93	James Stewart, Rosalind Russell, Genevieve Tobin, Charles Ruggles
May 29th	327	Dial M For Murder (Color By WarnerColor)	105	Ray Milland, Grace Kelly, Robert Cummings, John Williams
June 19th	328	Them	94	James Whitmore, Edmund Gwenn, Joan Weldon
July 3rd	329	The High And The Mighty (CinemaScope-Color by WarnerColor)	147	John Wayne, Claire Trevor, Laraine Day, Robert Stack, Jan Sterling
July 24th	330	Ring Of Fear (CinemaScope-Color by WarnerColor)	93	Clyde Beatty, Pat O'Brien, Mickey Spillane, Marian Carr
Aug. 7th	331	King Richard and the Crusaders (Cinema-Scope-WarnerColor)	113	Virginia Mayo, Rex Harison
Aug. 21st	332	Duel in the Jungle Technicolor	102	Dana Andrews, Jeanne Crain
		1954-55		
Sept. 4th	401	Dragnet (WarnerColor)	89	Jack Webb, Ben Alexander
Sept. 25th	402	The Bounty Hunter (WarnerColor)	79	Randolph Scott, Marie Windsor
Oct. 16th	403	A Star is Born (CinemaScope-Tech.)	182	Judy Garland, James Mason, Jack Carson

Hollywood Production

ALLIED ARTISTS

Shooting

THE BLACK PRINCE
(CinemaScope) (Technicolor)
Cast: Errol Flynn, Joanne Dru, Peter Finch.
Producer .....Walter Mirisch
Director .....Henry Levin

JOHN BROWN'S RAIDERS
Cast: Raymond Massey, Debra Paget, Jeffrey Hunter, John Smith, Larry Pennell, Leo Gordon, Tom Irish, James Anderson, James Edwards, James Best.
Producer .....Vincent M. Fennelly
Director .....Charles Marquis Warren

Cutting

BOWERY TO BAGDAD
Cast: Leo Gorcey, Huntz Hall, Joan Shawlee, Eric Blore, Jean Willis, Rick Vallin, Robert Bice, Paul Marion.
Producer .....Ben Schwalb
Director .....Edward Bernds

DYNAMITE ANCHORAGE
Cast: Dane Clark, Carole Mathews, Wayne Morris, Tom Hubbard, Otto Waldis.
Exec. Producer .....William Broidy
Producer .....Robert Nunes
Director .....Harold Shuster

DANGER POINT
Cast: Mark Stevens, Joan Vohs, Martha Hyer, Douglas Kennedy, Mort Mills, Cheryl Callaway.
Producer .....Lindsley Parsons
Director .....Mark Stevens

THE ANNAPOLIS STORY
(Technicolor)
Cast: John Derek.
Producer .....Walter Mirisch
Director .....Don Siegel

THE BIG COMBO
(Security Pictures-Theodora Productions)
Cast: Cornel Wilde, Richard Conte, Jean Wallace, Brian Donlevy, Helen Walker.
Producer .....Sidney Harmon
Director .....Joseph H. Lewis

COLUMBIA

Shooting

MY SISTER EILEEN
(CinemaScope) (Technicolor)
Cast: Janet Leigh, Betty Garrett, Jack Lemmon, Aldo Ray, Kurt Kasznar, Bob Fosse, Tommy Rall.
Producer .....Fred Kohlmar
Director .....Richard Quine

THE MAN FROM LARAMIE
(CinemaScope) (Technicolor)
Cast: James Stewart, Arthur Kennedy, Cathy O'Donnell, Aline MacMahon, Donald Crisp, Alex Nicol, Wallace Ford, James Millican, Gregg Barton, Jack Elam, John War Eagle.
Producer .....William Goetz
Director .....Anthony Mann

GUN THAT WON THE WEST
(Clover Productions)
Cast: Dennis Morgan, Paula Raymond, Richard Denning.
Producer .....Sam Katzman
Director .....William Castle

Cutting

MASSACRE AT MOCCASIN PASS
(Technicolor)
Cast: Phil Carey, Audrey Totter, Charlita.
Producer ..... Wallace MacDonald
Director ..... Fred S. Sears

BAT MASTERMAN, BAD MAN
(Technicolor)
Cast: George Montgomery, Nancy Gates, James Griffith.
Producer .....Sam Katzman
Director .....William Castle

A PRIZE OF GOLD
(Warwick Productions; Technicolor)
(For Columbia Release; Shooting in Berlin)
Cast: Richard Widmark, Mai Zetterling, Nigel Patrick, George Cole, Donald Wolfit.
Producers .....Irving Allan and A. R. Broccoli
Director .....Mark Robson

THE END OF THE AFFAIR
(David Rose Productions)
(Shooting in London; For Columbbia release)
Cast: Deborah Kerr, Van Johnson, John Mills.
Producers .....David Rose and David Lewis
Director .....Edward Dmytryk

WOMEN'S PRISON
Cast: Ida Lupino, Jan Sterling.
Producer .....Bryan Foy
Director .....Lewis Seiler

TIGHT SPOT
Cast: Ginger Rogers, Edward G. Robinson, Brian Keith, Lucy Marlowe, Kathryn Grant.
Producer .....Lewis J. Rachmil
Director .....Phil Karlson

INDEPENDENT

Shooting

OKLAHOMA
(CinemaScope) (Todd-AO)
Cast: Gordon MacRae, Shirley Jones, Gene Nelson, Gloria Grahame, Charlotte Greenwood, Eddie Albert, James Whitmore, Rod Stieger, Barbara Lawrence, J. C. Flippen, Roy Barcroft.
Producer .....Arthur Hornblow
Director .....Fred Zinnemann

TARZAN'S HIDDEN JUNGLE
(Sol Lesser Prod.)
Cast: Gordon Scott, Peter Van Eyck, Vera Miles.
Producer .....Sol Lesser
Director .....Harold Shuster

GENTLEMEN MARRY BRUNETTES
(Russfield-Voyager Productions)
(Technicolor) (Shooting in Paris)
Cast: Jane Russell, Jeanne Crain, Scott Bardy, Alan Young, Rudy Vallee.
Executive Producer.....Robert Bassler
Producers .....Richard Sale and Robert Waterfield
Director .....Richard Sale

Cutting

THE WHITE ORCHID
(Eastman Color) (Shooting in Mexico)
Cast: William Lundigan, Peggie Castle, Armando Silvestre.
Producer-Director ....Reginald LeBorg

THE LITTLE RED MONKEY
Anglo-Guild-Tony Owen Production
(Shooting in London)
Cast: Richard Conte, Russell Napier, Rona Anderson, Sylva Langova.
Producer .....Alec Snowden
Director .....Ken Hughes

RETURN OF COLUMBUS
Paal-Real Film Productions
(Shooting in Germany)
Cast: Paola Loew, Eva Kerbler, Sydney Chaplin, Charles Chaplin, Jr., Ursula Herking.
Producer .....Alexander Paal
Director .....Alexander Paal

MAD AT THE WORLD
(Filmakers)
Cast: Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell, Karen Sharpe.
Producer .....Collier Young
Director .....Harry Essex

LONG JOHN SILVER
(Technicolor) (Wide Screen)
Cast: Robert Newton, Connie Gilchrist, Lloyd Berrell, Grant Taylor, Kit Taylor.
Producer .....Joseph Kaufman
Director .....Byron Haskin

Lippert PICTURES, Inc.

Shooting

THE GLASS TOMB
(Executive Films for Lippert release)
Cast: John Ireland.
Producer .....Anthony Hinds
Director .....Montgomery Tully

AIR STRIKE
(Cy Roth Productions)
(For Lippert Release)
Cast: Richard Denning
Producer-Director .....Cy Roth

Cutting

A RACE FOR LIFE
(Shooting in England)
Cast: Richard Conte, Mari Aldon, George Coulouris.
Producer .....Mickey Delamar
Director .....Terence Fisher

ADVENTURE IN RIO
(For Lippert Release)
Cast: Scott Brady, Raymond Burr, Johanna Matz, Ingrid Stenn, Margot Hielscher.
Producer-Director .....Kurt Neumann

THE BLACK PIRATES
(Lippert Release)
(Shooting in El Salvador)
Cast: Anthony Dexter, Karen Wilde, Lon Chaney, Robert Clarke.
Producer .....Robert L. Lippert, Jr.
Director .....Allen Miner

METRO-GOLDWYN-MAYER

Shooting

MOONFLEET
(CinemaScope) (Color)
Cast: Stewart Granger, Viveca Lindfors, Joan Greenwood, George Sanders.
Producer .....John Houseman
Director .....Fritz Lang

BOULEVARD IN PARIS
(Shooting in Paris)
(CinemaScope) (Color)
Cast: Anne Baxter, Steve Forrest.
Producer .....Henry Berman
Director .....Mitchell Leisen

HIT THE DECK
(CinemaScope) (Color)
Cast: Jane Powell, Debbie Reynolds, Ann Miller, Tony Martin, Vic Damone.
Producer .....Joe Pasternak
Director .....Roy Rowland

INTERRUPTED MELODY
(CinemaScope) (Technicolor)
Cast: Eleanor Parker, Glenn Ford, Cecil Kellaway, Roger Moore, Ann Codee.
Producer .....Jack Cummings
Director .....Curtis Bernhardt

Cutting

DEEP IN MY HEART
(Technicolor) (Wide-Screen)
Cast: Jose Ferrer, Merle Oberon, Helen Traubel, Walter Pidgeon, Doe Avedon, Paul Stewart, Jim Backus, Douglas Fowley.
Producer .....Roger Edens
Director .....Stanley Donen

JUPITER'S DARLING
(Eastman color) (CinemaScope)
Cast: Esther Williams, Howard Keel, Marge and Gower Champion, George Sanders, James Whitmore, Richard Haydn.
Producer .....George Wells
Director .....George Sidney

THE GLASS SLIPPER
(Eastman color; Wide Screen)
Cast: Leslie Caron, Michael Wilding, Roland Petit and the Ballets de Paris, Elsa Lanchester, Keenan Wynn, Estelle Winwood, Amanda Blake.
Producer .....Edwin H. Knopf
Director .....Charles Walters

THE PRODIGAL
(Print by Technicolor)
(Eastman Color)
Cast: Lana Turner, Edmund Purdom, Louis Calhern, Audrey Dalton, James Mitchell, Taina Elg.
Producer .....Charles Schnee
Director .....Richard Thorpe

Paramount Pictures

Shooting

LUCY GALLANT
(VistaVision) (Technicolor)
Cast: Jane Wyman.
Producer .....Pine-Thomas
Director .....Robert Parrish

THE TROUBLE WITH HARRY
(VistaVision) (Technicolor)
Cast: Edmund Gwenn, John Forsythe, Shirley MacLaine, Mildred Dunnock.
Producer-Director ....Alfred Hitchcock

Cutting

MAMBO
(Shooting in Italy)
Cast: Silvana Mangano, Michael Rennie, Vittorio Gassman, Shelley Winters, Katherine Dunham.
Producers .....Ponti—De Laurentis
Director .....Robert Rossen

THREE RING CIRCUS
(Technicolor) (VistaVision)
Cast: Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor, Wallace Ford, Nick Cravat, Gene Sheldon.
Producer .....Hal Wallis
Director .....Joseph Pevney

STRATEGIC AIR COMMAND
(VistaVision) (Technicolor)
(Shooting in Florida)
Cast: James Stewart, June Allyson, Frank Lovejoy, Barry Sullivan, Alex Nicol, Bruce Bennett.
Producer .....Samuel J. Briskin
Director .....Anthony Mann

RUN FOR COVER
(Technicolor) (VistaVision)
(Shooting in Colorado)
Cast: James Gagney, Viveca Lindfors, John Derek, Jean Hersholt, Grant Withers, Jack Lambert, Ernest Borgnine, Irving Bacon, Ray Teal, Trevor Bardette, Gus Schilling.
Producers .....William H. Pine and William C. Thomas
Director .....Nicholas Ray

LOVE IS A WEAPON
(VistaVision) (Technicolor)
Cast: John Payne, Mary Murphy, Francis L. Sullivan, Eduardo Noriega, Robert Cabal.
Producers .....William Pine and William Thomas
Director .....Phil Karlson

Hollywood Production

TO CATCH A THIEF
(VistaVision) (Technicolor)
(Shooting in France)
Cast: Cary Grant, Grace Kelly, Jessie Royce Landis, John Williams, Charles Vanel, Brigitte Auber, Georgette Anys.
Producer-Director ....Alfred Hitchcock

WE'RE NO ANGELS
(VistaVision) (Technicolor)
Cast: Humphrey Bogart, Peter Ustinov, Aldo Ray, Joan Bennett, Leo G. Carroll, Basil Rathbone, Gloria Talbott, John Baer.
Producer .....Pat Duggan
Director .....Michael Curtiz

EDDIE FOY AND THE SEVEN LITTLE FOYS
(VistaVision) (Technicolor)
Cast: Bob Hope, Linda Bennett, Jimmy Baird, Tommy Duran, David Kasday, Lee Erickson.
Producer .....Jack Rose
Director .....Melville Shavelson

RKO RADIO PICTURES

Cutting

THE CONQUEROR
(Technicolor) (CinemaScope)
Cast: John Wayne, Susan Hayward, Pedro Armendariz, Agnes Moorhead, Thomas Gomez, John Hoyt, William Conrad, Jeanne Gerson, Leslie Bradley, Lee Van Cleef, Fred Graham, Pete Mamakos, Gregg Barton, Ken Terrill, Leo Gordon.
Producer-Director .....Dick Powell

Republic

Shooting

MAGIC FIRE
(Trucolor) (Shooting in Munich)
Cast: Yvonne De Carlo, Carlos Thompson, Rita Gam, Valentina Cortesa, Alan Badel.
Producer-Director ....William Dieterle

SANTE FE PASSAGE
(Trucolor) (Shooting in Utah)
Cast: John Payne, Rod Cameron, Faith Domergue.
Assoc. Producer .....Sidney Picker
Director .....William Witney

THE ADMIRAL HOSKINS STORY
Cast: Sterling Hayden, Alexis Smith, Dean Jagger, Ben Cooper, Virginia Grey, Douglas Kennedy, Hayden Rorke.
Assoc. Producer-Director.John H. Auer

Cutting

THE ATOMIC KID
Cast: Mickey Rooney, Robert Strauss, Elaine Davis, Bill Goodwin, Whit Bissell, Fay Roope.
Assoc. Producer .....Maurice Duke
Director .....Leslie Martinson

HELL'S OUTPOST
Cast: Rod Cameron, Joan Leslie, John Russell, Chill Wills, Jim Davis, Ben Cooper, Kristine Miller, Barton MacLane, Taylor Holmes.
Associate Producer-Director
Joseph Kane

TIMBERJACK
(Shooting in Missoula, Mont.)
(Trucolor)
Cast: Vera Ralston, Sterling Hayden, David Brian, Adolphe Menjou, Hoagy Carmichael, Chill Wills, Jim Davis.
Assoc. Producer-Director ....Joe Kane

20th CENTURY FOX

Shooting

THE SEVEN YEAR ITCH
(CinemaScope) (Color)
Cast: Marilyn Monroe, Tom Ewell, Sonny Tufts, Evelyn Keyes, Victor Moore, Robert Strauss.
Producers .....Charles Feldman and Billy Wilder
Director .....Billy Wilder

A MAN CALLED PETER
(CinemaScope) (Color)
Cast: Richard Todd, Jean Peters.
Producer .....Samuel G. Engel
Director .....Henry Koster

Cutting

WOMAN'S WORLD
(Color) (CinemaScope)
Cast: Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Cornel Wilde, Elliott Reid.
Producer .....Charles Brackett
Director .....Jean Negulesco

BLACK WIDOW
(CinemaScope) (Color)
Cast: Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Reginald Gardener, Peggy Ann Garner, Otto Kruger, Virginia Leith, Skip Homeier.
Producer-Director ..Nunnally Johnson

THAT LADY
(Atlanta Films for 20thCentury-Fox release)
(CinemaScope) (Shooting in London)
Cast: Olivia DeHaviland, Gilbert Roland, Francoise Rosay, Dennis Price.
Producer .....Sy Bartlett
Director .....Terrence Young

PRINCE OF PLAYERS
(CinemaScope) (Color)
Cast: Richard Burton, Maggie MacNamara, John Derek, Raymond Massey, Charles Bickford.
Producer-Director .....Philip Dunne

UNTAMED
(CinemaScope) (Color)
Cast: Tyrone Power, Susan Hayward, Victor Moreno, John Justin.
Producers .....Bert Friedlob and William Bacher
Director .....Henry King

THE RACERS
(CinemaScope) (Color)
Cast: Kirk Douglas, Gilbert Roland, Bella Darvi, Cesar Romero, Katy Jurado, Lee J. Cobb.
Producer .....Julian Blaustein
Director .....Henry Hathaway

UNITED ARTISTS

Shooting

THE KENTUCKIAN
(Technicolor)
(Hecht-Lancaster Productions)
Cast: Burt Lancaster, Dianne Foster, Diana Lynn.
Producer .....Harold Hecht
Director .....Burt Lancaster

NOT AS A STRANGER
(Stanley Kramer Productions)
Cast: Olivia DeHaviland, Robert Mitchum, Frank Sinatra, Gloria Grahame, Broderick Crawford, Charles Bickford.
Producer-Director .....Stanley Kramer

Cutting

VERA CRUZ
(Hecht-Lancaster Productions)
(Technocolor) (Shooting in Mexico)
Cast: Gary Cooper, Burt Lancaster, Denise Darcel, Cesar Romero, Sarita Montiel, George Macready, Morris Ankrum.
Producer .....James Hill
Director .....Robert Aldrich

BATTLE TAXI
(Ivan Tors Pictures)
Cast: Sterling Hayden, Arthur Franz, Marshall Thompson, Leo Needham.
Producers .....Ivan Tors, Art Arthur
Director .....Herbert Storck

BLACK TUESDAY
(Leonard Goldstein Productions)
Cast: Edward G. Robinson, Jean Parker, Peter Graves, Milburn, Warren Stephens, Sylvia Findley.
Producer .....Robert Goldstein
Director .....Hugo Fregonese

NEW YORK CONFIDENTIAL
(Rouse-Greene Productions)
Cast: Broderick Crawford, Richard Conte, Marilyn Maxwell, Anne Bancroft, J. Carrol Naish.
Producer .....Clarence Greene
Director .....Russell Rouse

Universal International

Shooting

LADY GODIVA OF COVENTRY
(Technicolor)
Cast: Maureen O'Hara, George Nader, Victor McLagen, Rex Reason.
Producer .....Robert Arthur
Director .....Arthur Lubin
(Technicolor) (CinemaScope)

TO HELL AND BACK
(CinemaScope) (Technicolor)
Cast: Audie Murphy, Marshal Thompson, Art Aragon, Charles Drake, Gregg Palmer, Jack Kelly.
Producer .....Aaron Rosenberg
Director .....Jesse Hibbs

JUSTICE COMES TO TOMAHAWK
(Color)
Cast: Lex Barker, Mara Corday, Stephen McNally.
Producer .....Howard Pine
Director .....Jack Arnold

THE SHRIKE
Cast: Jose Ferrer, June Allyson, Kendall Clark, Isabelle Bonner, Jay Barney.
Producer .....Aaron Rosenberg
Director .....Jose Ferrer

THE PURPLE MASK
(CinemaScope) (Technicolor)
Cast: Tony Curtis, Colleen Miller, Gene Barry, Dan O'Herlihy, George Dolenz.
Producer .....Howard Christie
Director .....Bruce Humberstone

Cutting

DESTRY
(Technicolor) (Wide Screen)
Cast: Audie Murphy, Mari Blanchard, Lyle Bettger, Lori Nelson, Thomas Mitchell, Edgar Buchanan, Alan Hale, Jr., Wallace Ford, Mary Wickes, Lee Aaker, Walter Baldwin, George Wallace.
Producer .....Stanley Rubin
Director .....George Marshall

FIVE BRIDGES TO CROSS
Cast: Tony Curtis, Julia Adams, George Nader, Bobby Curtis, Salvadore Mineo.
Producer .....Aaron Rosenberg
Director .....Joseph Pevney

SMOKE SIGNAL
(Shooting in Utah)
(Technicolor) (Wide Screen)
Cast: Dana Andrews, Piper Laurie, Rex Reason, William Talman, Douglas Spencer, Pat Hogan, Milburn Stone.
Producer .....Howard Christie
Director .....Jerry Hopper

ABBOTT AND COSTELLO AS THE STUNT MEN
Cast: Bud Abbott and Lou Costello, Fred Clark, Lynn Bari, Frank Wilcox, Maxie Rosenbloom.
Producer .....Howard Christie
Director .....Charles Lamont

CHIEF CRAZY HORSE
(CinemaScope) (Technicolor)
Cast: Victor Mature, Suzan Ball, John Lund, Ray Danton, David Janssen, Keith Larsen, Morris Ankrum.
Producer .....William Alland
Director .....George Sherman

RETURN OF THE CREATURE
(3-D. Wide-Screen; Shooting in Florida)
Cast: John Agar, Lori Nelson, John Bromfield.
Producer .....William Alland
Director .....Jack Arnold

THE LOOTERS
Cast: Rory Calhoun, Julia Adams, Ray Danton, Thomas omez, Frank Faylen.
Producer .....Howard Christie
Director .....Abner Biberman

WARNER BROS.

Shooting

YOUNG AT HEART
(WarnerColor)
Cast: Doris Day, Frank Sinatra, Ethel Barrymore, Gig Young, Robert Keith, Dorothy Malone, Elizabeth Fraser, Alan Hale, Jr.
Producer .....Henry Blanke
Director .....Gordon Douglas

STRANGE LADY IN TOWN
(WarnerColor) (CinemaScope)
Cast: Greer Garson, Dana Andrews, Cameron Mitchell, Lois Smith, Walter Hampden.
Producer-Director ....Mervyn LeRoy

MISTER ROBERTS
(CinemaScope) (WarnerColor)
Cast: Henry Fonda, James Cagney, William Powell, Jack Lemmon, Ward Bond, Robert Roark.
Producer .....Leland Hayward
Director .....John Ford

JUMP INTO HELL
Cast: Jacques Sernas, Kurt Kasznar.
Producer .....David Weisbart
Director .....David Butler

TARGET ZERO
(Shooting in Colorado)
Cast: Richard Conte, Chuck Connors, Peggie Castle.
Producer .....David Weisbart
Director .....Harmon Jones

THE SEA CHASE
(CinemaScope) (WarnerColor)
Cast: John Wayne, Lana Turner, Tab Hunter.
Director .....John Farrow

Cutting

DRUM BEAT
(CinemaScope) (WarnerColor)
Cast: Alan Ladd, Audrey Dalton, Marissa Pavan, Robert Keith.
Producer-Director .....Delmer Daves

TALL MAN RIDING
(WarnerColor)
Cast: Randolph Scott, Dorothy Malone, Peggie Castle.
Producer .....David Weisbart
Director .....Leslie Selander

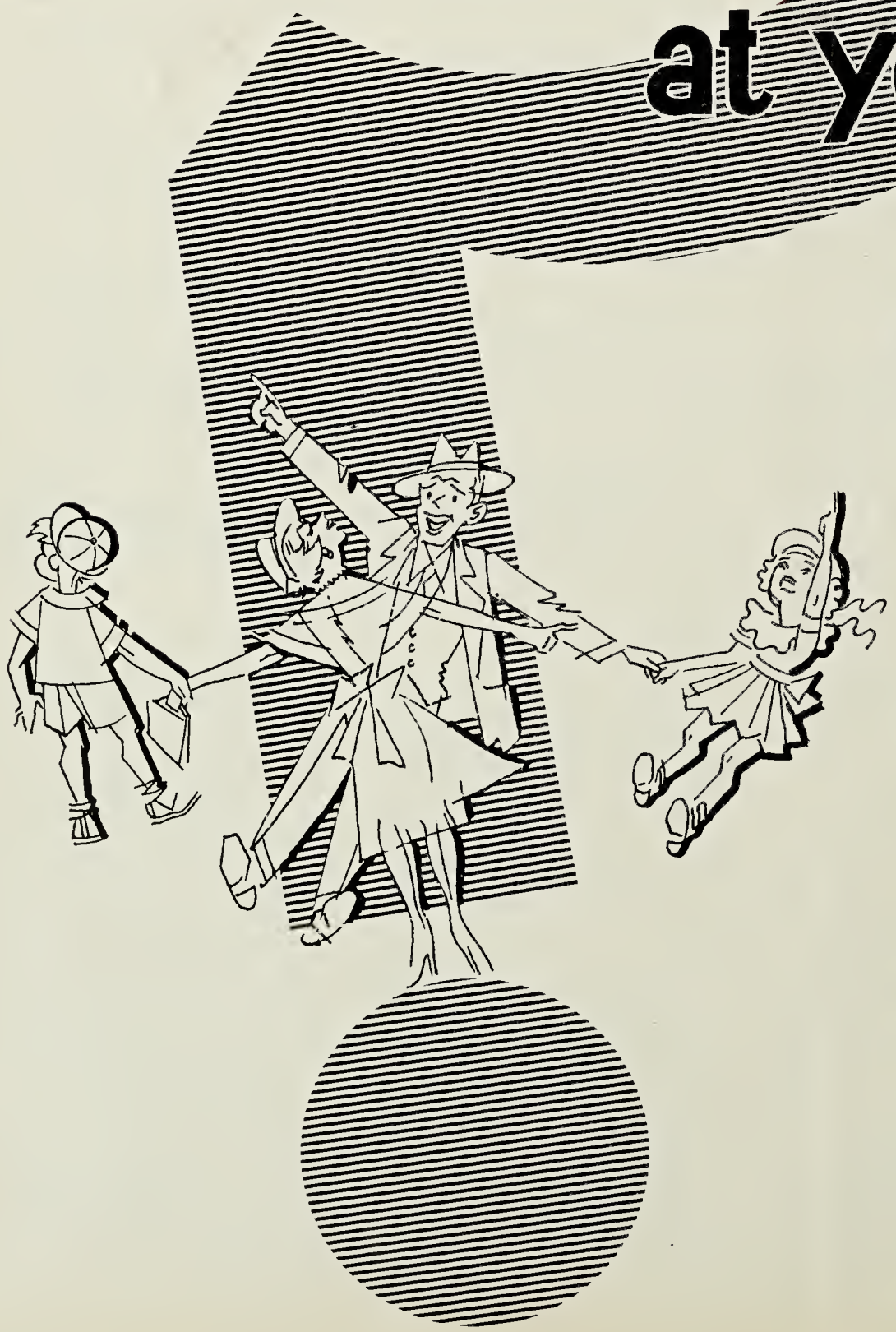
TRACK OF THE CAT
(CinemaScope) (WarnerColor)
Cast: Robert Mitchum, Teresa, Wright, Diana Lynn, Tab Hunter, Beulah Bondi.
Producer .....Robert Fellows
Director .....William A. Wellman

HELEN OF TROY
(CinemaScope) (WarnerColor)
Cast: Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicks, Torin Thatcher, Robert Douglas, Nora Swinburne.
Producer .....Robert Wise

LAND OF THE PHARAOHS
(CinemaScope) (WarnerColor)
Cast: Jack Hawkins, Dewey Martin, Luisa Boni.
Producer-Director ....Howard Hawks

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NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

W S

INT TOLL VIDEO
OMMITTEE FORMED
FIGHT MEDIUM

LIED RECEPTIVE
DISTRIB MOVE

PREME COURT
UST ACTION
GENDA SET UP

ETRO WORKSHOP
AN INAUGURATED

DUSTRY MATURE,
YMAN CONTENDS

KHIBITOR STATES
IMEDIATE NEED
R ARBITRATION

VIEWS

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, No. 8 October 30, 1954

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RESTRAINTS OF TRADE

THE members of the Theatre Owners of America are presently gathering for their annual convention in Chicago and will take their turn in tackling exhibition's most vexing problems — high film rentals and the product shortage.

It is within the realm of reason that the TOA membership will consider ways and means of encouraging exhibitor-sponsored independent production in order to bolster the output of feature pictures for theatre presentation.

Exhibitors can help in remedying this situation in many ways. The Makelim Plan is a constructive step in that direction. Fred Schwartz's exhibitor-financed Distributors Corporation of America is a milestone. Another forward move is the co-produc-

(See Page 5)

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EDMUND PURDOM
He romances!



DEBBIE REYNOLDS
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(She's in the headlines)



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LOUIS CALHERN
with
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EVELYN VARDEN • RAY COLLINS
Written by
WILLIAM LUDWIG
and LEONARD SPIGELGASS
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Photographed in **EASTMAN COLOR**
Print by **TECHNICOLOR**
Directed by **RICHARD THORPE**
Produced by **JOE PASTERNAK**

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October 30, 1954
Vol. 34 No. 8

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Restraints Of Trade

(*Continued from cover page*)

tion deal arranged between Trans-Lux Theatres and Renown Pictures which was announced this week. The attempts by some of the smaller film companies to raise their sights and make and distribute increasingly important pictures must likewise be supported.

Then too, it is no secret that former affiliated theatre circuits are giving serious consideration to plans calling for financial assistance to independent producers and are even mulling direct entry into production to alleviate the situation. These exhibitors, still bound by the consent decrees in the industry anti-trust suit, will not be permitted to engage in these activities unless they secure the approval of the Statutory Court and the position of the Justice Department would weigh heavily in this decision.

According to reports from Washington, there are indications that the Attorney General has not yet shown any particular enthusiasm to these proposals despite changed conditions in the industry. What exhibitor would not welcome the financing of production or actual entry into production of National Theatres or any other group of theatres having former production ties? If these companies were free of production restrictions, they could go ahead like anybody else and it would be a good thing for the business. Actually, the existence of the present requirements serve to restrain trade rather than promote much-needed competition.

It must not be forgotten that divorcement did not accelerate the production tempo. With no necessity to provide grist for the mill, the film companies have concentrated on fewer but better pictures and the percentage of money-making attractions in relation to overall production has increased sharply.

But this has not solved the exhibitors' dilemma. There is a need for more producers making more top level attractions. This is a dynamic industry—not static—and it will not permit a vacuum to exist for any extended period of time. Filling the void is the most constructive way of combatting a sellers' market and it deserves the utmost support of theatre owners all over the nation.

Federal regulation could never provide the answer and it is in the best interests of the industry that the National Allied proposal to "sell" Congress on control of film rentals by the Federal Trade Commission is being held in abeyance. Such a measure would have a disastrous effect on independent production and also serve as a trade restraint. We hope that it will be shelved and that there will be a continued and accelerated pattern of exhibitor-sponsored production.

One Hour's Pay

The 1954 Variety Clubs International "Christmas Salue" on behalf of the Will Rogers Memorial Hospital is seeking $250,000 and 200,000 signatures in its current drive, scheduled to last until Jan. 15. That's an impressive figure, but it can be more than easily met if every industry worker answers the "Salute" plea for a donation equivalent to one hour's wages.

The motion picture industry is noted for its generosity towards others, but there's an old saying that "charity begins at home." Industryites some times need help, too, and for those of them inflicted with tuberculosis the Will Rogers Hospital stands ready to care for them free of charge. A donation to the "Salute" is really a form of insurance for every donor, because no one can know whether he will ever have to seek its aid.

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High Court Sets Up Agenda To Review Industry Cases

WASHINGTON.—Two film industry cases will be reviewed by the Supreme Court but three cases have been refused a review by that body. Included in the latter category are the suits brought by Gene Autry and Roy Rogers to prevent sale of their films to television by Republic. Thus, lower court decisions in favor of Republic will stand.

Republic argued successfully that its contracts with the stars gave the studio the right to edit and exhibit as the studio sees fit. Both cowboy stars questioned the company's right to use the films in connection with commercial advertising. Rogers forecast injury to his reputation if his old films are used in connection with beer or cigarette advertising.

Also refused a review was the case of Indiana vs. Warner Bros., in which the state was appealing a decision of the Indiana Supreme Court that films transmitted to Indiana exhibitors from out-of-state exchanges are not subject to Indiana's gross income tax.

Warner Bros. contended that rentals from films shipped in to that state from a Chicago exchange represents interstate commerce and is therefore not subject to the state tax. Indiana argued that exhibition in a state breaks the flow of interstate commerce, and that the property then becomes subject to the tax laws of the state.

Case of Internal Revenue vs. William Goldman Theatres, termed important due to the many exhibitor anti-trust actions pending, will be one of those reviewed along with Independent Poster Exchange vs. National Screen Service and the eight majors. Turned down for review was the trust case against the eight majors by F. E. Harrison, Phildelphia exhibitor.

Refusal by the High Court to review the Harrison case in effect upholds the lower court decision favoring the distributors. Harrison had contended that the lower courts erred in holding that he had no standing as a private suitor and landlord.

Columbia's TV Sale

Video rights to Bill Elliot and Russell Hayden westerns dating back 15 years and equally out-of-date cartoons have been sold by Columbia Pictures "in its continuing effort to meet changing market conditions" but the sale does not alter the firm's "policy of not releasing our features for TV showing," Jack Cohn, Columbia executive viceprexy, stated this week. Hygo Corp. was listed as the purchaser.

COMPO Execs Plan Annual Meeting

COMPO's board of directors and executive committee will meet in annual session at the Hotel Astor at a date tentatively set for Nov. 15-16 to discuss an agenda of which the highlights include an audience poll to pick the year's best picture, an industry TV program, a liability insurance plan and industry political action against box office taxes on national, state and local levels.

Other agenda items, as listed by Robert W. Coyne, COMPO special counsel, include a suggestion for a new Movietime U.S.A. or a national Go-to-the-Movies Month, distribution and exhibition of "This Is Your Army," film produced for the Department of Defense, audience development plans, a Hollywood round table meeting of production-distribution-exhibition representatives; expansion of COMPO's membership; COMPO financing, re-appointment of committees and recommendations by industry charter members.

Two-In-Booth Edict Headed For Repeal

ST. LOUIS.—A city ordinance requiring the presence of two men in the theatre booth is headed for repeal with the negotiation of a contract between local exhibitors and IATSE Local 143 permitting all but 16 city and county houses to use only one man. Repeal has national implications with a similar drive under way in Massachusetts, where exhibitors are trying to put through a state bill allowing one projectionist.

No opposition is anticipated from the St. Louis city government, since both theatre owners and union members have announced satisfaction with the new contract and would support the repeal measure. The agreement covers 47 theatres. Of the remaining 16, 11 will switch to a one man operation next September, while five first run houses will continue indefinitely with two men.

The new contract reportedly gives a 20 percent salary increase to operators working in booths employing only one man, while the exhibitors have also promised a five percent contribution to the projectionists retirement fund. Houses continuing with two men include the Fox, Missouri, St. Louis, Loew's State and Loew's Orpheum.

Theatre Receipts Decline In '53, Film Dividends Spurt

WASHINGTON.—Theatres received less of the consumer's income in 1953 than they did the year before while publicly declared dividends of film corporations in August and September of 1954 far exceeded the corresponding months of 1953, according to figures released this week by the Department of Commerce.

U.S. movie goers spent $1,252,000,000 for film entertainment during 1953, which showed a decline of $32,000,000 from the $1,284,000,000 spent during 1952. Dividends for Aug., 1954, totaled $1,426,000 compared with $846,000 during the same month of the previous year, while Sept., 1954 totaled $3,996,000, compared with $3,036,000 for Sept., 1953.

The August rise in dividends was accounted for by the $619,000 paid by the Stanley-Warner Theatre Co. The September increase saw a rise in film companies dividends. Loew's, Inc. rose to $1,286,000 from last year's $1,029,000; 20th-Fox paid $1,108,000 this year compared to $692,000 last year, and Universal, up to $299,000.

NEWS BRIEFS

Trans-Lux Co-Productions

Trans-Lux Pictures, a wholly owned subsidiary of Trans-Lux Corp., and Renown Pictures, Ltd., of England are discussing a co-production arrangement for four pictures, according to George Minter, Renown managing director. The Trans-Lux interest would amount to approximately $1,000,000, enough to cover American star talent, Minter stated.

It would be the responsibility of Trans-Lux to secure release of the films in the American market. Trans-Lux is currently trying to fix American release deals on four other Renown pictures: "Trilby and Svengali," "Dance, Little Lady," "Our Girl Friday" and "Suspicion of Murder."

No Speeches For Pioneers

A dramatic presentation of important events in the life of Simon H. Fabian, Motion Picture Pioneer of the Year, will highlight the upooming Pioneer dinner honoring the exhibitor to take place Nov. 17 at the Sheraton Astor Hotel, according to Herman Robbins, dinner chairman. The presentation, which will be performed by leading stars, will be substituted for the usual evening of speeches.

Jack Cohn, president of the Motion Picture Pioneers, has announced that he expects a record attendance for the event. All men who have been in some phase of production, distribution, exhibition or laboratory work are eligible for Pioneer membership, Cohn emphasized. Only Pioneer members may purchase tickets for the dinner.

Code Plan Denied

New York City is not planning to set up an exterior advertising code for theatres but would like to see theatre owners regulate themselves in this matter, according to License Commissioner Edward T. McCaffrey. Rumors of the code were circulated when the city investigated complaints against many of the subsequent run and exploitation houses around Times Square. Most of these houses were exonerated, with the remaining theatres agreeing to co-operate.

Jersey Theatres Sue

Two anti-trust suits filed in Federal District Court by New Jersey theatre companies are seeking damages totaling nearly $5,000,000. The Golden Lane Theatre Corp., operator of the Temple Theatre, Union City, is asking $3,750,000 from distributors because of alleged discrimination in favor of circuit theatres. The Sompru and Brookpu Theatre Cos., former and persent operators of the Court Theatre, Sommerville, are asking $639,000 and $592,000 respectively for unreasonable clearance against that theatre.

Met Opera Telecast

Approximately 30 theatres throughout the nation have been signed for the closed circuit telecast of the opening night of the Metropolitan Opera on Nov. 8, according to Theatre Network Television, the company carrying the telecast. Ticket prices range up to $7, where the event is being used to raise money for some charity.

Allied Receptive To Distrib Move

With the National Allied resolution leaving it up to the discretion of the board of directors whether or not to press for government intervention in the motion picture business, industryites are waiting expectantly for someone to make the next move. The Allied board has the next three months to decide "whether conditions in the industry have so changed as to make resort to legislation unnecessary."

If, at its annual meeting, the board concludes that "only legislation of the kind proposed in the bill can save the theatres, especially the small town and sub-run theatres," then the delegates have pledged to "do all in our power to secure the bill's enactment."

The Allied conventioneers pledged to work both individually and in co-operation with the Emergency Defense Committee in their fight for passage of the bill, once introduced. The resolution was prepared by Col. H. A. Cole, exhibitor leader and chairman of the resolutions committee, and passed by an overwhelming majority of convention delegates.

EDC Approved

Earlier in the resolution, approval was stated of the existence of the Emergency Defense Committee, along with the three other points in the program adopted by the Allied board at its August meeting. Of the remaining three points, one was the drafting of the bill and another a statement of support for the Makelim Plan and all other similar plans that would supply needed product.

The fourth point approved was the "keeping the door open for the reception and consideration of any proposals the film companies, or any of them, may offer, or any reforms they may voluntarily adopt for relieving present intolerable conditions, especially as they affect the small town and sub-run theatres."

Expressing support for the bill drafted by Myers were Ben Berger, Trueman Rembusch, Jack Farr and Horace Adams. Several Allied members voted against the bill, but they were greatly outnumbered.

The Federal Trade Commission, which would be made the government agent for control of film prices, is currently studying the Myers bill preparatory to the opening of Congress.

Await Board Meeting

Nothing will be done about the bill until the Allied board meets in February, according to Abram F. Myers, Allied board chairman and general counsel, who drafted the measure. The Department of Justice has not asked for a copy of the proposed legislation, Myers revealed.

In answer to published criticism of Myers by Harry Brandt, ITOA president, Ben Marcus, National Allied president, issued a letter stating that Myers "has contributed more than any other individual during the past 25 years to the welfare of the independent exhibitor and the industry as a whole."

In a letter addressed to Brandt and released to the press, Marcus called the New York exhibitor's criticism "grossly unfair and unjustified." The Allied executive noted that "none of us were, or are we now, overly eager for government control . . . but distribution to this day refused to give us any worthwhile relief."

Joint Committee On Toll TV Organized To Fight Medium

Organized theatre opposition to pay-as-you-see TV took shape during the past two weeks following an announcement of the formation of a Joint Committee on Toll TV. Immediate reactions were forthcoming from leaders of the various subscription video systems, ranging from warnings that progress can not be stopped to declarations that pay TV and the theatres could work together.

The committee was organized in Chicago and will be headed by Alfred Starr and Trueman Rembusch, both former presidents of their respective national organizations, TOA and National Allied. Philip F. Harling, assistant treasurer of MMPTA was named committee treasurer, and James Arthur, of SCTOA, appointed secretary.

A legal committee consisting of Abram F. Myers, National Allied board chairman and general counsel; Herman M. Levy, TOA general counsel, Arthur and Harling was also appointed.

Other Groups Invited

A statement from Starr and Rembusch declared that the committee "was not limited to members of the motion picture industry, that all groups interested in preserving free home television for the American people would be invited to become members of the committee."

While no one named the other groups that would be invited to join in the fight against subscription TV, it was reasoned that these would probably include advertising agencies, networks, transit companies, restaurant owners, theatre concessionaires, and candy companies.

No word has been forthcoming from the leading radio and television networks, which have refused to comment on the situation. One spokesman did point to the success of the "Million Dollar Movie" show on WOR-TV as evidence that there is an audience for new films on TV.

Latest statement of support for the exhibitor action has come from George Kerasotes, vice-president of United Theatre Owners of Illinois. The exhibitor leader declared before a meeting of his regional unit that "coin-in-the-slot TV, as currently proposed by the petitions pending before the FCC, is a very real and ominous threat to our business of motion picture exhibition."

Monopoly Feared

Kerasotes termed pay video a "new menace to exhibitors," adding that it will "create a new communications monopoly in the hands of a few stations, most of which already are owned by individuals or firms that already control the radio and newspaper outlets in their communities."

The speaker noted that "such a monopoly most assuredly would soon put motion pictures under the supervision of the Federal government."

Additional support for the committee may be sought from COMPO, it is thought, for consideration by that group's annual meeting of directors and executive committee, tentatively set for Nov. 15-16 at the Sheraton-Astor. Chief difficulty foreseen here is that COMPO maintains a policy of acting only on unanimous agreement of its members.

The chief fly in the ointment would be MPAA and SIMPP, both of whose memberships are split on the subscription TV idea. Paramount, an MPAA member, is principle owner of Telemeter, one of the contenders in the pay video race.

Meanwhile, representatives of the various subscription TV systems have been declaring their feelings in the matter. The exhibitors' action was called a "declaration of an inferiority complex" by Arthur Levey, president of Skiatron Electronics and TV Corp.

The Levey statement followed a meeting of executives of his firm and Skiatron TV, Inc., headed by Matthew Fox. The two companies, interested in Skiatron's Subscriber-Vision, met to decide how to meet the exhibitor action.

Levey declared that exhibitors feel "apprehensive" because "they are fighting a rear-guard action against progress in the entertainment world." The executive declared that Skiatron's slogan is "let the public decide."

Seeks Public Decision

The Skiatron head noted that theatre men, "these hardened long-time foes of television now interestingly enough pose as the great protectors of television." He added that "it will take far more than a declaration of war against toll TV to persuade the public that it should be denied the freedom of choice conferred by subscription television."

Levey claimed that public opinion polls show that the public prefers top entertainment at home to attending theatres. He stated additionally that pay TV would prove more economical for families than theatre attendance.

A more pacific view was expressed by Paul MacNamara, vice-president of International Telemeter Corp., who stated that he believes toll TV and theatre groups can work together. He urged that the two interests try to seek some "common ground," adding that he does not think that pay video is "necessarily destructive" to the theatres.

Suggests Research Program

The Telemeter executive suggested that a rsearch program be instituted to work out some program by which the two groups could solve the difficulty. He stated that there must be some way by which the theatres could participate in the subscription television pattern.

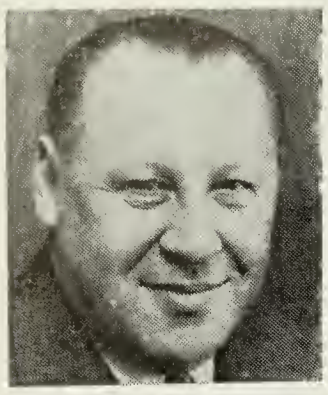
An attack on the exhibitors' action was issued in Chicago from Comdr. Eugene F. McDonald, Jr., president of Zenith Radio Corp., which is pioneering Phonevision. McDonald described exhibitor opposition as "trying to stop the wheels of progress with a fly swatter." He added that there is "room, need and public demand" for theatres and pay video.

The Zenith head cited past events, in which groups have tried unsuccessfully to stop new inventions. He alluded to attempts by indoor theatre owners to stop the growth of ozoners several years ago. These attempts failed, McDonald declared, because progress cannot be stopped.

The executive argued that there is no connection between opposing subscription TV

(*Continued on page* 22)

New Appointments . . .



IRVING WORMSER

Irving Wormser, for the past 24 years with Columbia Pictures sales department, was appointed vice - president and general sales manager of Distributors Corp. of America, headed by Fred J. Schwartz. Wormser resigned from Columbia to accept the DCA position His leaving elicited from A. Montague, Columbia general sales manager, a warm message of reluctant acceptance. Executive line-up at DCA now has Schwartz as president, Charles Boasberg, general manager, and Wormser, third in command.

S. J. Gregory was elected president of Alliance Amusement Co. of Chicago, succeeding P. J. Dee, who was voted board chairman. James Gregory is the new general manager. Alliance Amusement is the result of a merger between Midstate Amusement Corp. of Wash. and Chicago's Alliance Theatres.

Edmund J. Baumgarten was appointed president of Lippert Pictures, with Robert L. Lippert stepping into an advisory post. Four district sales managers will be appointed in January, it was revealed. William Pizor continues as vice-president in charge of foreign sales. Lippert will himself direct opening sales campaign on upcoming product.

Lyman E. G. Suiter was promoted to general plant manager of Fairchild Recording Equipment Co. He will be responsible for all production activities within the plant, including theatre and recording equipment.

Sidney C. Bell, head of the contract department of National Screen Service, is transferring his activities to the NSS Hollywood studios, where he will represent the company in television film commercial sales.

John Scuoppo joined the United Artists publicity department from Columbia to contact New York newspapers, syndicates, radio and television.

Ralph Kautzky was named acting manager of Altec Service Corp.'s northeastern division, succeeding C. S. Perkins, now operating manager of the company. Kautzky, who will work from the company's New York headquarters, joined Altec at the time of its formation and worked with ERPI prior to that time.

Al Cohan replaced Lowell Benedict, resigned, as national magazine contact in the eastern advertising and publicity department of Universal Pictures Co. Cohan, who will work under Philip Gerard, eastern publicity manager, joined the department last year.

Kermit Russell was engaged as assistant film buyer for Allied Theatres of Illinois. Russell had been associated with the film industry for over 25 years in both exhibition and distribution prior to his signing with the Allied unit, which Jack Kirsch heads.

Fanshawe Lindsley was appointed general sales manager of TNT Tele-Sessions, business and industrial division of Theatre Network Television. For the past 13 years he has been associated with Time, Inc., as an advertising executive on "Fortune" magazine.

Geoffrey M. Shurlock succeeds Joseph I. Breen as administrator of the MPAA Production Code. Breen retired voluntarily but will continue as special consultant to the PCA for the next seven years. Shurlock, Breen's assistant for the past several years, joined the Code staff in 1932, after serving in several posts with a major studio.

David A. Bader succeeds Jacques Kopfstein, resigned, as general sales manager of Atlantic Television Corp. A veteran of motion pictures and television, Bader recently left a similar post with Commonwealth Film and Television, Inc., to join the Atlantic firm, which Robert M. Savini heads. Previously, Bader was associated with such concerns as Universal, 20th Century-Fox and Paramount.

Norman Weitman, Universal sales manager in Washington, was upped to Albany branch manager, replacing Leo Greenfield, resigned. Isidore Ehrlichman, salesman in Washington, was promoted to sales manager, filling Weitman's former spot.

Richard Mahn, associated for the past 23 years with RKO in a variety of executive capacities, was appointed labor relations director of RKO Radio Studio, succeeding Mark Bushner, who resigned to become administrator of the motion picture industry pension fund.

Judson Parker was appointed Boston branch manager at Republic Pictures, succeeding Herbert Schaefer, resigned. Parker entered the industry in 1938 as a shipper at Warner Bros.

Martin F. Bennett, formerly manager of RCA's West Coast region, was named director of regional operations at the company. In his new post, Bennett will supervise RCA's eight regional offices. Bennett has served as sales manager of the company's theatre equipment division.

George S. Gladden, for the past 14 years head of the J. Walter Thompson ad agency motion picture and film TV department, resigned to become associated with Academy Pictures, specializing in commercial film production. There he joins principals Edward L. Gershman and C. Moray Foutz in an administrative capacity.

Nick Pery, Columbia International managing director for Europe and the near east, was named a vice-president of the company. Several months ago he succeeded Lacy W. Kastner, now executive vice-president, to the Paris position.

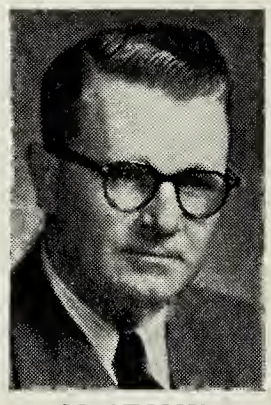
Fred W. Swanson was appointed director of sales of United Productions of America's Burbank studio. Swanson will be in charge of character merchandising and act as sales representative in the TV spot, educational and industrial film fields.

Metro Workshop PlanInaugurated

Pittsburgh.—M-G-M's first Ticket-Selling Workshop was held this week at the William Penn Hotel with discussions by Irving Clumb, manager of the Riverside Theatre, Milwaukee, and Herbert I. Brown, operator of the Victoria, Greenfield, Mass., who represented big city and small town theatres. Circuit officials present at the meeting included the Shea, Stanley-Warner and other chains.

More than 350 theatre owners and managers accepted invitations to the workshop, which was hosted by John J. Maloney, M-G-M central division sales manager, and Ralph W. Pielow, local branch manager. Emery Austin, exploitation head, was also on hand as was Mike Simons, M-G-M head of customer relations, who is conducting the sessions.

The meeting was described as being "down-to-earth with the essential aim being to discuss ways and means of increasing business at the theatre box office."



M. SIMONS



E. AUSTIN

A seminar on newspaper advertising of films was headed by Edward M. Hyde, 1955 chairman of the Advertising Committee of Pennsylvania Newspaper Publishers Association. Sessions on radio and TV promotion were also held as aids to the exhibitors.

The second and third workshops will be held Nov. 16 in Indianapolis and Dec. 6 in Boston. This will be followed by a March 1 meeting in Columbus in co-operation with the Allied of Ohio unit and May 10 at Billings, Mont., with the Montana Theatre Owners Association.

Known Stories, Stars Advocated by Schary

Pre-sold pictures, that is films based on a successful novel or play, backed up by star casts, will be the production policy to a large extent at M-G-M, Dore Schary, studio chief, reported here during a trip to the east. Schary noted that the company is acquiring a supply of such properties.

He revealed a list of future productions planned by the company and all based on plays or novels. He explained that audiences are interested in these titles, thus helping the chances of the film. As for stars, M-G-M is continuing in its faith in them, Schary stated.

Studios are gambling on story properties and investing money in new media more than ever, the production chief declared. He noted that production is working harder than ever to supply exhibitors with top product. More money is being spent and provocative films attempted, he stated.

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AGAINST THE RAVAGING HORDES

SIGN OF

IN CINEMASCOPE

STARRING

JEFF CHANDLER · JACK PALA

with JEFF MORROW · GEORGE DOLENZ · EDUARD FRANZ · ALEXANDER SC

...A STOOD A WARRIOR'S MIGHT AND A PEOPLE'S FAITH!

AND AGAINST HIS RUTHLESS PAGAN LUSTS

...THE POWER OF A WOMAN'S LOVE!

PAGAN

The story of ATTILA the HUN!

COLOR BY *Technicolor*



A GREAT NOVEL!
A GREAT SCREEN ENTERTAINMENT!

LUDMILLA TCHERINA · RITA GAM

ed by DOUGLAS SIRK · Screenplay by OSCAR BRODNEY and BARRÉ LYNDON · Story by Oscar Brodney · Produced by ALBERT J. COHEN

The wonderful story of **Three sailors on leave...**

Three girls in love

and Five little orphans

in trouble!



SO THIS IS PARIS

COLOR BY TECHNICOLOR

TONY CURTIS · GLORIA DeHAVEN
GENE NELSON · CORINNE CALVET · PAUL GILBERT

with MARA CORDAY · "MISS UNIVERSE OF 1954" CHRISTIANE MARTEL · "MISS U.S.A. OF 1954" MYRNA HANSEN

Directed by RICHARD QUINE · Screenplay by CHARLES HOFFMAN · Produced by ALBERT J. COHEN

The impressive campaign of color ads on the pages of 20 LEADING NATIONAL PUBLICATIONS will pre-sell the readers of LIFE...LOOK...AMERICAN WEEKLY PARADE...THIS WEEK...SEVENTEEN...REDBOOK...COSMOPOLITAN...FAMILY CIRCLE...WOMAN'S DAY...WOMAN'S HOME COMPANION...HIT PARADER CORONET...SONG HITS...PHOTOPLAY...FILMLAND...SCREEN STARS... MOVIE LIFE...MOVIE STARS PARADE...WEEK-END PICTURE MAGAZINE (Canada)

Independent Trade Reviews

"Black Widow"

(20th-Fox) CinemaScope-Deluxe Color 95 Min.

Cast: Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Peggy Ann Garner, Reginald Gardiner, Virginia Leith, Otto Kruger, Cathleen Nesbitt, Skip Homeier, Hilda Simms.

Credits: Produced, directed and written for the screen by Nunnally Johnson; From a story by Patrick Quentin.

Offbeat in its presentation and equally unusual in dramatic force, "Black Widow" stands out as top level murder-mystery fare that should prove highly enjoyable in the general market. It boasts all the qualifications needed for becoming a top grosser. Assets are: four stars, Ginger Rogers, Van Heflin, Gene Tierney and George Raft; tasteful color from the DeLuxe laboratories; excellent CinemaScope photography that wrests dramatic atmosphere from handsome sets, and stereophonic sound which contributes an amazing sense of reality to the proceedings.

"Black Widow" is no ordinary whodunit. Nunnally Johnson, who produced, directed and wrote the screenplay, has fused characterizations, suspense and smart dialogue into a superior entertainment. Audiences will find a sophisticated plot unravelling in an extremely novel style, with the personalities projected strongly and sharply during the first sequences of the picture. By means of cleverly executed flashbacks, the patron is let in on a rather complicated crime setup which has its moments of humor. Suddenly Heflin, a Broadway producer and the main character of "Black Widow," senses that he is being framed for murder. The screen immediately begins radiating with a rather unique quality of suspense that is rarely experienced in a picture of this sort. With each new development in Heflin's saga to prove himself innocent comes a logically motivated surprise. Twist after twist is sprung on the audience and the final climax is calculated to hold patrons riveted to their chairs.

When young Peggy Ann Garner, an aspiring writer and protege of Heflin, is found dead in his apartment, Raft, a police officer, reveals clues which point to Heflin as the culprit. Eluding arrest, Heflin visits other suspects to find out that Reginald Gardiner, his neighbor and husband of Miss Rogers, star of Heflin's play, had been involved with the dead girl. Subsequent developments take on an adult character. The dead girl had been pregnant and Gardiner was not the murderer. Raft breaks the case to reveal Miss Rogers as possessing a dramatically sound motivation for the crime. Final twist is a rare and humorous gem of dialogue in which speculation is made as to whether the murderess will be convicted.



Van Heflin, Ginger Rogers, George Raft, Reginald Gardiner in "Black Widow," color, CinemaScope

"Phffft"

(Columbia) 91 Min.

Cast: Judy Holliday, Jack Lemmon, Jack Carson, Kim Novak, Luella Gear, Donald Randolph.

Credits: Produced by Fred Kohlmar; Directed by Mark Robson; Story and screen play by George Axelrod.

An unusual and provocative title is tagged to an equally unusual and provocative treatment of a standard comedy routine—divorce which frenziedly culminates in re-marriage—in "Phffft." Boasting the Judy Holliday name and a star performance that is up to her usual high par, film possesses in addition a carload of suggestive and frequently humorous dialogue lines and some adept and riotous characterizations. Big city response should be very good and, with proper exploitation, rural areas will go for "Phffft" in satisfactory fashion. At a Loew's 72nd St. Theatre sneak preview in N.Y.C. laughter was continuous, if not raucous. The comedy ranges from sharp burlesque to blunt pratfall. Getting the once-over in the script are such standard joke subjects as over-aggressive males and psychiatry-happy mothers-in-law. But much credit should be accorded the writer for generating humor from a basically unfunny main situation: divorce.

Miss Holliday departs from her "dumb bunny" characterization to add a trace of knowing to the role of a woman who wants and wins a divorce after eight years of marriage. As her husband, Jack Lemmon is sharply convincing in the difficult part of a man who doesn't know what he wants out of life and women. Once he is free from marital ties, Lemmon desires nothing better than to be left alone by women. Miss Holliday, however, discovers upon her re-entry of the dating arena that men just don't seem to measure up to her expectations. When Lemmon thinks that Jack Carson, his best friend, is about to seduce Miss Holliday, he springs into action and abandons the dizzy nympho he is forcing himself to romance. Kim Novak, who plays this torrid character, lends her interpretation a great deal of zest and originality. Finally face-to-face with Miss Holliday, Lemmon realizes that Carson failed to make out and that re-marriage would be the best solution for both.

"Bengal Brigade"

(Univ.-Int'l.) Technicolor 87 Min.

Cast: Rock Hudson, Arlene Dahl, Ursula Thiess, Torin Thatcher, Arnold Moss, Dan O'Herlihy, Michael Ansara, Harold Gordon.

Credits: Produced by Ted Richmond; Directed by Laslo Benedek; Screen play by Richard Alan Simmons; Based on a novel by Hall Hunter.

A fast-moving action piece set in 19th Century India, "Bengal Brigade" shapes up as smartly fashioned Technicolor film fare that should do well in a general market. The picture's box office chances will be considerably enhanced by star names of Rock Rudson and Arlene Dahl. Film follows the familiar story of the Indian revolt against their British rulers and mixes in the tale of the misunderstood officer who finally proves his worth to his people. The role is a natural for Hudson, currently riding on the crest of a popularity wave. Fierce action scenes, with armies walking into slaughter traps and plenty of hand-to-hand combat, keep interest at a high pitch throughout. For the rest, the British officers are properly stuffy, and the Indian rebels properly villainous. It's all done in the right style, in accordance with proven appeal.

The two stars have been given a strong supporting cast, including Ursula Thiess, Torin Thatcher, Arnold Moss and Dan O'Herlihy. They all play their parts well, with the Misses Dahl and Thiess vying for beauty honors and Hudson. Miss Dahl gets the man, but the two girls are about tied in the looks department. Hudson leaves his regiment in disgrace for having disobeyed an order to save his men. When he learns of plans for an Indian rebellion, he cannot convince his former superior to act accordingly. The Indians do rebel, and much bloodshed ensues, but Hudson manages to enlist the aid of some loyal Indians to win the day and the girl. The Technicolor photography is top-notch.

"Passion"

(RKO) Color 84 Min.

Cast: Cornel Wilde, Yvonne DeCarlo, Raymond Burr, John Qualen, Lon Chaney.

Credits: A Benedict Bogeaus production; Directed by Allen Dwan; Screen play by Howard Estabrook, Beatrice A. Dresher and Josef Leytes; Based on a story by Miguel Padilla, Leytes and Dresher.

A tale of revenge, laid in the early days of the Spanish-ruled Southwest, is curiously entitled "Passion" in this action drama. Stars Cornel Wilde and Yvonne DeCarlo (who plays a dual role) should lend adequate marquee lure to bookings. The name draws are needed since the film offers little out of the ordinary in the way of action house diversion. Color, for which an undesignated process is utilized with prints by Technicolor, is good and shows off many outdoor settings to advantage. Action occurs in the form of knife battles and a long climactic chase up a snow-clad mountain peak.

Punctuated by relatively few romantic moments, the story casts Wilde as a cattle breeder whose wife is killed by hirelings of a Spanish landowner during a property dispute. Wilde, accompanied by Miss DeCarlo, his sister-in-law, sets about righting the score. He slaughters each one of the culprits, then tracks down Rodolfo Acosta, their leader, as he flees across the border. Ending finds Wilde vindicated and a clinch with Miss DeCarlo in the offing.

"Operation Manhunt"

(United Artists) 77 Min.

Cast: Harry Townes, Jacques Aubuchon, Will Kuluva, Irja Jensen, Robert Goudier, Albert Miller, Igor Gouzenko.

Credits: An MPTV Corp. Production; Produced by Fred Feldkamp; Directed by Jack Alexander; Screen play by Paul Monash.

"Operation Manhunt," adventure film based on the activity of headline-making Igor Gouzenko, brings with it excellent exploitation possibilities that should be capitalized upon for good box office returns. Gouzenko is the Russian code clerk who escaped from the Communists, bringing valuable information to the free world. This film reports an attempt upon his life by the Communists, who reason that by hunting down Gouzenko and killing him, they will frighten other would-be deserters from leaving their ranks. Gouzenko is impersonated in the film by a professional actor, but he makes a brief speech praising the free world in an epilogue following the feature. The Russian wears a mask to hide his face, and the bizarre but poignant stunt should net word of mouth and plenty of publicity.

The feature itself is a well-done though familiar depiction of an espionage tale. Clever plotting leads up to a surprise ending in which the Communist appointed to kill Gouzenko turns out to be an anti-Communist who has been awaiting his opportunity to escape. Preceding action is by turn suspenseful and then obviously melodramatic. Film was made on location in Canada, thus stamping it with a note of authenticity. For the most part the actors underplay their roles, except for the Communist villains, who present less subtle characterizations. The fast-moving action is interrupted several times to allow the characters to pay tribute to freedom and democracy.

(*Continued on page* 22)

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OTTO PREMINGER presents
OSCAR HAMMERSTEIN'S

CARMEN JONES

Produced and Directed by Otto Preminger
Books and Lyrics by Oscar Hammerstein, 2nd
Color by De Luxe • Released by 20th Century-Fox



November!

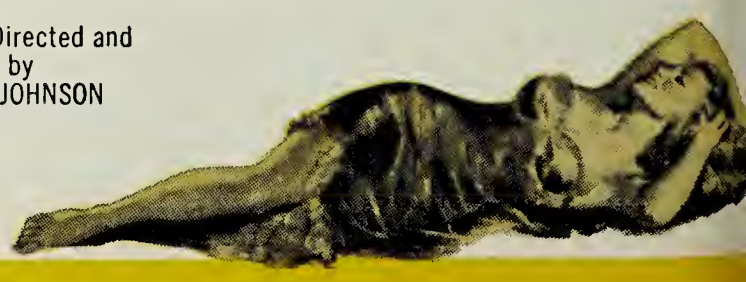
Black Widow

starring

Ginger ROGERS • Van HEFLIN • Gene TIERNEY • George RAFT

Produced, Directed and
Screen Play by
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Now!

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THE EGYPTIAN

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Now!

Woman's World

Print by TECHNICOLOR

starring
Clifton WEBB
June ALLYSON
Van HEFLIN
Lauren BACALL
Fred MacMURRAY
Arlene DAHL
Cornel WILDE



Produced by CHARLES BRACKETT • Directed by JEAN NEGULESCO

Now! Walter Wanger presents

***The Adventures of* HAJJI BABA**

Color by DE LUXE

starring
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Thomas GOMEZ

Produced by Allied Artists Pictures Corp.
Released by 20th Century-Fox



November!

Désirée

starring
MARLON BRANDO
JEAN SIMMONS
MERLE OBERON
MICHAEL RENNIE

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For the Xmas-New Year's Holidays!

Darryl F. Zanuck presents **IRVING BERLIN'S**

THERE'S NO BUSINESS LIKE SHOW BUSINESS

starring Ethel MERMAN
Donald O'CONNOR
Marilyn MONROE
Dan DAILEY
Johnnie RAY
Mitzi GAYNOR

Color by DE LUXE



DISTRI-BITS

Republic-Rank Pact

Distribution deal concluded between Republic and the J. Arthur Rank organization gives the former U.S. and Latin American rights to five British films, for which Republic is planning heavy promotion campaigns to afford "widest possible publicity and distribution." Pictures are: "Doctor in the House," Technicolor; "Trouble in Store"; "Forbidden Cargo"; "A Day to Remember," and "The Square Ring."

Disney Canadian Deal

Walt Disney Productions has concluded a deal with Empire-Universal Films for the distribution in Canada of three of the Disney studio's forthcoming feature productions: "20,000 Leagues Under The Sea," "The Vanishing Prairie," and "The Littlest Outlaw." Deal was negotiated by Leo F. Samuels, president of Buena Vista, and Empire-Universal executives Paul L. Nathanson and Alfred "Alf" Perry. In the U.S. the pictures will be distributed by Buena Vista and in the United Kingdom by the Buena Vista subsidiary, Walt Disney Film Distributors, Ltd.

Para-De Laurentis Extension

Paramount Pictures has exercised its option with the Ponti-DeLaurentis Studios for another year. The new contract calls for the production of five high-budgeted pictures during 1954-55 at the Ponti-De Laurentis Studios in Rome. For upcoming release are: "Ulysses," Technicolor, which stars Kirk Douglas and Silvana Mangano, and "Mambo," which stars Silvana Mangano.

RKO Handling "Hansel"

World-wide distribution of "Hansel and Gretel," the color puppet film, will be handled by RKO Pictures as a result of negotiations concluded between J. R. Grainger, RKO president, and Arthur Gray, Jr., president of Michael Myerberg Productions, firm that made the film.

51 Universal Shorts

Universal will release 51 short subjects in 1954-55 with color and comedy predominating, according to Irving Sochin, short subjects sales manager. Program will consist of 15 two-reelers and 36 one-reelers, six of which will be reissues of Walter Lantz Technicolor Cartunes. Another of the one-reelers, in color, will represent the company's first anamorphically lensed subject, "Speed Sub-Zero," filmed in Vistarama. Two-reelers will include 13 "Musical Featurettes." Single reel subjects will be eight "Variety Views," eight "Color Parades" and 13 new Lantz Cartunes.

Pete Smith "Specialties"

Metro's short subject program for 1954-55 will include 10 Peter Smith "Specialties" of which two will be in Technicolor. Smith, producer, will also narrate. Eight of the shorts have been completed and two are in narration and editing stages: "The Fall Guy" and "Animals in Action." The completed items are: "The Camera Caught It," "Keep Young," "Sports Trix," "The Man Around the House," "Rough Riding," Technicolor, "Historical Oddities," "Just What I Needed," and "Global Quiz," Technicolor.

QuickNeedSeen For Arbitration

PEORIA, ILL.—Insistence that some system of arbitration be set up immediately and that a code of ethic be devised for the industry to improve the relationships between exhibitors and distributors, "since this relationship has fallen to a new low," has come from Edward G. Zorn, president of United Theatre Owners of Illinois at a meeting here.

Zorn declared that 'the distributors have broken faith with the theatre owners and with the Federal courts and are not living up to the terms of the consent decree." Exhibitors called announced policies of 20th Century-Fox and M-G-M of giving more consideration to small theatre owners "a step in the right direction" but were critical of Warner Bros. and Paramount practices.

Ralph Lawler of this city was elected vice-president from this region to the state association. Jim Fegnolio, J. R. McCulough and Tom Brewer were elected directors. August Marchesi was elected regional vice-president of the Rockford area, while Russell Lamb and Oscar Granquist were elected directors.

Color Footage Gains On Black And White

A prediction that approximately 75 percent of the footage turned out by Hollywood will be in color by 1955 was made by James Wolcott, executive vice-president of Pathe Laboratories at a "color clinic" conducted for the trade press. The first nine months of 1954 saw the percentage reach 60 percent, and for the first time, there was more color footage than black and white turned out, he noted.

The executive pointed out that there are not fewer black and white pictures being made, but that the important films are all being done in color. Since they are the "big" pictures, they use a great deal more footage than the average black and white film, he explained.

It was noted that in 1946 only eight percent of the footage was done in color, while in 1953 the figure had hit the 35 percent mark.

Fox Sets 26 CS Shorts, All Tinted, During 1955

Twentieth Century-Fox will release 26 CinemaScope short subjects, all in color, during 1955, raising from this year's 18 the number of shorts being offered in the anamorphic medium, according to Lem Jones, short subjects sales manager. The line-up will cover a variety of subjects, including sports, travelogues and a series on America's defense.

A program of 26 Terrytoons, all in color and suitable for standard, wide screen and projection through CinemaScope's anamorphic lens, will also be released during 1955, Jones announced.

Among the areas to be captured by the CinemaScope cameras are Formosa, Hong Kong, Japan, Morocco and Israel, as well as a "Carnival in Rio." Submarines, air rescues, helicopters and bombers will be featured in the defense series. The sports category will film tournaments, races and other similar events.

EXHI-BITS

Plan Largest Ozoner

HARTFORD.—Construction of what would reportedly be the world's largest drive-in theatre, with car capacity at the 2,010 mark, is planned for a newly-acquired 25-acre tract here by A. J. Bronstein of the East Hartford Family Drive-In Theatre Corp. and associates. An application has been filed for a Jan. 1 construction starting date, with an April opening planned.

The $500,000 project will feature a 140x 65-foot screen, according to B. E. Francis, counsel for the Bronstein interests. Other features planned include a six-lane cafeteria building, swimming and wading pools and two sections of playground facilities.

Maryland OK's "Waterfront"

BALTIMORE.—Judge James K. Cullen has ruled counter to Maryland censorship edicts that it is not "indecent" under state law to tell a priest to "go to hell." The judge then directed the censors to okay Columbia's "On the Waterfront" without deleting dialogue lines which he said are not considered objectionable by the great majority of the public, including reviewers' and critics' comments.

Arbitration Conference

Herman M. Levy and Adolph Schimel, counsels for exhibition and distribution sections of the arbitration drafting committee, have conferred at TOA offices on the preliminary draft of an arbitration program, a TOA bulletin reports. The two legal experts have scheduled additional conferences following TOA's Chicago convention.

Paper Aids Movies

CHICAGO. — New weekly feature in the "Chicago American," entitled "Top Films of the Week," has been inaugurated as an aide in stimulating movie-going in local theatres. Project was launched via the co-operation of the newspaper's amusement editor in association with Allied Theatres of Illinois, of which Jack Kirsch is president.

Claughton Mistrial Declared

MIAMI.—A mistrial has been declared in the $9,450,000 anti-trust suit brought by Edward and Lillian Claughton against six major distributors. Federal Judge George W. Whitehurst was forced to declare the mistrial when a jury failed to reach an agreement after deliberating for eight hours.

The Claughtons claimed that the defendants had conspired to keep their theatres, the Royal, Variety and Embassy, from playing first runs. Defendants included Paramount, Warners, 20th-Fox, Universal, Columbia and United Artists.

Associated Gets Theatres

CLEVELAND. — Associated Theatres has taken over two Loew's houses, the 3,000-seat Park and the 2,000-seat Granada, according to Meyer Fine, Associated head. Loew's now has three theatres in this city, the State, Stillman and Ohio. Both new Associated houses are first subsequent runs.

All Booths Taken For Trade Show

CHICAGO.—"TESMA and TEDA are going to campaign quite seriously this coming year for the modernization of motion picture theares," according to a report from Fred C. Matthews, TESMA president. He explained that "it is felt by TESMA that the course to better and continuing profits is to improve the beauty and comfort of theatres."

Matthews revealed that TESMA and International Popcorn Association members will have 200 exhibits valuing approximately $500,000 at the upcoming trade show next month and that he expects the 1955 trade show to be even bigger. TheTESMA board of directors intends to invite TOA, National Allied, IPA and TEDA to meet with it in 1955, he stated.

The equipment executive outlined the role played by equipment companies in bringing new prosperity to theatre owners. He claimed that more than good product was needed to stop theatre closings and that "the comeback of the movies can, to a large extent, be attributed to the bigness and grandeur of modern motion picture presentation."

From TOA comes the word that 136 different manufacturing companies will be represented at the TOA convention. These companies have taken all the available booth space, it was noted. TOA will join up with IPA for a forum on refreshment merchandising.

Harrison Moderates

The TESMA-TEDA forum will be moderated by Alex Harrison, of 20th Century-Fox. Speeches will be made by Loren Ryder, Paramount research director; Earl Sponable, 20th-Fox research head; M. A. Stevens, Bausch & Lomb; J. F. O'Brien, RCA; A. J. Hatch, Strong Electric Co., and Leonard Satz, Raytone Screen.

The IPA-TOA forum will be moderated by Bert Nathan of the Theatre Popcorn Vending Corp. of Brooklyn. Speeches will be delivered by Nathan Buchman, co-chairman of TOA concession committee; Van Myers, Wometco Theatres; Lee Koken, RKO Radio Theatres; Melvin Rapp, Apco, Inc., and Melvin Wintman, Smith Drive-In Theatres.

The TOA convention will open Monday, Nov. 1 with a special screening of 1954-55 product at the State Lake Theatre. This will be followed by the keynote address of Pat McGee, prominent exhibitor leader. A "speak-your-mind" session and open house by TESMA-TEDA will follow.

Exhibitors will discuss film problems on Tuesday morning, with the afternoon devoted to an open discussion.

Record Weekly Billings Registered By UA

The highest weekly average billings ever recorded by United Artists in a sustained period have been registered for the first six weeks of the company's Robert S. Benjamin sales drive. Billings averaging more than $744,000 a week for the six-week stretch, with totals for the sixth week alone exceeding $1,000,000, have been compiled, it was pointed out by B. G. Kranze, UA general sales manager and drive co-captain.

INDUSTRY HONORS BOASBERG



From l. to r.: Walter Reade, Charles Boasberg and Bob O'Donnell at the Boasberg testimonial luncheon given by exhibitors at the Sheraton Astor Hotel.

Approximately 500 exhibitors and other members of the motion picture industry gathered at the Sheraton Astor Hotel, N.Y.C., to pay tribute to Charles Boasberg upon his new association as general manager of Distributors Corp. of Ameriea. The luncheon was toastmastered by Texas eircuit executive R. J. O'Donnell, while six other leading industry figures spoke from the dais.

Exhibitors Sam Rinzler and Harry Brandt spoke first, stating that it had always been a pleasure to deal with Boasberg at RKO. Brandt suggested that another explanation for DCA could be "decency, confidence and ability." Fred Schwartz, DCA president, expressed his joy at having Boasberg join the new company.

Ned Depinet, who gave Boasberg his first job in the industry, related how he watched the guest of honor rise to his present position. Joseph Kaufman, producer of "Long John Silver," DCA's first release, explained why he was entrusting the film to a new firm.

Walter Reade, Jr., TOA president, presented Boasberg with a gold telephone so that the distribution executive could "sell pictures by phone." In a more serious vein, Reade promised that "we will back you with more than words." Boasberg thanked all the exhibitors, explaining that if "we (DCA) succeed, it will be good for everyone."

Exhib Units Propel Campaigns To Kill Admission Levies

PITTSBURGH.—Local theatre owners are campaigning for relief against this city's 10 percent admissions tax, a bulletin from Western Pennsylvania Allied reports. The unit has sent letters to Mayor David L. Lawrence and members of the City Council asking for relief from the "discriminatory tax."

"The economic distress now prevalent in the city of Pittsburgh vitally affects every movie theatre" the letter states. It notes that "while operating costs soar, our gross income is held in a vise by this unfair admissions tax." The letter declares that "the power to tax is the power to destroy," as proven by "the admissions tax and its effect upon our neighborhood movie theatres." It is signed by Harry Hendel, executive secretary of the Allied unit.

Tennessee Group Fights

The Tennesse Theatre Owners Association is organizing its ranks to combat a proposed 3% tax on gross receipts of motion picture theatres by the State of Tennessee, it was reported today by Stacy Wilhite of Cookeville, Tenn., TTOA president.

On Oct. 18, the Tennessee Legislature Council Committee listed 18 tax sources open to the General Assembly. Included was the restoration of a 3% tax on gross receipts of theatres, an estimated revenue of $100,000.

TTOA leaders immediately began plans for a full-fledged fight to prevent the enaetment of any such legislation, Wilhite stated, and a series of regional meetings in November, dates to be announced later, will launch the campaign.

Boomer Resigns Post

HOLLYWOOD.—Roy Boomer has announced his retirement as secretary-treasurer of TESMA because of ill-health. Boomer revealed that if his health permits he will again become active in some phase of the industry after a period of rest. He noted that "you just can't turn your baek on showbusiness. It's the only business we know and all our friends are in the business."

"Moby" Budget Upped For Location Scenes

Because of the exeellence of initial footage shot by John Huston in his produetion of "Moby Dick," being made by Moulin Productions for Warner Bros. release, Moulin officials have decided to up the film's budget from $3,000,000 to $4,000,000 and finish the picture on location rather than in a studio, reported Alfred Crown, Moulin president, to the trade press.

He noted that "Moby" is probably the only picture of its size made on loeation since M-G-M filmed "Mutiny on the Bounty." Such a production could only be attempted by an independent produeer not tied down by a studio, he stated. The Technicolor Gregory Peck starrer will be finished by the end of January and released in late summer of 1955, Crown revealed.

Moulin will be financially interested in productions of "I Am a Camera," and "The Story of Esther Costello," the executive declared.

Hyman Calls Industry Grown Up; AB-PT Quarter Net Sets Record

Exhibitors should take advantage of the upcoming Hollywood product and publicize, in co-operation with the studios, the fact that the film industry is grown up and "the lagging of the last few years is past."

Such was the advice this week of Edward L. Hyman, American Broadcasting-Paramount Theatres vice-president, based on his viewing of forthcoming major product on the Coast. Exhibitor publicity "should be very pliable," Hyman added. Theatremen, he said, should "let the box office dictate the length of run."

Hyman, visiting the Coast with Robert K. Shapiro, managing director of the New York Paramount Theatre, and Jerry Zigmond, western division manager of AB-PT, reflected that the "bigger pictures are longer than before, which has caused some comment."

Many Good Pictures

The executive noted additionally that "there are far too many good attractions available and our business has expanded far beyond the four holidays of the year for the studios to confine their product to give us a flood of pictures for the holidays and a dearth of product during the year."

Hyman stressed that "there are no seasons in our business. Many distributors now do release their pictures as soon as they are finished. Ours is not unlike the department store business," he added. "They have Christmas sales, and immediately following, January white sales, so there is something to interest the public every week of the year."

He added that "in connection with our (film) industry, I am thinking now primarily of the period following Thanksgiving up to Christmas."

Of the upcoming product, Hyman said: ". . . I could not help but again feel proud of our industry. There is nothing on the market today in any device that the magnificence and scope of our wide screens, color, and fine sound cannot equal or surpass."

"Let Public Decide!"

In referring to the trend of making pictures longer in running time, Hyman said: "we have in the past been criticized for shortening well-known story properties to the point of ruining the story. If we are to play pictures made from these well-known stories, they must be of a length to tell the story. Let the public decide!" Hyman said.

The executive noted that on his Coast visits studio personnel "from bottom to top" were eager to exchange ideas and receive reports from the theatre world "for mutual benefit."

"We found no ivory towers" in Hollywood, Hyman stated.

Third quarter theatre business of American Broadcasting-United Paramount was better than in any similar period since the company's inception on Jan. 1, 1950, Leonard H. Goldenson, president, has advised company stockholders in a financial report. Estimated net operating profit after taxes for the quarter was $1,373,000, or 45 percent ahead of the $946,000 netted in the same period last year.

The third quarter earnings jump served to defray the decrease of the first six months, so that net operating profit after taxes for the nine month period reached $3,127,000 or 68 cents per share of common stock, as compared with $3,182,000 or 71 cents per share in 1953. Per share earnings amounted to 31 cents for the third quarter of 1954, against 20 cents for the same quarter of 1953.

Capital gains for the third quarter and for the nine months were reported as $10,000 and $86,000 respectively, as compared with $63,000 and $4,377,000 in 1953. The latter figure was due principally to the sale of television station WBKB in Chicago.

The improvement in earnings was attributed primarily "to the greater number of fine pictures released." The upswing occurred despite increased depreciation charges due to the installation of new theatre wide screen and sound equipment and a loss sustained by the ABC Division.

The company declared a dividend of 25 cents per share of preferred and common stock, payable on Oct. 20 to holders of record on Sept. 24.

Frayne Voted Prexy At SMPTE Meeting

Los Angeles.—John G. Frayne has been elected president of the Society of Motion Picture and Television Engineers. He is director of research for Westrex Corp. Others to win top SMPTE posts include: Barton Kreuzer, RCA, executive vice-president; Norwood L. Simmons, Eastman Kodak, editorial vice-president; Byron Roudabush, Byron, Inc., convention vice-president, and Edward S. Seeley, Altec, secretary.

At the group's 76th semi-annual convention, Frayne outlined the industry's rise from a low point of two years ago. At the luncheon the Samuel L. Warner award was given to Louis D. Grignon, of 20th Century-Fox, and the David Sarnoff award to Ray D. Kell of RCA. A special achievement award went to Earl I. Sponable and Herbert E. Bragg for contributions to CinemaScope. Sixteen fellow awards were presented at the SMPTE banquet.

A paper on compatible photographic stereophonic sound was delivered by Frayne. His paper discussed a system that would eliminate the necessity of re-recording each print. The basis of the system is optical, rather than magnetic sound tracks.

Charles P. Skouras

The motion picture industry mourned this week the passing of one of its most responsible and able executives, Charles P. Skouras, who died October 22 in Los Angeles at the age of 65. Skouras, president of National Theatres Corp., was elder brother to Spyros P. and George P., respective presidents of 20th Century-Fox and United Artists Theatre Circuit.

Skouras died at Cedars of Lebanon Hospital of a heart attack. Funeral services were held for him this week at St. Sophia Greek Catholic Cathedral, a magnificent Los Angeles edifice which in his lifetime he was most influential in building. Interment in the Skouras family mausoleum adjoining the cathedral followed.

Besides his two brothers, Skouras is survived by his wife, Florence; two daughters, Mrs. Margi Curti and Mrs. Edith Jungmeyer; a son, Charles, Jr., and six grandchildren.

Although Skouras recently had been warned by his physician against strenuous activities in business life, he had a month ago journeyed to New York to participate in a meeting with investment officials representing large stockholdings in National Theatres. Skouras passed a most strenuous experience in what was to have been his last visit east.

The president of National Theatres, an organization that had grown under his leadership to control houses in 20 states, came to the U.S. from Greece in 1908 as an impoverished 19-year-old immigrant.

After first working in a small restaurant for 50 cents a day and meals, he moved west to St. Louis, where he found employment in a hotel, advancing from bus boy to waiter to bartender. He saved enough money to pay for the emigration of both his younger brothers, Spyros and George.

After years of saving, the brothers pooled their finances to purchase, in 1914, their first theatre — the Olympic, an 800-seat nickelodeon in St. Louis. They operated all phases of exhibition at this house themselves and made a success of the venture.

Parlaying their profits, the brothers eventually took possession of several other theatres and finally built the multi-million dollar Ambassador Theatre and office building. That house was the first to be constructed in downtown St. Louis for the exclusive purpose of showing motion pictures.

The Skouras brothers, during the 1920's, supervised an operation of 36 theatres in Missouri and late in the decade sold their interests to Warner Bros. on condition that they continue the management of all Warner houses plus their own in St. Louis.

After the 1929 crash, the Skourases seized upon an opportunity to return to business for themselves by contracting to manage 47 bankrupt Fox Metropolitan houses in New York. They reorganized the chain under the Skouras Theatre name and saw success.

In 1932, they contracted to manage another 450 theatres across the land. Charles moved to Los Angeles to supervise the chain's most important link, Fox West Coast Theatres, of which he became president in 1942.

Besides his business activities, Skouras was known for his many civic and philanthropic endeavors. He constantly made available for public service the facilities of his theatrical organization.

Among numerous projects in which he participated as a leader were the "Alert America" Show, the Friendship Food Train, the California Goodwill Milk Ship, "Now Freedom Needs You" and the opening of the $2,000,000 Variety Boys Club on the East Side of Los Angeles. During World War II Skouras directed the sale of over $2,000,000,000 worth of Defense Bonds in National Theatres.

Slate Gala Command Debut For "Desiree," Song Plugging Begun

A multiple front campaign is being prepared by 20th Century-Fox on behalf of its upcoming CinemaScope Marlon Brando starrer, "Desiree," which will be the first American film to be accorded a "Command Performance." Fashion, music, publishing and sculpture promotions are all being utilized in the multi-pronged drive.

An audience drawn from "Burke's Peerage," "The "Almanac de Gotha" and the "International Who's Who" have been invited to attend the Command Performance at the Roxy Theatre, N.Y.C. This stunt has already started to rate space in the New York newspapers and national magazines.

Leading couturiers in conjunction with Gotham department and specialty shops are tying up with the campaign. The Roxy opening will see a galaxy of high fashion models appearing in "Desiree" dresses, hats, coats, jewelry and other merchandise. The girls will appear on TV and escort invited dignitaries to their seats at the opening.

Ad Campaigns Expanded

Intensive use of TV and radio by the participating merchants in advertising new film-linked modes will be undertaken, along with expanded newspaper ad campaigns. Store promotions will include style shows, window displays, direct mail advertising and related activities.

The film will receive its world premiere earlier at the Fox Theatre, San Francisco, where it is being sponsored by the San Francisco Newspaper Guild. Jack Benny will serve as master of ceremonies at the opening, which marks the first CinemaScope premiere outside of New York or Hollywood.

Among the personalities expected to attend the premiere are Lena Horne, Liberace and the Mills Brothers. Califoruia's Gov. Goodwin Knight and Mayor Elmer Robinson of San Francisco will head a civic delegation to the premiere to be attended also by prominent figures from the Bay area. Guild members Hedda Hopper, Louella Parsons, Dorothy Manners and Earl Wilson have promised to participate in the campaign.

One of the largest advance music campaigns for any film has gotten underway with the release of six recordings of the film's theme melody "The Song From Desiree," subtitled "We'll Meet Again." The song was premiered over the CBS-TV network.

Field Men Alerted

The film company, Miller Music, publishers of the song, and the six record corporations are alerting their respective field organizations in key cities across the nation, arranging local and regional activities linked to playdates of the anamorphic production.

Timed to the Command Performance debut, the William Morrow & Co. has scheduled a promotional campaign backing a new motion picture edition of Annamarie Selinko's novel, on which the film is based. The new $1.98 edition carries full credits and features pictures and sketches of stars Brando, Jean Simmons, Merle Oberon and Michael Rennie.

Approximately 2,000 book retailers have been alerted by the Morrow Co. on the new edition via trade advertisements and promotional letters and brochures. Dealers are receiving material for appropriate window and counter displays, including flyers and book bands.

In another phase of the campaign, the exact likenesses of Napoleon and Josephine, currently on view in the celebrated Tussaud's Wax Museum in London, will be brought to the U.S. if current negotiations are successfully concluded. If brought here, the figures will be placed on display at the Roxy Theatre.

The national magazines have been devoting space to the feature, with Brando having received cover stories by "Time" and "Parade." "Time" did a six-page biographical article on the star, while "Parade" published a two-page layout on his career. "Collier's" also devoted a two-page color layout to the picture.

Department Stores Help

Fashion Promotions Mark Keynote For "Beau Brummell" Bally Drives



Gimbels Department Store, Philadelphia, ran a contest to select "Philadelphia's Own 'Beau Brummell'" in conjunction with the world premiere of the M-G-M production at the Midtown Theatre. A photographer was stationed in the special booth set up in the men's furnishings department to photograph volunteer contestants. The winner received a "Brummell" statuette and numerous gifts. Special displays publicized the event.

An emphasis on fashion tie-ups has keynoted promotions ballying runs of M-G-M's "Beau Brummell" in playdates throughout the nation. With the film's hero a synonym for the well-dressed man, clothing and department stores have provided natural sources of aid to theatre owners seeking ways to publicize runs of the feature.

The campaign got off to a rousing start before the film was released, with cities throughout the nation clamoring for the world premiere. The incident started in Boston, with the local chamber of commerce claiming that that city has the best dressed men. This statement was immediately challenged by about a dozen other cities, and the controversy netted columns of free newspaper space for the production.

New Society Founded

In another space-getting stunt, M-G-M inspired the organization of the American Society of Beau Brummells founded to promote "better grooming and better manners." The organizational meeting was chairmaned by men's fashion authority Bert Bachrach, and included such names as Dorothy Kilgallen, Ceil Chapman, Mrs. Bennet Cerf, Mrs. Robert Considine, Ilka Chase and Oscar E. Schoeffler, of 'Esquire."

President Eisenhower was named No. One Honorary Member, and a special gold "Brummell," the sartorial Oscar, was sent to the White House. The "Brummell" is a replica of Stewart Granger in a costume the star wears in the feature.

In cities throughout the nation other recipients of "Brummells" were awarded their statuettes with appropriate ceremonies. List of "Brummell" winners includes a cross section of an American "who's who," with such names as Bernard Baruch, Conrad Hilton, Henry Cabot Lodge, William Paley, Edward R. Murrow, Greg Bautzer, Gov. John Lodge and Robert Pryor on the list.

In all, approximately 250 "Brummells" were awarded to civic and social leaders throughout the nation. Awards have been synchronized with playdates in all key cities.

To develop co-operative ads on a local level, the Metro Newspaper Ad-Mat Service has sent out to 3,500 daily and weekly newspapers a four-page broadside containing ideas for their participation in the "Brummell" publicity. Included in the mailing piece is a double-page spread of ads which local newspaper advertising managers can sell to local merchants.

Mystery Man Contest

As a special attraction, the spread is headed with a prize offer to identify the "mystery 'Beau Brummell'" who will shop in the stores advertised. Joseph Bernstein, head of the Metro Ad-Mat Service, which is not related to M-G-M, estimates that at least 300 pages of newspaper "Brummell" advertising will result from the mailing.

The feature's world premiere at the Midtown Theatre, Philadelphia, was tied-up with the 250th anniversary of the Philadelphia men's apparel industry. The resulting publicity included newspaper, radio and TV space, store promotions and window displays, street ballyhoo, hotel and restaurant tie-ups and special cards and paper stuffers.

The public relations department of the Apparel Industry co-operated fully on the campaign as did the three local newspapers, the "Inquirer," the "Bulletin" and "Daily News." The Blum Department Store devoted ten windows to the film, with the display highlighted by five of the original costumes worn in the picture.

An over-all store promotion based on a contest to select "Philadelphia's Own 'Beau Brummell,'" was contributed by Gimbels to the campaign. A special booth was set up in the men's furnishings department.



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ETHEL BARRYMORE

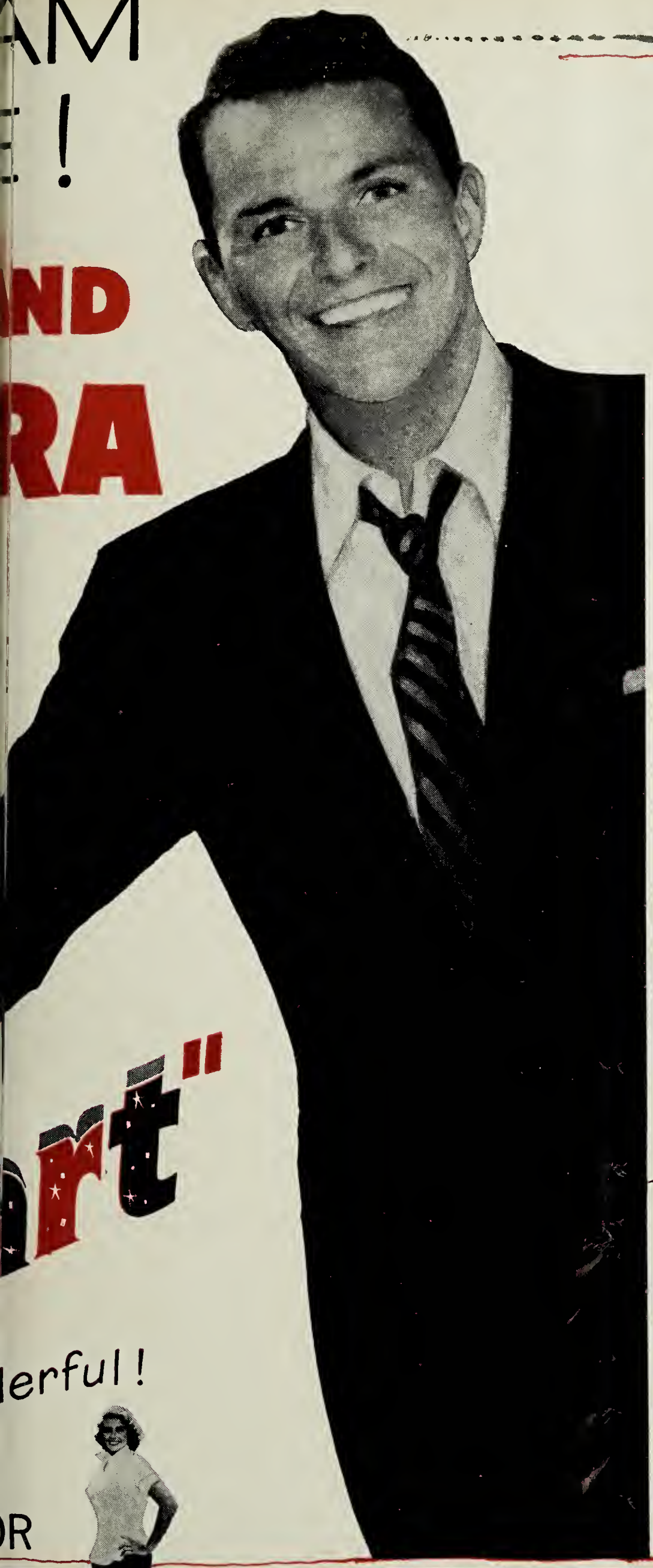


DOROTHY

AN ARWIN PRODUCTION • PRODUCED BY HENRY BLANKE

DIRECTED BY GORDON

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AS · PRESENTED BY





Nobody knew what a guy like Barney would do next– and she didn't care–just so he did it with her!

Another award-winning sensation-role for the new Sinatra–bringing love in his own special way to Doris Day in the most heart-singing story ever Xmas-presented by

WARNER BROS.

DORIS AND FRANK SING 'EM AS ONLY THEY CAN!

'YOU MY LOVE'
'JUST ONE OF THOSE THINGS'
'ONE FOR MY BABY'
'SOMEONE TO WATCH OVER ME'
'YOUNG AT HEART'
'HOLD ME IN YOUR ARMS'
'THERE'S A RISING MOON'
'READY WILLING AND ABLE'

WITH
ROBERT KEITH · ELISABETH FRASER · ALAN HALE, JR.
SCREEN PLAY BY JULIUS J. EPSTEIN AND LENORE COFFEE

WARNER BROS.

Independent Trade Reviews

(Continued from page 13)

"The Golden Mistress"

(United Artists) Color 82 Min.

Cast: John Agar, Rosemarie Bowe, Abner Biberman, Andre Narcisse, Jacques Molant, Kiki and the players of the National Folklore Theatre of Haiti.

Credits: Produced by Richard Kay and Harry Rybnick; Executive producer, Sam X. Abarbanel; Directed by Joel Judge; Screen play by Lew Hewitt and Judge; Original story by Hewitt.

Photographed entirely in the Caribbean Sea area, with location emphasis in Haiti, this adventure story of a search for Voodoo treasure will fill the action house requirement for double bill datings. Strong exploitation potential is packed into the presence of Rosemarie Bowe, a brunette who photographs well in sweaters, plus the startlingly vivid sequences which deal with Voodoo rites of black magic. Here a native cast is excellently employed for atmospheric effect. Color, music and sound will serve to hold the viewer spellbound. If the narrative were as well paced as the ritual doings, "Mistress" would easily have outclassed its market. As it is, some suspense, especially when the hero and Miss Bowe are pursued by savages, is set to fair advantage. Underwater photography also serves to hold interest and the color, an undesignated process, shows up well in a Technicolor print.

Story shows how a man who stole a Voodoo idol is killed via mystic suggestion. His cohorts, John Agar and Miss Bowe, regain the idol and with it attempt to locate a lost native tribe known for its miniature golden skeletons. The tribe is found on an obscure island, where Agar and Miss Bowe began collecting golden trophies. Natives capture them and they escape at the last minute—without the treasure.

"Lovers, Happy Lovers!"

(Times Film) 105 Min.

Cast: Gerard Philipe, Valerie Hobson, Joan Greenwood, Margaret Johnston, Natasha Parry, Germaine Montero.

Credits: Produced by Paul Graetz; Directed and written by Rene Clement.

A strictly adult and fascinating account of a modern Don Juan, who compulsively pursues one woman after another, is set down on celluloid in a masterful manner in this British import. Starring Gerard Philipe, whose name is well known by art house patrons, and featuring five capable actresses, many of whom are also familiar to the same viewers, the film should strike a responsive chord in class situations throughout the land. Story moves at an absorbing, gripping pace and contains enough drama and wealth of characterization to merit circuit bookings as well. It is a sharp and impartially-told narrative that reveals how Philipe, the Don Juan of the tale, unscrupulously exploits the weak points of the various women he encounters in order to gain personal security for himself. His plight, motivated by loneliness, of course ends in disaster. The reasons for his amorous adventures are complex and interesting; these should provide meat for much word-of-mouth on behalf of patrons.

The story is set in London where Philipe, an egotist emigrated from France, tries to make his way up in the world. His path becomes strewn with women, from whom he derives emotional gratification and financial security. Each affair, however, is rooted in Philipe's neurotic yearnings; thus his flitting from one to another woman is logically motivated and constant. When Philipe grows impoverished, he is reduced to being kept by a girl of the streets until he can make a fresh start. He marries a successful authoress, then tries to seduce her secretary but an accident befalls him in the attempt, cuts short his career and he is forced to remain dependent on his wife.

"The Steel Cage"

(United Artists) 80 Min.

Cast: Paul Kelly, Maureen O'Sullivan, Walter Slezak, John Ireland, Lawrence Tierney, Kenneth Tobey, Arthur Franz, Alan Mowbray, George E. Stone, Lyle Talbot.

Credits: Produced by Berman Swarttz and Walter Doniger; Directed by Doniger; Screen play by Oliver Crawford, Guy Trosper and Swartz; Based on the book, "The San Quentin Story," by Clinton T. Duffy and Dean Jennings.

Three episodes pin-pointing various dramatic incidents in San Quentin Prison are tied up in package form by the narration of Paul Kelly, who plays Warden Clinton T. Duffy of that penetentiary, in this routine programmer. Each incident is exploitable: one contains an attempted jailbreak, the other deals with a priest new to prison life, a third deals with a hot-tempered chef who is serving a jail term. Quality of the tales ranges from fair to very good but not one is strong enough in itself to carry the package higher than the programmer slot.

Kelly narrates and appears in each episode in such a manner that it is apparent to assume that the prdoucers of these tales have a television future in mind. First incident, humorous in vein, reveals how the chef, Walter Slezak, is framed back into jail by his fellow convicts once he is released on parole. His cooking is just too good to do without. Second tale, an action episode, shows how a mad killer, Lawrence Tierney, thwarts his own jailbreak attempt. Third and by far best of the trio is an engrossing and intelligent account of a young priest's baptism into the rough-and-tugh world of prison life. Maureen O'Sullivan and John Ireland are two other familiar performers who appear in episodes of "The Steel Cage."

"The Lawless Rider"

(United Artists) 62 Min.

Cast: Johnny Carpenter, Rose Bascom, Frankie Darro, Douglas Dumbrille, Frank Carpenter, Noel Neill, Kenne Duncan.

Credits: A Royal West Production; Executive Producer, Alex Gordon; Produced by John Carpenter; Directed by Yakima Canutt; Story and screen play by Carpenter.

"The Lawless Rider" provides an old-fashioned western, with lots of brawling, shooting and riding, that will be best received by youngsters and undiscriminating action fans. These audiences are most likely to accept the unbelievable and confusing plot and the amateurish acting with which the film is filled. Technically, the feature just barely reaches professional standards. Exploitation factors may be found in that Carpenter plays a dual role of hero and villian, finally climaxing in a duel with himself. Also, some animal acts, rope tricks and cowboy music have been included via a show put on in the film, and these can be sold to the kiddies.

The feature concerns a group of outlaws who are terrorizing a western town. Rose Bascom asks Johnny Carpenter, famous marshall, to come to the town's aid. Carpenter comes in the guise of a hired killed expected by the outlaws. Later, the real killer, also Carpenter, arrives, and the hero kills the villain in a duel. The rest of the gang is routed, and Carpenter rides off to help others in distress.

Gollin, Rand Merge

Ed Gollin Associates of New York and Jess Rand Associates of Beverly Hills, both press and public relations firms, have announced a merger of the two offices in a mutual working agreement to insure national coverage for their clients. Among the accounts represented are Filmakers, Jeff Chandler Enterprises, The Will Mastin Trio and Sammy Davis Jr.

Joint Toll Video Unit Organized

(Continued from page 7)

and saving free TV. He declared that there is "real irony in this committee's request for help from all groups in favor of preserving free home TV." He noted that exhibitors have "fought TV every inch of the way."

McDonald explained that he doesn't expect subscription TV to replace motion picture theatres. He stated that he expects it to provide an additional source of entertainment for the American public. The executive added that it would be a boon to the entire entertainment industry.

The October meeting of exhibitors in Chicago was the second confab on toll TV, an earlier one having been held with no publicity a month earlier. The October meeting was attended by Kerasotes, David Arthur, Julius Gordon, of Texas TOA; Sol Strausberg, MMPTA; William Namenson, ITOA; George Gaughan, TOA, and Ralph McClanahan, Kentucky Association of Theatre Owners, as well as the committee officers named above.

Statement Answered

McDonald's statement was answered with a return blast by the joint committee. The Zenith head was charged with a desire to "set aside the principle of freedom of the air waves and substitute slot machine television." The exhibitors sounded the danger that that all the communications media would eventually be controlled by one interest.

The Starr-Rembusch letter noted the difference between theatre TV and toll TV, explaining that the former does not use the free air wavs but is carried by paid for lines of American Telephone and Telegraph Co. The statement charged that Commander McDonald "would appropriate for his and other selfish interests, use of the traditionally free air waves."

McDonald answered these charges with a return statement declaring that "the single purpose of this committee of theatre owners is to kill off a competitor." He added that "what this group of theatre owners wants to do is monopolize for movie theatres, not only the showing of fine motion pictures, but also, by theatre TV, just about everything that is worthwhile in the field of box office entertainment."

U-I Begins Talent Quest For "Galileans" Actress

A world-wide talent search for an actress to play the dual-faceted role of Mary Magdalene in the forthcoming film, "The Galileans," has been extended from Europe to the U.S. by Universal-International, with the domestic phase of the drive opened this week.

The company, at an unveiling for the trade press of two paintings depicting artists' varying conceptions of the Magdalene character, had three candidates on hand for the role: Myriam Verbeeck of Belgium, Giovanni Scala of Rome and Nicole Maurey of France.

Maurice Bergman, eastern studio representative of U-I, stated that the girls will be brought to Hollywood for screen tests while the search will continue with Chicago as a central starting point. Assisting Bergman in the search is Robert Palmer, U-I talent division head.

REGIONEWS

ALBANY

Norman Weitman, new Universal-International mgr., was promoted to the post from sales mgr. in Washington, D.C. Leon Greenfield who directed the Albany exchange for three years, was tendered a dinner by the local Variety Club. . . . Variety has a new crew which includes Greenfield; Metro mgr. Jack Goldberg; Columbia mgr. Norman Jackter; George Schenck, Tri-State Automatic Candy; Irwin Ullman, Mohawk Drive-In Mgr.; Lewis A. Sumberg, film attorney, and Sidney Urback, CPA.

Confidence that the $2,100 total donated last year will be exceeded in the current Will Rogers Memorial Hospital Christmas Salute was voiced by co-chairmen Norman Jackter and Charles A. Smakwitz, S-W zone mgr. . . . Theodore Kuczynski is new asst. to John Brousseau at the Delaware, local art house. . . . Paul V. Wallen has set an admission scale of $1.10 to $3.30 in the three-floor Grand for Opening Night at the Metropolitan Opera telecast on Nov. 8. . . . Milton Feldman, 47, head of the Morris Feldman Theatre Corp. in Johnstown and a brother of Mrs. J. Meyer Schine, died suddenly of a heart attack.

ATLANTA

Martin Theatres announced closing of the Gem Theatre, Marianna, Fla. . . . According to Thos. P. Tidwell, Jacksonville branch mgr. for 20th-Fox, Florida will soon have 243 indoor and outdoor theatres equipped with CinemaScope. . . . Rufus Davis, Jr., head of Martin & Davis Theas. iu Ala., has purchased the Houston Theatre from Stancil King and Will & Cowdry Merill, which he plans to remodel. The new owner also owns three downtown theatres and two drive-ins there. . . . Stephen Barber, mgr. of the Fourth St. Drive-In, St. Petersburg, resigned after 25 years with Florida State to go with Floyd Theatres as mgr. of the Florida, Haines City. . . . Wm. B. Pratt, former Atlanta Theatre mgr. who moved to Tacoma, Wash., was killed in an auto accident near Yakima.

Marshall Maddox, new owner of the Jasper Theatre, Jasper, Ga., which he took over from Lee Sosebee. . . . J. A. Nations acquired the Senoia Theatre, Senoia, Ga. from Marshall Maddox. . . . Lincoln Drive-In, Savannah, Ga., will change over to white patronage. . . . Augusta Drive-In Theatres of Augusta, Ga. took over the following ozoners there: Augusta, formely owned by Dixie Drive-In Co., Atlanta; Cloverleaf from Cloverleaf Co., and Hilltop from Hilltop Theatre Co. . . . Cove Theatre, Green Cove Springs, Fla., installed CinemaScope. . . . Bob Langley, sales rep. for National Screen, hospitalized in Birmingham, Ala. . . . Harvey Rudesill, Kay Exchange branch mgr., suffered a heart attack.

Atlanta has just become one of the nation's three TV control centers and will serve stations in seven southeastern states with programs of NBC, CBS, ABC and Dumont. . . . Christine Smith, Atlanta's movie censor, was recently married to Edwin A. Gilliam, city alderman. . . . The Coral Way Auto Drive-In, owned by E. J. Meiniker, was taken over by Wometco Circuit of Miami, and plans are underway for installation of CinemaScope, wide screen, and expansion to 700 car capacity. . . . Bill Wolfson, city mgr. for Wilby theatres in Montgomery, Ala., underwent an eye operation at St. Joseph's Hospital in Ft. Worth, Tex. . . . Herman (Dusty) Rhodes, drive-in owner in Ga. and Ala. much better after a heart attack, also Dave Prince, southern dist. mgr. for RKO.

An Atlanta father is seeking $50,000 damage in Fulton Superior Court for the "wounded feelings" of his 13-year-old son who claims he was unjustly ejected from the neighborhood Temple Theatre on Cherokee Ave., operated by Grant Amuse. Co. . . . Walter Hudson, operator at Loew's Grand for the past 20 years, has on the market a new carbon saver. . . . Vernor Hunter, dist. mgr. for Florida State Theas., is the grandfather of twins, a boy and girl.

BOSTON

Fred Bragdon, who resigned as salesman for Columbia to join Times Film Corp., selling foreign language films in this territory, has taken new quarters in the Colonial Bldg., 100 Boylston St. . . . Arch Lade has installed CinemaScope equipment in his Strand Theatre, Phillips, and the Riverside, Kingfield, both in Maine. . . . Nathan E. Goldstein has leased his Arcade Theatre in Springfield to I. J. Hoffman of New Haven, represeting B&Q and Perakos Theatres, and will now devote his entire time to his real estate properties. Goldstein will retain his offices in the Arcade building. . . . Richard Feener, mgr. of ATC's Central Theatre, Somerville, was married to Eleanor Chisholm, candy girl at the nearby Ball Square Theatre.

For the first time in its history, B&Q Associates have placed a woman as full manager. Dorothy Riley, formerly asst. mgr., has replaced Robert Dyette as mgr. of the Strand, Quincy when he resigned to enter another field. Judson Parker, recently with Screen Guild as head booker and salesman, becomes branch mgr. at Republic on Nov. 1, succeeding Herbert Schaefer who resigned to join Buena Vista. . . . Ken Hamilton, who won first place in the Manley merchandising contest recently concluded in L. O. Seley's district, left with his wife for a week's vacation at the Caribe Hilton Hotel in Puerto Rico as guests of the Manley Co. . . . The managerial staff of New England Theatres is in high gear for the exciting "Profit and Prestige Campaign" currently under way for the final quarter of the year.

Nathan Buchman resigned as head of American Theatres Supply Co. after 20 years with the circuit, to enter the concession business for himself. He is replaced by Benjamin S. Conviser, who will combine the maintenance, supply and vending depts. under one head, with main office at 646 Washington St. and warehouse and shipping rooms at 78 Broadway. . . . Sympathy to Henry Kamuda on the death of his mother, Mrs. John Kamuda, widow of the founder of the Grand Theatre, Indian Orchard, Mass. . . . Oakley Whitney, owner-mgr. of the Pioneer Drive-In, Orange, Mass., gave over the entire receipts of an evening's show to the Will Rogers Memorial Hospital. Warner's and Universal donated the films. Employees of the theatre, who donated their services for the evening, augmented the take of $126.50 with an additional $41.75.

CHARLOTTE

Variety Tent 24 will stage its first annual U Can Do It Yourself" show on Nov. 12-13, with the Charlotte News as co-sponsor. Net proceeds will go to Variety's children philanthropies and the News' Empty Stocking fund. . . . Ruth Cockrell, former secy at the local Variety Club, is back in town after a stay at Will Rogers Memorial Hospital, recovered from tuberculosis. . . Gilbert Faw is building a twin to his drive-in at Troy, N. C.

Leonard Goldenson, AB-PT prexy, will be a principal speaker at the annual convention of Theatre Owners Assn. of N. and S. Carolina, Nov. 14-16, delivering the keynote



Sir Noel Bowater (left), the Lord Mayor of London, congratulates S. H. Fabian, Stanley-Warner president, at the premiere of "This Is Cinerama" at London's Casino Theatre, calling it a "remarkable cinema." In its 109th week at the Warner Theatre in New York, "Cinerama" established an all time long-run record.

CHARLOTTE (cont'd.)

address to the opening business session Nov. 15. . . . Henry Smith, owner of the Palmetto Drive-In at Florence, S. C., has remodeled his concession stand. It is now 20x35, has a glass front facing the screen, with a speaker inside. . . . Cecil Frazer, longtime showman in N.C., died at his home in Soler City.

CHICAGO

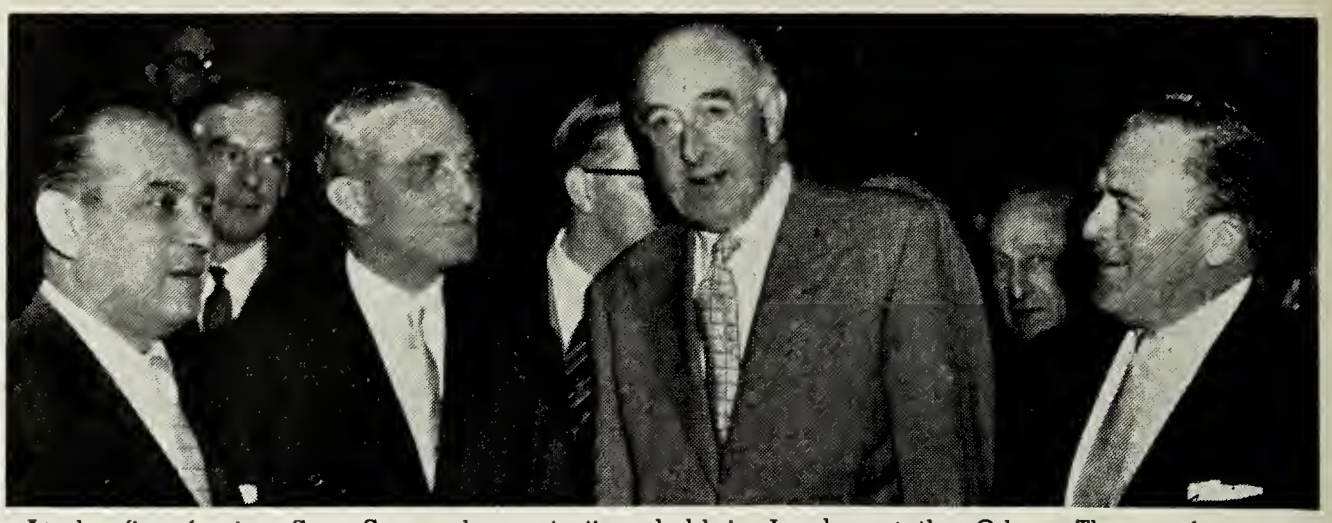
State Theatre, Hamilton, Ill., was reopened. It had been shuttered since last July. . . . In Evanston, the Evanston Ticket Service has been organized to supply north shore patrons with theatre tickets, including Cinerama. . . . "Susan Slept Here" was given general release by Chicago Censor Board, removing the "adults only" label tagged on during its loop run. . . . Jery Fields named press representative for Disney films in this territory. . . . Kermit Russell, former gen. mgr. for Schoenstadt circuit, joined Allied booking office as asst. film buyer. . . . The Chicago Police Censor Board now has CinemaScope equipment. . . . Charles F. Behounek, veteran member Operators Union, passed away.

Amusement taxes for Aug. showed a 19% increase in film business over the same month last year. . . . The Calo, following a two-year absence from the ranks of neighborhood theatres, reopened with a double feature policy. Bland Bros. operate the house under new management. . . . Clark Theatre bought 20 TV spot announcements to tie in with its annual film festival. Gen. mgr. Bruce Trinz reports the house has been modernized in all departments. . . . Burtus Bishop, Jr., M-G-M div. mgr., at St. Lukes Hospital; Will Davaney, local mgr., at Wesley Hospital for checkup; A. M. Van Dyke, Fox sales mgr. at Michael Reese Hospital. Bijou Theatre, Clayton, Ill., reopened for the fall.

MidStates Theatres of Washington and Alliance Theatres of Chicago merged into one company under name of Alliance Amusement Co., with S. J. Gregory as pres. and James Gregory as v.p. P. J. Dee elected chairman of the board. . . . Lloyd Shemaker will reopen the Opera House in Fairbury, Ill. as a film theatre. He also operates the Virginia at Chatsworth. . . . Charles L. Stivers named mgr. of the Abby Theatre, Abingdon, Ill. . . . State Theatre, Columbia, Ill., sold for conversion into a bank building by First National Bank there. . . . Ralph B. Calvin, mgr. of the Blackstone Theatre, Dwight, Ill., passed away. . . . B&K report attendance of 2500 for the Notre Dame-Michigan State TV showing at their Marbro Theatre. Essaness also report good business at their Crown for this event.

CINCINNATI

The local City Council's finance committee voted to recommend that the license fees for drive-ins be increased from 40 to 60¢ a space for the first 250 spaces, and from 30 to 40¢ for each additional space. . . . Carver Theatre in Huntington, W. Va., owned by C. Durfee, is due to close indefinitely on Nov. 1. It had been on a weekend policy. . . . Herman Hunt is overall chairman of Variety Club's third annual Old Newspaper Boys Day in Cincinnati, set for Nov. 15. Art Van Gelder and Mrs. Robt. Jacobs are coordinators. This undertaking will enlist the services of at least 2,000 workers. . . . Walter Herrmann is having CinemaScope installed in his Gayety The-



At the first foreign SuperScope demonstration, held in London at the Odeon Theatre for more than 600 exhibitors from the British Isles and Ireland, were (l to r): Joseph Tushinsky, co-inventer of the process; Robert S. Wolff, RKO's United Kingdom managing director; Jack Prendergast, Yorkshire exhibitor; and Walter Branson, RKO's world-wide sales manager.



Anne Baxter, who will appear in M-G-M's "Boulevard in Paris" in CinemaScope and Eastman Color, meets M-G-M International executives at the Paris Joinville Studios during shooting of the film. Shown with the star (l to r): Dave Lewis, regional director for Continental Europe; Jacques Flaud, general director of the National Center of French Motion Pictures; Steve Forrest, appearing opposite Miss Baxter; and Robert Lacoste, mgr. of M-G-M's office in Paris.



Morey R. Goldstein (center), Allied Artists' general sales manager, is shown here with Duncan Kennedy (left), Publix-Great States circuit buyer, and Jack Rose, Manta and Rose buyer, during AA's three-day sales meeting at the Blackstone Hotel in Chicago.



Adolph Zukor (left), Paramount board chairman, discusses VistaVision in a newsreel interview with Oscar A. Morgan, Paramount newsreel sales chief. Shooting took place in the lobby of Radio City Music Hall where the first VV picture, "White Christmas," opened to top business.

CINCINNATI (cont'd.)

atre, Erlanger, Ky. . . . Mr. and Mrs. Paul Orebaugh of New Vienna, O., installed optical sound in their Avon Theatre.

Paul Hollen was appointed mgr. of the Plaza Theatre in Miamisburg, O., owned by Nick Shafer, Mid-States Theas. . . . The Fred Krimm Circuit of Dayton, O., had its annual cocktail party and dinner at the Dayton Variety Club. Branch mgrs., salesmen and theatre men were invited. . . . Schine Opera House in Lexington, Ky. changed hands. New owner is Charles Schwartz of Erie, Pa. . . . Al Sugarman, former theatre owner of Columbus, O., and Mrs. Sugarman left to spend the winter months in Phoenix, Ariz. Al's son, Charles, who operates the World Theatre in Columbus, has been playing "The Moon Is Blue" for 25 weeks, a record engagement for the World.

Herman and Ogden Hunt completed wide screen installations in their McCook Theatre, Dayton, and Plaza and Norwood theatres, Norwood, O. . . . Bob Gump, owner of the Piqua Drive-In, Piqua, O., is also pres. of the Merchants Bank in Trotwood, which was recently robbed of $80,000. . . . The New Bexley in Columbus has been remodeled and redecorated. Lou Sher, the new owner, opened it as an art theatre. . . . National Theatre Supply recently installed CinemaScope and stereophonic sound in the Virginia Theatre Hazard, Ky., owned by L. O. Davis, and the Marianne in Bellevue, Ky., owned by Lou Smith.

DENVER

Marvin Goldfarb, dist. supervisor for Buena Vista (Disney) has rented offices at 737 Twenty-first St., in the Paramount exchange bldg. . . . Frank H. Ricketson, Jr., Fox-Intermountain prexy, is offering trips and tickets to the annual Rose Bowl football game as prizes in a 15-week theatre management contest. . . . Robert Williams, Universal shipper, moved to 20th-Fox in a similar capacity, succeeding Walter Coben when he moved to Paramount to replace Donald Cook, who was promoted to asst. booker. . . . Jack Pattison, Allied Artists shipper, became a father for the first time with the arrival of Stephen Richard.

DES MOINES

A new theatre, The Flame, has opened in Elma on site of the old Dawn, which, along with a number of other business buildings, was destroyed by fire last March. The Flame, which seats 340, is managed by Neal Mullinex. A corporation of local people financed construction of the Quonset-type building. . . . Charles Recker observed his 20th year as mgr. of the Iowa Theatre in Buffalo Center on Oct. 12, which is also his birthday. . . . A new wide screen was installed at the Breda Theatre in Breda by owners, Mr. & Mrs. A. J. Neumayer.

A new marquee, costing about $10,000, was installed at the RKO-Orpheum in Davenport, and the entrance repainted. Mgr. of the house is Milton Troehler. . . . Earl Stanton, 62, theatre operator at Nora Springs and former postmaster at Hayfield, Minn., died of a heart attack. . . . A fire in wiring of the marquee of the Des Moines Theatre in Des Moines caused damage to the wiring and broken glass on the front of the marquee sign. . . . The Roxy in St. Ansgar reopened with a CinemaScope showing of "The Robe." Harolan Anderson, owner, had the entire building remodeled to accommodate the new process. . . . Paul Swanson, owner of the State Theatre in Maxwell, Ia., passed away suddenly.

Bob Fridley, co-owner of the Varsity Theatre in Des Moines, has leased the Easttown there from Lou Lepovitz. A. M. McCaulley of Lake City, Ia., Fridley's partner in the Easttown deal, will manage the house. Fridley and Bev Mahon, co-owner of the Varsity, are continuing their policy of showing foreign pictures at that house. . . . Exhibitors throughout the state combined forces with Film Row personnel, transportation companies, circuit members and others to buy a TV set for Grechen Kelleher, former RKO cashier, who was forced to resign two years ago because of ill health. . . . Andy Talbot, veteran theatre mgr. of Cedar Rapids, is retiring after 45 years in the business. He started back in 1911 as mgr. of the Alcazar Theatre in Chicago.

DETROIT

Sol Krim, owner of the Krim in Highland Park, is taking over the Piccadilly from Tollie Berryman and will reopen it as an art house. . . . Fred and Herbert Strong, owners of the Azteca, are remodeling the former Bagley and will reopen it as the Alamo Theatre with a policy of Mexican and English films. . . . Sterling Theatres taking over the Rex, Seville and Time, all operated by Van Houdt-Jack Broder Circuit, and reopening the Time as an art theatre. . . . Mars Theatre, owned by Anthony and Julius Gugala, joined the Cooperative Theatres group. . . . Harold Kortes, upstate circuit owner, is convalescing at home after a major operation. . . . Rex Kinne reopening the Lyon Theatre at South Lyon, which he recently closed.

Harry Balk is incorporating the Park Amusement Co. . . . George Fletscher registering title to the West End Theatre, formerly operated by Sterling. . . . Gertrude and Bernadette Schneider, running the Stratford Theatre as a sister team, are taking alternate one-week vacations at their cottage in Canada. . . . Bert Penzien, owner of the Shores in St. Clair Shores, reports the marriage of his daughter Patricia to James Saddler. . . . Louise Parine, mgr. of the Gratiot Drive-In, is leaving shortly for a tour of Europe, where he will visit relatives. . . . Harry Smith, partner in the Vassar at Vassar, became a bridegroom.

Garner Guy replaced Wayne Parsons as mgr. of the Gold Coast Theatre, with Parsons moving to a downtown assignment. John Collins is the new asst. mgr. . . . Pierre LaMarre, booker at Cooperative, was director of the stage play "Midsummer," which was given at the Art Institute Theatre recently. . . . Milton Herman starting a series of special one-nighters at the Hollywood with top recording artists to appear about twice a month on Saturday nights. . . . Russell Mclaughlin resigned as drama critic of the Detroit News to devote his time to free lance work. . . . Barrie O'Daniels, now with Wilding Productions, is consultant on the new Musical Circus, planned as a 12-week outdoor show to run next summer in a 3000-seat tent. . . . Clarence Williamson of National Theatre Supply reports installation of stereophonic sound in 77 Mich. theatres. . . . J. Ollie Brooks, formerly of the Butterfield Circuit, is booking "Uncle Tom's Cabin" into 60 Mich. theatres.

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Watch These Dates!

Oct. 30-Nov. 4: Chicago — Theatre Owners of America convention—Hilton Hotel.

Oct. 31-Nov. 4: Chicago — TESMA Trade Show—Conrad Hilton Hotel.

Nov. 3: Montreal—Quebec Allied Theatrical Industries annual meeting.

Nov. 8-9: St. Louis-Missouri-Illinois Theatre Owners convention—Chase Hotel.

Nov. 14-16: Charlotte—Theatre Owners of N. and S. Carolina—Hotel Charlotte.

Nov. 16-17: Indianapolis — Allied Theatre Owners of Indiana fall convention—Marott Hotel.

Nov. 17: New York—Motion Picture Pioneers annual dinner—Hotel Astor.

Nov. 19-20: Chicago—Colosseum of Motion Pictures Salesmen of America annual convention—Drake Hotel.

Nov. 21-23: Jacksonville—Motion Picture Exhibitors of Florida convention—Roosevelt Hotel.

Dec. 5-7: Oklahoma City—Theatre Owners of Oklahoma convention.

Dec. 6-8: Memphis, Tenn.—MPTO of Arkansas, Mississippi and Tennessee — Gayoso Hotel.

Dec. 7: Boston — Independent Exhibitors, Inc. Convention—Hotel Bradford.

HOUSTON

Theatres denied booking of a picture on theatre's availability are to report to Texas Drive-In Theatre Owners Assn., suggests Jack A. Farr, its pres. Indoor as well as outdoor theatres are asked to report incidents. . . . According to John Harris, city mgr. of the Ezell chain, Houston will soon have its own Paratroop unit. A recruiting station has been set up at the Winkler Drive-In for this purpose. . . . Post Oak Drive-In program—sent to the home—plus one paid adult admission is good for one free pass. . . . South Main and Shepherd Drive-In theatres feature midnight shows Thurs.-Fri.-Sat. . . . "Illicit Interlude" held for a second week at the Academy Theatre.

INDIANAPOLIS

Variety Tent No. 10 has leased a building on Film Row and will sublease part of it to Allied Theatre Owners of Indiana and any other industry units interested, according to chief barker Bob Conn. . . . Bob Anderson, office mgr. and head booker at Warner's, is down with chicken pox. . . . Warner branch mgr. Claude McKean, after visiting exhibitors in the southern part of the state, continued on to Chicago. . . . Marc Wolf was named entertainment chairman for the ATOI convention by pres. Roy Kalver. It is being held at the Marrott Hotel, Nov. 16-17.

MINNEAPOLIS (cont'd.)

. . . Joseph Gutzweiler, father of Mrs. Annette Kuebler, who directs the affairs of the Tivoli and Astra theatres at Jasper, Ind., passed away. . . . Earl Cunningham, mgr. of the Fountain Square Theatre is in Florida for his health.

MIAMI

After going into its sixth week, the Claughton anti-trust suit against Paramount, Warner, 20th-Fox, Loew's, Universal and Columbia ended in a mis-trial. . . . The PTA of several schools in the area are asking county and state officials to select a film censorship board. . . . Jack Miller, mgr. of the Shores, won again with the biggest candy sales in the circuit. . . . Eugene Race switched from the Cameo to the Parkway Theatre as mgr. Oran Cohen left the Strand to manage the Cameo, with Lou Fishkin upped from relief mgr. to mgr. of the Strand. . . . Tom Lindsey is now at the Essex as asst. mgr. . . . Mrs. Edward Claughton suggested to the Miami Board of Review, in its campaign to clean up horror books, that youngsters bringing outlawed books to a theatre be admitted free, and a local distributor of "wholesome" books offered to hand out approved copies. . . . Robert West, doorman at the Town, is in Jackson Hospital.

MILWAUKEE

Harold J. Fitzgerald, who resigned as pres. of Fox-Wisconsin to enter new fields, will be honored with a huge testimonial dinner on Nov. 11 in the Crystal Ballroom of the Schroeder Hotel. Co-chairmaning the event are Folke Peterson, the Mayor's exec. secy; Gordon Hewitt, Fitzgerald's successor, and Vern Fouchett of E-Z Paint Corp., former head film buyer for F-W. . . . Gerry Franzen, Cinema Inc., announced that when the present operating agreement with Fox-Wisconsin expires, it will not be renewed. Cinema Inc. will operate the Downer, Sherman and Varsity as they have been their Fox-Bay in Whitefish Bay and offices of the company will be in the Varsity Theatre building.

Eddie Gaven, former salesman for Paramount, is now a salesman for Republic under branch mgr. Jack Frackman. . . . Mrs. Louise Bergtold of the Westby Theatre, Westby, Wis., attended the "Governor's Highway Safety Conference" on invitation from Gov. Kohler. . . . H. Olshan, Columbia branch



Robert S. Benjamin (left), board chairman of United Artists, accepts the Parents Magazine Award for Extraordinary Achievement in 1954, from Phil Wilcox, motion picture director of the publication, for "Romeo and Juliet," multi-million-dollar Technicolor production which UA will release late this year. The film was earlier honored with the Grand Prize Award at the Venice International Film Festival.

mgr. is distributor chairman for the Will Rogers Memorial Fund in this area. Gordon Hewitt is exhibitor chairman. . . . Federal Judge Robert E. Tehan postponed final sale of the defunct Century Theatre here until Nov. 1, when it will go to the highest bidder. Ben Marcus, gen. mgr. of Marcus Theatres Mgmt. Co. has offered $95,000 and L. F. Gran of Gran Ents., $92,500. Owners of the theatre are John Freuler of Glencoe, Ill. and his family.

The old Parkway Theatre, Madison, was torn down to make way for a mercantile building which will house a Woolworth store. Passing of the house was mourned by many old timers and mgr. John Scharnberg offered steady show-goers their favorite seats for souvenirs. . . The Strand Theatre is now a first-run house and operated by Dean Fitzgerald. . . . Sam Chernoff reports that Fox Wisconsin is changing the name of the Venetian to Fine Arts Theatre and will run it as an art house. . . . Don Brown, Mars Theatre, LaFarge, Wis., is reported ill and in a hospital there.

MINNEAPOLIS

George Granstrom and Ted Mann, owners of the World, St. Paul, have added a second house to their operations in the loop with acquistion of the Lyceum from Mrs. Howard Dale. Both operate other theatres in the Twin Cities. . . . Minn. Amuse. Co. assigned new managers to the Garrick and Lyric theatres in Duluth. Roy O. Prytz, former mgr. of the Skyline Drive-In ,Duluth, is at the Garrick, and Venice Barsness, formerly mgr. for MACO in Minn., Wisc. and S.D., heads the Lyric staff. . . . Ben Berger, pres. of Berger Amuse, Co. and North Central Allied, was in Europe as one of a group of Crusade for Freedom drive directors who were making a survey of conditions abroad.

Magnectic, single track CinemaScope has been installed in the Loring, neighborhood house operated by MACO. . . . W. E. Danelz, operator of the Border, Elmore, Minn., held open house at the theatre in observance of his 10th anniversary as owner. . . . Vern Chaffee has taken over management of the Roxy, Hinckley, Minn. . . . Don Stern took over operation of the Community Theatre, Hinckley. . . . James P. Kline, principal of the Murdock, Minn. schools, is new operator of the Lee at Murdock, replacing George Krattenmaker. . . . The Faust at New Richland, Minn. reopened after extensive renovations.

Jack Heier has replaced Ernest Flemmer as mgr. of the Star, Selby, S. D. . . . Joe Carriere, owner of the ozoner at Hallock, Minn., donated proceeds of two midweek shows to the town's swimming pool fund. . . . Robert Rosen, mgr. of the Bismarck and Dakota theatres in Bismarck, N.D., was co-chairman of the local Community Chest drive. . . . Sam Gorelick, new Universal dist. mgr., was in to conduct a sales meeting. . . . Columbia salesmen gave a party for the exchange staff when they won a drive in competition with the Kansas City exchange. . . . Jay MacFarland, branch mgr., NSS, is recuperating after being hospitalized. . . . Rand Drive-In, Herman, Minn., closed for the season.

NEW HAVEN

Norman Bialek of Sampson-Spodick-Bialek Theatres, New Haven, was elected pres. of Allied Theatre Owners of Conn., succeeding Dr. Jack Fishman of Fishman Theatres, who becomes a director. Others elected: As v.p.'s—Maurice W. Shulman, Shulman Theas., Hartford; Seymour Levine, Bowl Drive-In, West Haven; Mickey Alperin, Hartford Theas.; and Jack Post, Fishman Theas.; Atty. Maxwell Alderman, New Haven, secy.; Joseph Shulman, Shulman Theas., treas.

In behalf of Variety Tent 31, chief barker Henry Germaine gave the Fresh Air Fund of the New Haven Evening Register the net proceeds of $615 from a boxing show. Ceremonies were attended by Barney Pitkin, RKO exchange mgr. and gen. chairman of the benefit. . . . Anthony Scavotta has instituted a Ladies Night on Wednesdays at his Family Drive-In, South Windsor, which admits female patrons for free. . . . B. E. Hoffman of Conn. Theatre Circuit has been appointed to the national board of Brandeis University Associates. . . . A 25¢ admission scale was put into effect at the reopened Loew's Poli Globe, Bridgeport, managed by Albert R. Domian. Theatre is on an action film policy and children's admission is 10¢. . . . Irving Hillman, mgr. of the Sherman Theatre, New Haven, was designated "Manager of the Month" for Aug. in Stanley-Warner "Fabian's Fabulous Forty" promotion campaign.

Paul W. Amadeo, gen. mgr. of the Pike Drive-In, Newington, ran a "Pike Mystery Bonus Nite" recently, with stunts including distribution of passes and free admittance of

FILMS TELEVISED OCT. 16 to 30

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original release date
The Body Said No	Michael Rennie	
Brandy For The Parson	Jean Lodge	Mayer-Kingsley 1-1-52
Bulldog Drummond Escapes	Ray Milland	Par. 4-6-37
The Daring Rogue		
The Devil's Den		
Doorway To Suspision	Jeffrey Lynn	
The Fighting Rats of Tobruk		
Immediate Disaster	Patricia Neal	
Kentucky Colonel	John Arledge	
Miss Robin Hood	Margaret Rutherford	
My Nephew Norveli	Harold Peary	
One Touch of Venus	Ava Gardner	Univ. 8-23-48
Message to London		
Port of New York	Scott Brady	Eagle Lion 11-28-49
The Private Affairs of Bel Ami	George Sanders	UA 2-25-47
Riders of the Plain	Whip Wilson Gale Storm	Allied Artists 4-26-40
There Was A Lady	Dulcie Gray	
The Unknown World	Marilyn Nash	Lippert 10-26-51

NEW HAVEN (cont'd.)

every fourth patron. Impressive results were chalked up. . . . Bob Gloth, Waterford (Conn.) Drive-In, ran a two-evening benefit for the Waterford Fire Company, with nine merchants participating in a four-column newspaper ad. . . . Pioneer Conn. exhibitor Leonard Siebert passed away at 90. Siebert, who retired in 1946, was operator of the first motion pieture in E. Hampton, known as Siebert's Opera House. . . The suit of a woman who blamed a fall at the Forest Theatre, West Haven, for a miscarriage, was settled out of court for $1,700.

NEW ORLEANS

Gulf's Strand Theatre, Vicksburg, Miss., which was closed for extensive improvements, reopened with Mrs. Gladys Perkins as mgr. . . . The Waukea Theatre at Waldo, Ark., changed hands. It is now owned by Frank H. Gills. . . . Closed for the winter season are the Hub Drive-In at Mobile, Ala.; Legion Drive-In, Coushatta, La.; Starlite Drive-In, Canton, Miss.; Bayouland Drive-In, Donaldsonville, La.

The Loma at Campti, La. was reopened by its new owner, Mitchell Cole. . . . The Como Theatre at Georgetown, Miss. reopened under new management of Mr. & Mrs. J. C. Vickerson. . . . RKO's Nat Levy held a sales meeting in the local office to discuss some coming attraetions, among which were "This Is My Love" and "Cattle Queen of Montana." . . . Gulf Theatre, Pensaeola, Fla., is temporarily closed for repairs.

NEW YORK

Columbia is reported to have purchased the building at 711 Fifth Ave., for its home office. Date of removal from its present headquarters at 729 Seventh Ave. is not revealed. . . . New Jersey Allied will hold a full membership luneheon meeting at the Ritz Restaurant in Passaie on Nov. 17, to be followed by a beefsteak dinner at 7 P.M. . . . Mrs. Seymour D. Hesse, pres. of the Women's Committee of United Epilepsy Assn., in affiliation with the N. Y. Variety Club, announced plans for a Second Annual Celebrity Ball in the Sert Room of the Waldorf on New Year's Eve. Invitations at $100 for two are available from the Women's Committee at 140 W. 58th St. Proceeds will go to the UEA, which supports Variety's Clinie for Children with Epilepsy at Columbia-Presbyterian Medical Center.



Jeff Chandler, star of U-I's CinemaScope "Sign of the Pagan," discusses promotion plans with Universal execs Charles J. Feldman, (r) vice-pres. and gen. sales mgr., and Ray Moon, (l) asst. gen. sales mgr.



Gathering for the national kickoff of Selznick Releasing Organization's combo "package," consisting of Alfred Hitchcock's "Notorious" and Academy Award-winning Dore Schary production, "The Farmer's Daughter," are (l to r): Frank I. Davis, Jr., SRO president; Joseph I. Levine, head of Embassy Pictures, Boston, who distributes for SRO in the New England territory; Budd Rogers, SRO sales manager; and Terry Turner, industry veteran now with General Teleradio.

Celebrities from stage, screen and TV were invited to the 17th birthday party of the Trans-Lux 85th St. Theatre on Oet. 30, with Eva Gabor aeting as mistress of Ceremonies. Event elimaxed a contest with top prizes consisting of a cruise to Bermuda and a two-week vacation at Belmont Manor Hotel & Golf Club. . . . "This Is Cinerama" achieved New York's all-time long-run record on Oct. 26 when it began its 109th week on Broadway, passing the 108th-week record hertofore held by "Red Shoes" at the Bijou Theatre.

The Amerlean premiere of "Romeo and Juliet," filmed in Verona, Italy and winner of the grand prize at this year's Venice International Film Festival, will be held on Dec. 22 at the Sutton Theatre. The widely-heralded UA release will be shown on a continuous-performance schedule. . . . Robt. K. Shapiro, managing director of the Paramount Theatre, has completed arrangements for the personal appearance of Jaekie Gleason and his entire TV cast for two weks, beginning Nov. 17, marking the first time in more than a year that the Paramount will present a stage show with its motion picture attraction. "A Star Is Born" closes its engagement on Nov. 16.

Two of the seven Walter Reade drive-ins now have wide screens, with 20′ wings added to each side of the 40x60 screens at the Eatontown in Eatontown, N.J., and the Atlantic in Pleasantville, N.J. Some height was also added. Screens at the remaining Reade ozoners will be extended before the spring of next year and the circuit's new Absecon near Atlantic City will be constructed with a wide screen.

PHILADELPHIA

An anti-trust case, instituted last year by James and Rocco Castrignano in behalf of their Midway Drive-In near Wilkes-Barre, has been settled out of court, with the ozoner being given a run of 30 days after first-run Wilkes-Barre. The action was for injunctive relief and asked no damages. Attorney for the plaintiff was Norman Shigon of Philadelphia. . . . Allied Motion Picture Service is now booking and buying for the Hiway Theatre in Myerstown. . . . Boulevard Drive-In near Allentown has a new 120′ screen. Harry Alberth is mgr. . . . Norman Whiteman, former local salesman for Universal, is now branch mgr. for the company's Albany exchange. . . . Stanley-Warner is extending its art policy by having the Commodore play English and other foreign product on a day-and-date policy with its Lane.

Sam Diamond, 20th-Fox branch mgr., chairman of Motion Picture Associate's welfare fund, has formed a committee to devise means for replenishing the fund. . . . Variety Tent 13 is sponsoring a dinner at the Bellevue-Stratford on Nov. 8, honoring Ulrik F. Smith, Paramount branch mgr., and Oscar Morgan, short subjects sales mgr., on their 40 years with the company. The club has also begun its annual drive to collect funds for the Will Rogers Hospital. . . . Stanley Peters will do his own booking and buying for the Ritz Theatre in New Holland, Pa., formerly handled by Tri States. . . . Milgram, Inc. is now servicing the Majestic in Tamaqua, Pa. for new owners Anthony Sacco and Charles O'Donnell.

R. J. Jones, Silver Spring-Drive-In, and D. H. Mawery, Cumberland Drive-In, were arrested and fined $50 plus costs for operating on Sunday. . . . M-G-M, which dropped its trade screenings because of alleged poor attendance, will arrange screenings for exhibitors who desire to see pictures before purchasing them. . . . Jerry Levy, Columbia booker, has been upped to a sales post covering N. J., Scranton and Wilkes-Barre, Pa., replacing Si Perlsweig who is no longer able to travel because of his recent illness. . . . Mitch Pantzer of Independent Poster Exchange elated that the U.S. Supreme Court accepted certiorari to hear his case against National Screen and the major film companies.

William Goldman, pres. of the New Gregory-Goldman Ents. and also head of Wm. Goldman Theatres and the Williams Co., which distributes foreign films, is on a 30,000 mile round-the-world trip, during which he will "scout" for product. Goldman, appointed Pennsylvania's special envoy to accompany representatives of the International College of Surgeons on a tour of medical conventions abroad, will leave the group on Nov. 15 and end the business aspect of his trip early in Dec. . . . Eddie Gabriel happy that the S-W circuit booked "Mystery Lake," a Technicolor animal picture which Capital Film Exchange is handling.

PITTSBURGH

Leonard Goldenson, nationally prominent president of American Broadcasting-Paramount Pietures, was honored in his hometown of Scottdale, Pa. Mr. Goldenson was given the Pennsylvania Ambassador Award from his fellow townsmen. . . . Motion picture theatre owners have turned the spotlight on

PITTSBURGH (cont'd.)

Mayor David L. Lawrence in an effort to get relief from the City's 10% admissions tax. In a letter to the Mayor, Harry Hendel, executive secretary of Allied Motion Picture Theatre Owners, charged that the city has exceeded its tax limit under State law and urged the Mayor to work for end of the tax.

PORTLAND

Secy. Clark of Theatre Owners Assn. of Northwest reports that this organization now has 173 paying members out of a potential 204 exhibitors. The next Portland meeting is expected to be held aronnd Nov. 17-18. . . . John McFadden became operator-owner of the Lake Theatre at Oswego, Ore. . . . L. Lloyd Wood now operating two theatres in the Oakland, Ore. area. . . . Archie Holt, veteran salesman for Universal, covering Willamette Valley points, reports on increased population and business in key cities of Ore. . . . Charles Efferson, well known salesman for 20th-Fox is in the hospital for surgery.

Zollie Volchok of Northwest Releasing advises that "Karamoja" resulted in the greatest grosses John Hamrick's downtown Liberty Theatre has had in seven years. . . . Eddie Clifford, believed to be the only organist playing regularly in a movie theatre, was honored by representatives of the show world at the Music Hall to mark his first anniversary at that house. . . . 26 public address speaker boxes, stolen from Butte and Deer Lodge (Mont.) Drive-Ins were found near Anaconda by two teen-age youths and returned to the theatres. They were given cash awards and theatre passes. . . . Fire of undetermined origin totally destroyed the 63-year-old Shively Opera House, owned by Charles Dickens.

Dick Lang, mgr. of the local RKO exchange is co-chairman with Thomas Walsh, gen. mgr. of J. J. Parker Theatres, in the drive for the Will Rogers Memorial Hospital. . . . Mrs. Edward Zane is now operating the Hollywood Theatre in Salem, Ore. . . . Ken Edrisnick, former salesman for Warner at Omaha, Nebr., is the new salesman in Portland. . . . Mrs. H. Hudson, who has the unique distinction of being the oldest woman theatre operator in Oregon, employs only the most modern theatre operation.

ST. LOUIS

Among those who have accepted invitations to speak at the Missouri-Illinois Theatre Owners annual meeting at the Hotel Chase, Nov. 8-9, are Al Starr of Nashville, TOA board chairman; George Kerasotes of Springfield, Ill., pres. of United Theatre Owners of Ill.; Mike Simons, M-G-M sales promotion mgr., and Herman Levy, TOA gen. counsel. A feature of the banquet on Nov. 9 will be the crowning of a "Miss Film Row," to be selected from film exchange contestants. . . . Lester Kropp, MITO prexy, received a letter from Mayor Tucker, thanking the organization for its support of the amendment to the City Charter on making permanent its earnings tax.

Armentrout's Clark Theatre at Pittsfield, Ill., managed by Ted Dell, reopened after installation of a panoramic screen and other improvements. . . . The Lemay Theatre in St. L. County, dark since July 1953, may be reopened by the building owners. . . . Frisina Amuse. Co. has begun installation of CinemaScope equipment in its second-run theatres, including the Frisina at Taylorsville, the Time and Clark at Mattoon, and the Varsity, Decatur. . . . Barney McCarthy is now representing Buena Vista Film Dist. Co. in this territory. Sam Chernoff has succeeded him as midwest dist. mgr. for IFE. . . . Tom Price of Oblong, Ill., who for years operated the Star Theatre at Newton, passed away.

"The Big Rainbow," initial production in SuperScope, will have its world premiere at the Fox Theatre here on Dec. 23. . . . Edward Rudolph, Jr., 56, Republic salesman here, was killed in an auto accident recently near Salem, Ill. . . . A new ozoner may be in the cards near Hillsboro, Ill., with the purchase of four acres of land there by Louis Odorizzi, who owns the Sunset Drive-In and is lessee of the Grand Theatre in Mt. Olive, Ill. . . . Richard F. Walsh, IATSE prexy, was in town conferring with local union officials and theatre owners on a new wage scale to replace the one that expired Aug. 31. . . . Tickets went on sale for the opening night of the Metropolitan Opera telecast on Nov. 8 at Loew's State.

CinemaScope installations were recently made at the Gem Theatre, Beardstown, Ill.; Capitol, Litchfield, Ill., also remodeled; Lincoln Theatre, Robinson, Ill.; the Rodgers, Caruthersville, Mo. . . . Leon Jarodsky's Lincoln Theatre, Paris, Ill., and R. L. Adkins' Canton at Canton, Mo. are now booking CinemaScope features. . . . David Nelson reopened the 425-seat State Theatre at O'Fallon, Ill. and is operating it through arrangements with the owners, Charles Goldman and Jules Leventhal, both of St. L.

SALT LAKE CITY

Jack McGee, dist. mgr. for Fox Intermountain, announces a change for the world premiere of "Cattle Queen of Montana," starring Barbara Stanwyck, from the 16th to the 17th, and from the city of Butte to Billings, Mont., because of strike conditions which have held in Butte. A Hollywood contingent, headed by J. R. Grainger, pres. of RKO, will attend. . . . Art Sutton, mgr. of the Gem Theatre, is honeymooning in nearby territory. . . . The Airport and Oak Hills drive-in theatres have closed for the winter. . . . Marvin George lending his Capitol Theatre stage in Salt Lake City for the stage presentation of "Seven Year Itch," starring Eddie Bracken.



Among those in attendance at the National Allied convention in Chicago were (l to r): Hal Makelim; Charles Boasberg, gen. sales mgr. for the new Distributors Corp. of Am.; Ben Marcus, National Allied prexy; William C. Gehring, 20th-Fox executive asst. gen. sales mgr.; Jack Kirsch, president of Illinois Allied; William F. Rodgers, consultant to Allied Artists; and Stanley Kane, North Central Allied executive counsel.

SAN FRANCISCO

L. S. Hamm was elected pres. of the Variety Club Blind Babies Foundation to replace H. Neal East, Paramount's western sales mgr., who held that office since the fund was inaugurated in 1949 and reluctantly gave it up because he is now based in Los Angeles. . . . The Film Colony Club girls are inaugurating an annual sale of Xmas cards for benefit of the Blind Babies Foundation. Paula Grubstick of Lippert and Mary Marquard Creighton of M-G-M are handling the sales. . . . Boyes Theatre at Boyes Springs, closed in Aug. by Mr. & Mrs. G. O. Cowley, is being reopened by Alan Finlay, former mgr. of the Parkside, S.F. . . . General Theatrical closed its seasonal Hecker Pass Drive-In at Gilroy.

Joseph Kane, former booker for Universal and Republic, is now head booker at 20th-Fox, replacing Blaine Dickens, resigned. . . . Managerial changes at Fox West Coast include transfer of Vernon Brown from San Mateo at San Mateo to the Crest, Vallejo, to replace mgr. Edward Sullivan who went to Sacramento to take over helm of the Crest there when John Phillips decided to leave the industry. . . . Lucille Negri, after 17 years in the distribution dept. of Herbert Rosener Co., and Ann Katcher, with a record of 19 years in the theatre office, have decided to retire from the business world.

Ten mgrs. in United-Calif Theas. second drive for 1954, who received highest cash awards, in order named, are: John Wyatt, Moonlite Movies, Santa Clara; Sol Bolnik, Ritz, Hayward; Robert James, Senator, Chico; Carl Rayes, El Rey, S.F.; Louis Bergstrom, Merced, Merced; Edward Sheeline, Alexandria, S.F.; Albert Levin, Coronet, S.F.; Harry Fontana, Granada, S.F.; Robert Barker, Del Mar, Santa Cruz; Walter Deininger, Hayward. In the dist. mgr. race, W. W. Coovert of S.F. carried off the cash and a gold loving cup.

SEATTLE

Theatre Owners of Washington, Northern Idaho and Alaska will hold their annual meeting at a luncheon on Nov. 16 at the New Washington Hotel in Seattle. J. M. Hone, exec. secy., will preside. . . . RCA stereophonic sound has been installed in the Blue Mouse Theatre, Seattle. A new screen was installed at the Venetian Theatre by Modern Theatre Supply. . . . Owner Fred Estelman installed anamorphic lenses at his Vogue Theatre in Cle Elum, Wash.

The Sterling chain announced a new policy for its Uptown Theatre in one of Seattle's leading residential districts. Following the success of other local nabes, such as the Varsity, Broadway and, more recently, the Ballard Theatre, it will show foreign and other films classified as "art." . . . James Bonholzer, chief booker for Sterling, announced the appointment of Doug Fraser as asst. booker. . . . B. F. Shearer Co. report the installation of CinemaScope at the Parkland Theatre, Parkland.

British-Pathe Views Expansion Upcoming In Production Agenda

Associated British-Pathe is on the threshold of wide expansion in its distribution and production operations, it was disclosed last week by MacGregor Scott, general sales manager, whose company has a joint distribution and production deal with Allied Artists.

"Already," he said, "we have blueprints for a considerable expansion in our distribution and production operations. Production-wise, we are directing our efforts to the making of motion pictures aimed at the American market."

Scott also conferred at a meeting called by Walter Mirisch with Allied Artists producers to discuss censorship problems. Scott advised AA execs. that "Riot in Cell Block 11" is now getting the best playing time accorded any Allied Artists film and is playing top houses in the United Kingdom.

British executive conferred with Steve Broidy, Allied Artists president, Harold Mirsich and G. Ralph Branton, vice presidents, and Walter Mirisch, executive producer.

Plans to hire a publicity representative in New York to co-ordinate his work with John C. Flinn, director of publicity and advertising at Allied Artists, were disclosed by Scott.

Scott predicted that Allied Artists would have even greater revenues during the 1954-55 season as a result of the company's upgrading of product.

It was also reported that an added assist to "Riot in Cell Block 11" as to its box office business was the citation of merit awarded the feature at the Edinburgh Film Festival.

Scott was accompanied to the United States by Tony Morris, Associated British-Pathe overseas sales manager.

"Girl Rush" To Para

HOLLYWOOD.—Y. Frank Freeman, Vice-President in Charge of Paramount Studios and Frederick Brisson, in behalf of Floyd B. Odlum of Atlas Corp., who controls Independent Artists Pictures, Inc., have concluded a deal whereby the $2,500,000 Technicolor musical-comedy "The Girl Rush," starring Rosalind Russell, will be produced at Paramount Studios and distributed by Paramount.

HOLLYWOOD
...on the wire

RICHARD BERNSTEIN, *Editor*
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Hollywood 29. Tel.:
Normandie 2-6494

Zachary Scott signed to star with Carole Mathews in "Rider of the Ruby Hills," which William F. Broidy will produce for Allied Artists, with Frank McDonald directing. The fim rolls this week. . . . Dennis O'Keefe has been signed by Sam Katzman to star as the detective who breaks up a ring of racketeers in "Chicago Syndicate," which is slated to go before the location cameras at Chicago on Nov. 12 with Fred F. Sears directing. Cast already includes Xavier Cugat and Abbe Lane.

* * *

Mervyn LeRoy is pinch hitting for John Ford as director of Warner Brothers' "Mr. Roberts," while Ford recovers from a gall bladder operation. . . . Amanda Blake inked for the feminine lead in "High Society," Bowery Boys comedy which producer Ben Schwalb is helming with Leo Gorcey and Huntz Hall starring. William Beaudine directs. . . . Walter Wanger is preparing his next, "Mother-Sir," which will star Joan Bennett on the AA lot.

* * *

Robert Ryan joins Barbara Stanwyck and David Farrar in an all-star cast assembled by Producer Benedict Bogeaus for "Bow Tamely To Me," now shooting at RKO Studios. Ryan last appeared with Miss Stanwyck in "Clash By Night. . . . "Star Bright," an original story of three beautiful girls seeking careers in Hollywood, is being prepared for a forthcoming production by M-G-M with George Wells producing. William Ludwig and Ruth Brooks Flippen are writing the screen play. . . . At the same studio, Louis Calhern joins Anne Francis and Glenn Ford in "The Blackboard Jungle," which Pandro Berman will produce.

* * *

Director Joe Newman started an extensive location trek for sites for "Kiss of Fire," which he will meg at U-I with Jack Palance and Rhonda Fleming starring. . . . Gene Nelson completed his work in "Oklahoma" and will next report to U-I for his starring role in "So This is Rio." . . . Cast for "Top of the World," which Michael Baird and Lewis Foster are producing with Foster directing now lines up with Dale Robertson, Evelyn Keyes and Frank Lovejoy playing the leads.

* * *

Producer-director Hall Bartlett disclosed that he will not film the life of Douglas Stringfellow as he had planned, because the Utah Congressman publicly repudiated his own story of wartime O.S.S. service. . . . Donald O'Connor was signed by Edward Muhl, vice-president in charge of production at U-I, to star in another of the talking mule "Francis" comedies. The new comedy, to be titled "The Navy Gets Francis," will be the sixth in the series. . . . Sam Katzman has set Richard Denning to star in "Creature With the Atom Brain."

* * *

RKO will distribute "Hansel and Gretel," the Technicolor feature length picturization of the Grimm fairy tale classic. . . . Mike Frankovich will start his production of "Deadlock" in London on Nov. 18 with Jean Simmons and Stewart Granger starred . . . . Martine Carol, one of France's top box office stars, signed a long term contract with 20th Century-Fox and will star in the film version of Cole Porter's "Can-Can." Along with the signing of the actress, the studio also inked her husand, Christian Jacques, who directed her last four films to a one picture a year contract.

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Robert Lippert, Jr. flew out on a location jaunt to Mexico to scout locations near Durango for his next film, "The Violent Land." From here, the producer will wing to Mexico City, Guatemala, El Salvador and Nicaragua to discuss further co-production deals. . . . Julia Adams was set as the third star in "Tacey Cromwell" at U-I. She joins co-stars Rock Hudson and Anne Baxter in the film, which goes into production Nov. 18 with Ross Hunter producing and Jerry Hopper directing.

* * *

William Holden has been set for one of the starring roles in "Giant," the film version of the Edna Ferber best seller, being produced by George Stevens and Henry Ginsberg. Stevens will direct the film, which will roll sometime in December. . . . Herbert B. Leonard Productions announced that Producer Herbert B. Leonard has acquired all rights to "The Rin Tin Tin Story," a biography of the famed dog star. Douglas Heyes will do the screen play which will be lensed in color by Technicolor and in CinemaScope next spring.

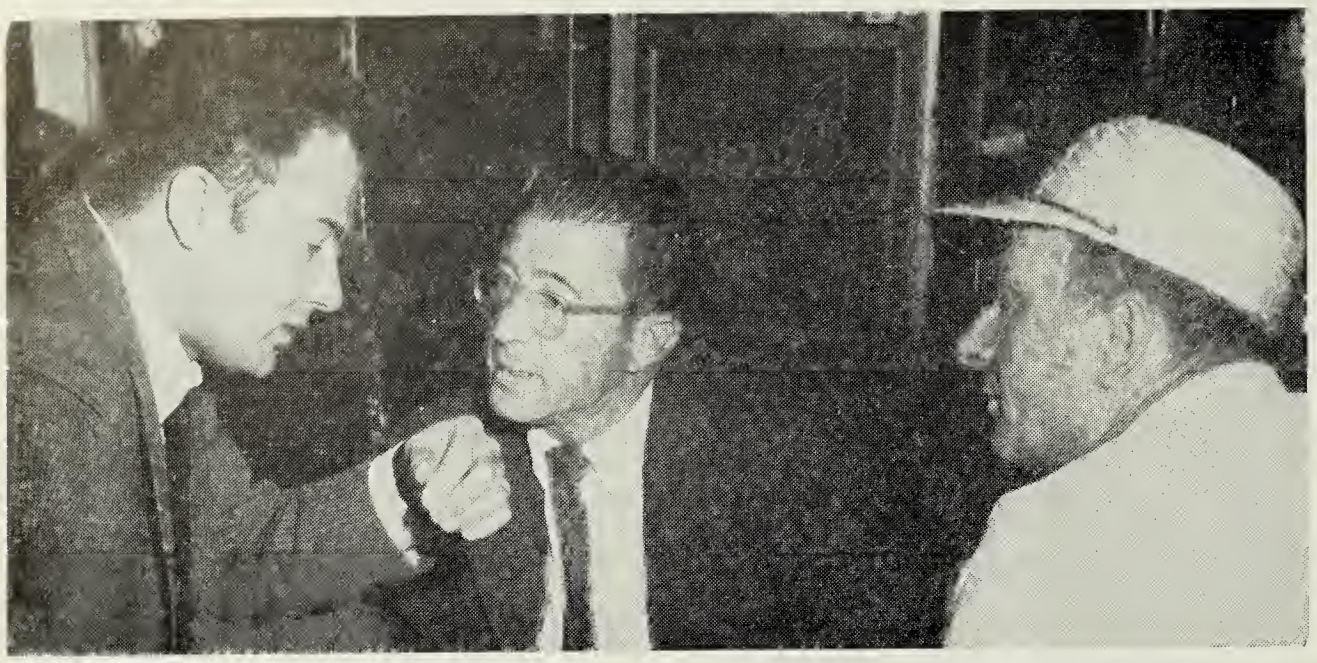
* * *

Richard Murphy will direct "The Gentle Wolfhound" at Columbia. Fred Kohlmar will produce the film, based on Murphy's screen play. Studio is sending over a unit to film exteriors for the film in Japan. . . . Joy Houck of New Orleans, La. and Francis White, Jr. of Charlotte, N.C. partners in Howco Productions, Inc. arrived in Hollywood this week to confer with Carl K. Hittleman, who will produce and direct "Kentucky Rifle" as the first of four color feaures a year for the company. They will also discuss "The Buckskin Lady," Hittleman's second production for Howco, which will go before the cameras in January.



Stars Robert Mitchum, Broderick Crawford and Charles Bickford chat on Hollywood set at cocktail party marking production start of "Not As A Stranger," Stanley Kramer's film for United Artists release.

Producer Harmon Cites Advantage Of Profit-Sharing In Making Films



Cornel Wilde (left) chats with Producer Sidney Harmon (center) and Director Joseph Lewis on the set of "The Big Combo," Theodora Prods.-Security Pictures production for Allied Artists.

"'The Big Combo' is a film of violence and melodrama," Produeer Sidney Harmon stated in his Kling Studios offiee. "What it attempts to do is to achieve this through characterization rather than depending so much on chase sequences. The reason that stars were attracted to this film was because the characterizations were sharp, clear and interesting. The emphasis in this film is on charaeterizations and performances. It is hoped that one should care more about what is happening to the people than to work up excitement in the audience by the typical chases."

"Combo" is a Theodora Productions-Security Pietures co-production for Allied Artists release. The sereen play and original story are by Philip Yordan, who is partnered with Harmon in Security Pictures. Theodora Productions is Cornel Wilde's production company. The film stars Wilde, Brian Donlevy, Richard Contc and Jean Wallace with Helen Walker also toplining. Joseph H. Lewis directed.

Advance Planning Praised

"In order to hope to achieve interest in an audience on a more entertaining level," Harmon stressed, "it is of the greatest importance that the maximum time be spent in developing the script. More time also has to go into pre-production. More time has to be spent getting stars right for the sereen play."

Harmon, who also produced "Man Crazy" for 20th Century-Fox release, said that Security Pictures hopes to produce no more than two films a year. "The calibre of these films can only be achieved through the use of highly skilled professionals on every level, everyone on the crew from the gaffer to the director," Harmon said.

A top screen writer, Harmon is a stout advocate of the story fitting the star. Wilde will star at M-G-M in "The Scarlet Coat," for which Harmon wrote the story.

Harmon explained that one of the most important factors in an independent co-production set up is the necessity of achieving total co-operation from all those who have anything to do with the film. He pointed out that the co-operation he received was built through personal relationship and confidence in the producer over a number of years.

Fifteen years ago, when Harmon owned "Anna Lucasta," which was written by Yordan, Wilde was anxious to play a role in it. Wilde had to go into another play but Harmon and Wilde felt that one day they would get together.

"It took 15 years, but we kept our word to each other," Harmon said.

Donlevy played a lead for Harmon on Broadway in "The Milky Way." Harmon sent Donlevy a wire re "The Big Combo," which read: "It's a long time between drinks." Donlevy answered with: "I'll play it."

Harmon saw Conte in the film, "House of Strangers," which his partner, Yordan, scripted. He told him that the first role that came up that was suitable for Dick, he would get. He got one of the leads in "The Big Combo," one of the best parts of his career.

The producer believes that the film's director is a highly important factor. "The choice of Joseph Lewis as a director came through long theoretical discussions on how to put emotions on film." Lewis, according to Harmon, has comprehensive experience as a director and cutter. This background has given Lewis a particular eye for detail, which is important for a quality exploitation melodrama with an emphasis on people.

Profits At Stake

Delving into independent co-production and profit sharing between the producer, writer and star, Harmon had this to say: "The advantages of profit-sharing between producer, writer and star are enormous. The degree of co-operation in productions of this type is total because the stakes are quality as well as profits."

"Combo" was filmed for wide screen, however, Harmon stated, "Concerning processes, they will all have advantages and all will be improved and eventually standardized but the search for good material . . . top flight screen plays. The search for these will never be standardized. There is an endless struggle to find rich exciting material."

The independent also is in the position to help young exciting talent, Harmon cited. In the production of "Combo," Harmon points out that an important role was given to newcomer Helen Stanton who came to Hollywood from the Philadelphia Opera Company.

Robert Middleton, who has a key role in the film, will be an important character actor in Hollywood, according to Harmon.—*R. B.*

HOLLYWOOD...

Edmund Purdom will start preparations Nov. 8 for his next film at M-G-M, "The King's Thief." . . . Charles Marquis Warren has added "The Long Swords," his original story, to his 1955 production schedule and will produce and direct from his own screen play in England. The film will be made in color and wide screen. Warren is seeking Richard Burton for the role of Alfred the Great, film's hero. . . . Jack L. Warner announced that Lauren Bacall has been set for the feminine lead opposite Robert Mitchum in "Blood Alley," Wayne-Fellows production which William Wellman will direct for Warner Brothers. "Blood Alley" is an original story by Sid Fleischman, who is also writing the screen play.

* * *

Producer Linsley Parsons will film "The Hijackers" as his next feature for Allied Artists release. . . . Producers Michael Carreras and Anthony Hinds have won permission to shoot the climactic scenes for "Shock!" in Westminster Abbey. The Lippert-Exclusive co-production is now shooting in London with Val Guest directing Brian Donlevy, Margia Dean and Jack Warner. . . . Sam Katzman has put "Devil Goddess" on his schedule with Dec. 14. Also at Columbia, Lewis J. Rachmil has "Back Alley" on his schedule for the same starting date.

* * *

The next Mickey Spillane film, "Kiss Me Deadly," which Robert Aldrich will produce and direct rolls Nov. 29. . . . Frank McDonald will direct the Richard Conte starrer, "Sweet Charity," which William F. Broidy will produce for Allied Artists release. . . . "Daddy Long Legs" starts at 20th Century-Fox on Nov. 15. Samuel Engel produces with Jean Negulesco directing.

* * *

RKO and Edmund Grainger Productions, Inc. completed negotiations for distribution by RKO of the first of a series of deluxe grade "A" films to be produced by the independent producer's newly formed company. . . . Jack L. Warner, executive producer, has announced that Warner Bros. has completed a new long-term agreement with Alan Ladd's Jaguar Productions for the production and distribution of a number of Jaguar pictures. The productions will star Ladd and other top name personalities. "Drum Beat," the first picture made by Jaguar Productions for Warner Bros., has just been completed.

Repeat Horizontal VV In Coast "Christmas"

HOLLYWOOD.—Because of the success that Paramount has found with the horizontal large-frame VistaVision projection of "White Christmas" in its world premiere engagement at the Radio City Music Hall, the feature will be presented in the same manner at the Stanley Warner Theatre in Beverly Hills, according to Ben H. Wallerstein, Stanley-Warner Pacific Coast zone manager, and Y. Frank Freeman, Paramount studio head.

Two Century Projectors with the horizontal movement and other necessary equipment will be installed at the Beverly Hills house. This will be the world's second such installation, with the Hall marking the first.

FEATURES—Calendar of 1953-54 / 1954-55 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
Mar. 7th	5418	Paris Playboys	62	Leo Gorcey, Veala Vann, H. Hall
Mar. 14th	5400	Mr. Potts Goes To Moscow	74	Oscar Homalka, Nadia Gray, George Cole
Mar. 21st	S2	Dragonfly Squadron	84	John Hodiak, Barbara Briton, Bruce Bennett
Mar. 28th	5414	Loophole	80	Barry Sullivan, Dorothy Malone
Apr. 4th	5410	Pride of the Blue Grass (Color)	71	Lloyd Bridges, Vera Miles
Apr. 25th	5404	Arrow In The Dust (Tech.)	80	Sterling Hayden, Colleen Gray, Keith Larsen
May 9th	5424	The Forty Niners	71	Wild Bill Elliott, Virginia Grey
June 6th	5419	Bowery Boys Meet The Monsters	65	Leo Gorcey, Huntz Hall
June 20th	5426	The Desperado	82	Wayne Morris, James J. Lydon, Beverly Garland
July 18th	5432	The Weak and The Wicked	71½	Glynis Johns, John Gregson
July 25th	5409	Return From The Sea	80	Jan Sterling, Neville Brand
Aug. 8th	5417	Security Risk	69	John Ireland, Dorothy Malone, Keith Larsen
Aug. 22nd	5412	Killer Leopard	70	Johnny Sheffield, Beverly Garland
Sept. 5th	5420	Jungle Gents	64	Leo Gorcey, Huntz Hall
Sept. 12th	5427	Two Guns And A Badge	69	Wayne Morris, Beverly Garland
		1954-55		
Oct. 3rd	5501	The Human Jungle	82	Gary Merrill, Jan Sterling
Oct. 24th	5502	The Bob Mathias Story	80	Bob Mathias, Melba Mathias, Ward Bond
Nov. 7th	5503	Target Earth	75	Richard Denning, Virginia Grey
Nov. 21st	5504	Cry Vengeance	86	Mark Stevens, Martha Hyer, Joan Vohs
Dec. 5th	5505	Port of Hell	75	Dane Clark, Wayne Morris, Carole Mathews
Dec. 19th	5506	Tonight's The Night	88	Barry Fitzgerald, Y. De Carlo, David Niven
Jan. 2nd	5421	Bowery to Bagdad	....	Leo Gorcey, Huntz Hall
Jan. 16th	5507	Stalked	....	
Jan. 30th	5508	Big Combo	....	Cornel Wilde, Jean Wallace, Richard Conte, Brian Donlevy

COLUMBIA

March	631	It Should Happen To You	87	Judy Holliday, Peter Lawford, Jack Lemmon
March	637	Battle of Rogue River (Tech.)	71	George Montgomery, Martha Hyer, Richard Denning
March	639	Bait	79	Cleo Moore, Hugo Haas, John Agar
April	638	Drive a Crooked Road	82	Mickey Rooney, Dianne Foster
April	634	The Iron Glove (Color)	77	Robert Stack, Ursula Theiss
April	629	Jesse James vs the Daltons (Tech.-3-D)	65	Brett King, Barbara Lawrence
May	635	Massacre Canyon	66	Phil Carey, Audrey Totter
May	640	Mad Magician (3-D)	72	Vincent Price, Eva Gabor, Mary Murphy
May	641	Miami Story	75	Barry Sullivan, Luther Adler
June	633	Saracen Blade (color)	76	Ricardo Montalban, Betta St. John
June	707	Jungle Man-Eaters	68	Johnny Weissmuller
June	——	Black Eagle (Story of a Horse)	76	William Bishop, Virginia Patton Gordon James
July	636	Indiscretion of An American Wife	63	Jennifer Jones, Montgomery Clift
July	649	Hell Below Zero (Technicolor)	91	Alan Ladd, Joan Tetzel
July	705	The Outlaw Stallion (Color)	64	Phil Carey, Dorothy Patrick, Billy Bray
		1954-55		
Special Release	701	The Caine Mutiny (Technicolor)	125	Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn
Aug.	704	Pushover	88	Fred MacMurray, Kim Novak, Phil Carey
Aug.	711	The Law Vs. Billy The Kid (Color)	73	Scott Brady, Betta St. John
Aug.	....	Gun Fighters (Reprint)	87	Randolph Scott, Barbara Britton
Aug.	....	Coroner Creek (Reprint)	90	Randolph Scott, Marguerite Chapman
Sept.	712	Bullet Is Waiting (Tech.)	82	Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne
Sept.	710	Human Desire	90	Glenn Ford, Gloria Grahame, Broderick Crawford
Sept.	721	The Black Dakotas (Technicolor)	65	Gary Merrill, Wanda Hendrix, John Bromfield

FILMAKERS

Jan.	F33	The Bigamist	80	Edmond O'Brien, Joan Fontaine, Ida Lupino
Sep. 15 (not set)	6067 6068	Private Hell 36	81	Ida Lupino, Steve Cochran, Howard Duff
		Mad At The World	....	Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell
(not set)	6069	Crashout	....	William Bendix, Arthur Kennedy, Beverly Michaels

I. F. E.

American Dialogue

June '54	Sensualita	74	Eleonora Rossi Drago, Amedeo Nazzari
August '54	Hell Raiders of the Deep	93	Eleonora Rossi Drago, Pierre Cressoy
September '54	City Stands Trial	105	Silvana Pampanini, Amedeo Nazzari, Eduardo Cianelli
	Love In The City	110	Conceived by Cesare Zavattini
October '54	A Husband for Anna	105	Silvana Pampanini, Amedeo Nazzari, Massimo Girotti
October '54	Girls Marked Danger!	75	Vittorio Gassman, Silvana Pampanini
October '54	Too Young For Love	....	Marina Vlady, Aldo Fabrizi, Pierre Michel Beck, Fernand Gravet
November '54	Aaainst the Wall (Tentative Title)	....	Silvana Mangano, Amedeo Nazzari
	Voice of Silence	85	Rossana Podesta, Cosetta Greco, Aldo Fabrizi
November '54	Aida (in Ferraniacolor) (in association with S. Hurok)	....	Sophia Loren, Afro Polli, Lois Maxwell
November '54	Theodora, Slave Empress (Pathecolor)	....	Gianna Maria Canale, Georges Marchal,
November '54	Hurdy Gurdy (formerly "Neapolitan Carousel") Pathecolor)	....	Sophia Loren, Maria Fiore, Yvette Chauvire, Nadia Gray
November '54	Mademoiselle Gobette	....	Silvana Pampanini
December '54	Wayward Wife	....	Gina Lollobrigida

LIPPERT PRODUCTIONS

Mar. 19th	5309	Blackout	87	Dane Clark
Apr. 2nd	5311	Fangs of the Wild	71	Charles Chaplin, Jr., Margia Dean, Onslow Stevens
Apr. 16th	5310	Heat Wave	68	Alex Nicol, Hillary Brooke
May 21st	5328	Monster From The Ocean Floor	64	Anne Kimbell, Stuart Wade
May 28th	5308	Cowboy (Eastman Color)	69	Special Cast
June 18th	5327	The Big Chase	60	Lon Chaney, Glenn Langan, Adele Jergens
June 25th	5326	Paid To Kill	70	Dane Clark
July 16th	5329	River Beat	73	Phyllis Kirk, John Bentley
Aug. 20th	5405	Thunder Pass	76	Dane Clark, Dorothy Patrick, Andy Devine
Sept. 3rd	5330	Terror Ship	72	William Lundigan
Sept. 17th	5404	Silent Raiders	65	Richard Bartlett, Earle Lyon, Jeannette Bordeaux
Sept. 24th	5401	The Unholy Four	80	Paulette Goddard
Oct. 8th	5402	Deadly Game	....	Lloyd Bridges, Simone Silva, Finlay Currie
Nov. 5th	5323	The Siege	....	Special Cast
Dec. 3rd	5403	Race for Life	....	Richard Conte, Mari Aldon, George Coulouris

METRO-GOLDWYN-MAYER

March	417	Tennessee Champ (Technicolor)	73	Dewey Martin, Shelley Winters, Keenan Wynn
	418	Rose Marie (KodaColor) (Cinema-Scope	106	Ann Blyth, Howard Keel, Fernando Lamas
April	419	Gypsy Colt (Ansco)	72	Donna Carcaran, Ward Bond, Frances Dee
	420	Rhapsody (Technicolor)	115	Elizabeth Taylor, Vittorio Gassman J. Ericson
	423	Executive Suite	104	William Holden, Barbara Stanwyck, June Allyson
May	427	Prisoner of War (Color)	81	Ronald Reagon, Dewey Martin, Steve Forrest
	421	Fame and the Flesh (Technicoor)	104	Lana Turner, Carlos Thompson, Pier Angeli
June	425	Men of the Fighting Lady (Ansco Color)	80	Van Johnson, Dewey Martin, Walter Pidgeon
	424	Student Prince (Cinema-Scope-Technicolor)	107	Ann Blyth, Edmund Purdom, John Ericson
July	427	Valley of the Kings Eastman Color)	83	Robert Taylor, Eleanor Parker, Carlos Thompson
	430	Gone With The Wind (Technicolor)	222	Clark Gable, Vivien Leigh
Aug.	429	Her Twelve Men (Color)	91	Greer Garson, Robert Ryan, Barry Sullivan
	426	Seven Brides for Seven Brothers (Color-Cinema-Scope)	102	Jane Powell, Howard Keel
Sept.	428	Betrayed (EastmanColor)	108	Lana Turner, Clark Gable, Victor Mature

PARAMOUNT

Mar.	5314	Red Garters (Tech.)	91	Rosemary Clooney, Jack Carson, Guy Mitchell, Pat Crowley, Joanne Gilbert
Mar.	5315	The Naked Jungle (Tech.)	95	Eleanor Parker, Charlton Heston

FEATURES—Calendar of 1953-54 / 1954-55 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
Apr.	5351	Javanese Dagger (Featurette Special)	27	Paul Douglas
Apr.	5352	Falstaff's Fur Coat (Featurette Special)	27	Paul Douglas
Apr.	5353	The Missing Passenger (Featurette Special)	27	Paul Douglas
Apr.	5354	The Final Twist (Featurette Special)	27	Paul Douglas
Apr.	5355	The Sable Scarf (Featurette Special)	27	Paul Douglas
Apr.	5356	The Wedding Gift (Featurette Special)	27	Paul Douglas
May	5316	Casanova's Big Night (Tech.)	85	Bob Hope, Joan Fontaine, Audrey Dalton, Basil Rathbone
June	5317	Elephant Walk (Technicolor)	103	Elizabeth Taylor, Dana Andrews
June	5318	Secret of the Incas (Technicolor)	101	Charlton Heston, Robert Young
July	R5325	The Greatest Show on Earth (Re-Release)	153	Charlton Heston, Betty Hutton, James Stewart, Cornel Wilde, Dorothy Lamour, Gloria Grahame
July	5319	Knock On Wood (Technicolor)	103	Danny Kaye, Mai Zetterling
August	5320	Living It Up (Technicolor)	101	Dean Martin, Jerry Lewis, Janet Leigh
August	5321	About Mrs. Leslie	104	Shirley Booth, Robert Ryan
		1954-55		
September	5401	Rear Window (Technicolor)	119	James Stewart, Grace Kelly
October	5402	Sabrina	113	Humphrey Bogart, Audrey Hepburn, William Holden
October	R5403	Reap the Wild Wind (Technicolor) Re-release	124	John Wayne, Susan Hayward, Ray Milland, Paulette Goddard
November	5430	White Christmas (Vista-Vision-Technicolor)	120	Bing Crosby, Danny Kaye, Rosemary Clooney, Vera-Ellen.
December	5404	Three Ring Circus (Vista-Vision-Technicolor)	104	Dean Martin, Jerry Lewis
January	5405	The Bridges At Toko-Ri (Technicolor)		William Holden, Grace Kelly, Frederic March, Mickey Rooney
February	5406	Mambo		Shelley Winters, Silvana Mangano, Vittorio Gassman, Katherine Dunham and Dancers
February	5407	Conquest of Space (Technicolor)		Produced by George Pal
March	5408	Ulysses (Technicolor)		Kirk Douglas, Silvana Mangano, Anthony Quinn, Rossana Podesta
March	5409	The Country Girl		Bing Crosby, William Holden, Grace Kelly

RKO-RADIO

March	**471**	Tall in the Saddle (re-release)	79	John Wayne, Ella Raines
March	**472**	Enchanted Cottage (re-release)	78	Dorothy McGuire, Robert Young
March	**410**	Dangerous Mission (Color-3-D)	**75**	Victor Mature, Piper Laurie, William Bendix, Vincent Price
April	473	Mr. Blandings Builds His Dream House (re-release)	80	Cary Grant, Myrna Loy
April	**474**	They Won't Believe Me (re-release)	80	Robert Young, Susan Hayward
April	**493**	Pinocchio (Technicolor) (Re-release)	**87**	Walt Disney
April	411	The Saint's Girl Friday	68	Louis Hayward, Naomi Chance
April	412	Carnival Story (3-D) (Technicolor)	95	Anne Baxter, Steve Cochran, Lyle Bettger
May	475	Spanish Main (Re-issue)	100	Paul Henreid, Maureen O'Hara
May	476	Badman's Territory (Re-issue)	79	Randolph Scott, Ann Richards
June	414	Sins of Rome	75	Massimo Girotti, Ludmilla Tcherina
June	413	Silver Lode (Technicolor)	80	John Payne, Lizabeth Scott
June	477	The Thing (Reissue)	80	All star exploitation picture
June	478	Stations West (Reissue)	80	Dick Powell
July	501	Susan Slept Here (Technicolor)	98	Debbie Reynolds, Dick Powell, Anne Francis
July	479	Gunga Din (re-release)	95	Cary Grant, Victor McLaglen, Douglas Fairbanks, Jr.
July	480	Lost Patrol (re-issue)	66	Victor McLaglen, Boris Karloff, Glenn Ford
July	351	Hans Christian Andersen (Technicolor)	112	Danny Kaye, Farley Granger, Jeanmaire
September	502	Africa Adventure	64	
Sept.	572	She Wore A Yellow Ribbon	104	John Wayne, Joanne Dru, John Agar
September	570	Every Girl Should Be Married (Reissue)	85	Franchot Tone, Diana Lynn, Betsy Drake
September	571	The Window (Reissue)	73	Barbara Hale, Bobby Driscoll, Arthur Kennedy
October	503	Passion (Tech. Superscope)		Cornel Wilde, Yvonne de Carlo
Nov.	504	This Is My Love (PatheColor)	91	Linda Darnell, Rick Jason, Dan Duryea, Faith Domergue
Nov.	505	Cattle Queen of Montana (Technicolor)		Barbara Stanwyck, Ronald Reagan, Gene Evans, Lance Fuller, Tony Caruso
Dec.	—	The Americano (Technicolor)		Glenn Ford, Ursula Thiesa, Frank Lovejoy, Cesar Romero
		Jet Pilot (Technicolor-Superscope)	119	John Wayne, Janet Leigh
		"Son Of Sinbad" (Technicolor-Superscope)	90	Dale Robertson, Sally Forrest, Lili St. Cyr, Vincent Price Mari Blanchard
Dec.	506	The Big Rainbow (Technicolor-Superscope)		Jane Russell, Gilbert Roland, Richard Egan, Lori Nelson, Robert Keith, Joseph Calleia
		The Conqueror (Cinemascope-color)		John Wayne, Susan Hayward, Pedro Armendariz
		The Girl Rush (Technicolor-VistaVision)		Rosalind Russell, Eddie Al-
Jan.	507	Tarzan's Hidden Junggle		Gordon Scott, Vera Miles
		Quest for the Lost City (color)		Dane & Ginger Lamb
		Bow Tamely To Me		Barbara Stanwyck, David Farrar
		Seven Bad Men (Technicolor-Superscope)		Randolph Scott, Mala Powers, Forrest Tucker

REPUBLIC

Feb. 1st	5213	Sea of Lost Ships	85	John Derek, Wanda Hendrix, Walter Brennan, Richard Jaeckel
Feb. 10th	**5331**	Phantom Stallion	**54**	Rex Allen, Slim Pickens, Carla Balenda
Feb. 15th	5224	Crazylegs	**88**	Elroy "Crazylegs" Hirsch, Lloyd Nolan, Joan Vohs
Mar. 1st	5301	Flight Nurse	90	Joan Leslie, Forrest Tucker, Arthur Franz
April 1st	**5302**	Geraldine	**90**	John Carroll, Mala Powers, Jim Backus, Stan Freberg
April 12th	5325	Untamed Heiress	70	Judy Canova, Don Barry, George Cleveland
May 15th	**5303**	Jubilee Trail	103	Vera Ralston, Joan Leslie, Forrest Tucker, John Russell, Ray Middleton, Pat O'Brien
June 1st	**5304**	Hell's Half Acre	91	Wendell Corey, Evelyn Keyes, Elsa Lanchester
July 1st	5305	Laughing Anne	91	Wendell Corey, Margaret Lockwood, Forrest Tucker Ronald Shiner
Aug. 1st	5306	Make Haste to Live	90	Dorothy McGuire, Stephen McNally, Mary Murphy
Aug. 15th	5308	The Outcast	90	John Derek, Joan Evans
Aug. 23rd	5307	Johnny Guitar	110	Joan Crawford, Sterling Hayden, Scott Brady, Mercedes McCambridge
Aug. 25th	5310	Roogie's Bump	71	Robert Marriot, Ruth Warwick, Robert Simon
Sept. 1st	5309	Tobor The Great	77	Charles Drake, Karin Booth, Arthur Shields, Billy Chapin
Sept. 1st	5311	The Shanghai Story	90	Ruth Roman, Edmond O'Brien, Richard Jaeckel

TWENTIETH CENTURY-FOX

		1953		
Oct.		The Robe (CinemaScope-Technicolor))	133	Richard Burton, Jean Simmons, Victor Mature, Michael Rennie
		1954		
Feb.	403	Hell and High Water (CinemaScope-Tech.)	103	Richard Wldmark, Bella Darvi
Feb.	338	Miss Robin Crusoe	75	A. Blake, George Nader
Mar.	407	Night People (CinemaScope-Tech.)	93	Gregory Peck, Broderick Crawford, Rita Gam
Mar.	441	Cry of the City (Re-issue)	95	Victor Mature, Richard Conte
Mar.	442	Street With No Name (Re-issue)	91	Richard Widmark, Lloyd Nolan
Mar.	443	Riders of the Purple Sage (Re-issue)	56	George Montgomery
Mar.	440	Scudda Hoo! Scudda Hay! (Re-issue)	95	June Haver, Walter Brennan
Mar.	409	New Faces (Cinema-Scope)	98	Eartha Kitt, Ronny Graham
Apr.	412	The Rocket Man	79	Charles Coburn, Spring Byington
Apr.	411	Prince Valiant Cinema-Scope-Tech.)	100	Robert Wagner, Janet Leigh, James Mason
May	404	The Siege At Red River (Technicolor)	86	Van Johnson, Joanne Dru
May	405	River of No Return (Tech.-CinemaScope)	91	Robert Mitchum, Marilyn Monroe, Rory Calhoun, Tommy Rettig
May	445	Orchestra Wives (Re-Issue)	98	Glenn Miller & Orchestra, George Montgomery, Ann Rutherford, Cesar Romero

FEATURES—Calendar of 1953-54 / 1954-55 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
May	446	Sun Valley Serenade (Re-Issue)	86	Glenn Miller & Orchestra, Sonya Henie, John Payne, Milton Berle
May	413	Three Coins In The Fountain	101	Clifton Webb, Dorothy McGuire, Jean Peters, Louis Jourdan, Maggie McNamara
June	406	Gorilla At Large (Technicolor-3-D)	84	Anne Bancroft, Cameron Mitchell, Lee J. Cobb
June	415	Demetrius and the Gladiators (CinemaScope-Tech.)	101	Victor Mature, Susan Hayward
June	414	Princess of the Nile (Tech.)	71	Jeffrey Hunter, Debra Paget
July	408	The Raid (Tech.)	83	Van Heflin, Anne Bancroft
July	416	Garden of Evil (CinemaScope-Tech.)	100	Gary Cooper, Susan Hayward, Richard Widmark
July	417	The Gambler from Natchez (Technicolor)	88	Dale Roberston, Debra Paget, Kevin McCarthy
Aug.	419	Broken Lance CinemaScope-DeLuxe Color)	96	Richard Widmark Spencer Tracy, Jean Peters
Aug.	408	The Raid (Panoramic Prod.-Tech.)	83	Van Heflin Ann Bancroft
Sept.	426	The Egyptian (Cinema-Scope DeLuxe Color)	140	Gene Tierney Edmund Purdom, Victor Mature, Jean Simmons
October	421	Woman's World (CinemaScope Print by Technicolor)	94	Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Arlene Dahl, Fred MacMurray and Cornel Wilde
October		The Adventures of Hajji Baba (CinemaScope Color by De Luxe)	94	John Derek, Elaine Stewart
October	422	Carmen Jones (CinemaScope-Color by De Luxe)	105	Harry Belafonte, Dorothy Dandridge, Pearl Bailey
November	423	Black Widow (CinemaScope-Color by De Luxe)		Gene Tierney, Van Heflin, Peggy Ann Garner
November		Desiree (CinemaScope-Color by De Luxe)		Marlon Brando, Jean Simmons

UNITED ARTISTS

Mar. —	5406	Act of Love	108	Kirk Douglas, Dany Robin
Mar. —		The Scarlet Spear (Technicolor)	78	John Archer, Martha Hyer
Mar. —	5412	The Golden Mask (Technicolor)	90	Van Heflin, Wanda Hendrix
Mar. —	5347	Beat The Devil	92	Humphrey Bogart, Gina Lollobrigida, Jennifer Jones
Apr. —	5405	Heidi	98	Elsbeth Sigmund, Heinrich Gretter, T. Klameth
April —	5415	Southwest Passage 3-D—PatheColor)	82	Rod Cameron, Joanne Dru, John Ireland
April —	5416	The Lone Gun (Color Corp. of America)	73	George Montgomery, Dorothy Malone
April —	1085	Champion (Re-issue)	86	Kirk Douglas, Frank Lovejoy, James Edwards
April —	1082	Home of the Brave	99	Marilyn Maxwell, Arthur Kennedy
May —	5418	Captain Kidd and the Slave Girls (Color Corp. of America)	83	Anthony Dexter, Eva Gabor
May —	5421	The Long Wait	93	Anthony Quinn, Peggie Castle
May —	5420	Witness to Murder	83	Barbara Stanwyck, George Sanders, Gary Merrill
May —	5414	The Yellow Tomahawk (Color Corp. of America)	82	Rory Calhoun, Peggie Castle
June —	5422	Challenge the Wind (Color by Color Corp. of America)	69	George & Sheila Graham
June —	5423	Gog (Eastman Color) Available in 3D	85	Richard Egan, Constance Dowling, Herbert Marshall
June —	5424	Hobson's Choice	107	Charles Laughton, John Mills, Brenda DeBanzie
June —	5425	Man With A Million (Technicolor)	90	Gregory Peck, Ronald Squire, Jane Griffiths
July	5426	Adventure of Robinson Crusoe (PatheColor)	90	Dan O'Herliby, James Fernandez, C. Lopez
July —	5427	Apache (Technicolor)	91	Burt Lancaster, Jean Peters
July	5417	Return to Treasure Island (PatheColor)	75	Tab Hunter, Dawn Addams, James Seay
July	5431	The Lawless Rider		Johnny Carpenter, Frankie Darro
Aug.	5429	Malta Story	98	Alec Guinness, Jack Hawkins
Aug.	5334	Crossed Swords (PatheColor)	86	Errol Flynn, Gina Lollobrigida
Aug.	5432	The Diamond Wizard	83	Dennis O'Keefe, Margaret Sheridan
Aug.	5430	Victory At Sea	96	Documentary
Aug.	5433	Down Three Dark Streets	84	Broderick Crawford, Ruth Roman
Sept.	5437	The Golden Mistress (Technicolor)	82	John Agar, Rosemarie Bowe
Sept.	5435	Jesse James' Women (Technicolor)	83	Peggie Castle, Jack Beutel
Sept.	5419	Khyber Patrol (Color)	71	Richard Egan, Dawn Addams
Sept.	5436	Suddenly	77	Frank Sinatra, Sterling Hayden
Oct.	5440	The Barefoot Contessa (Technicolor)	128	Humphrey Bogart, Ava Gardner
Oct.	5434	Sitting Bull (CinemaScope, color)	105	Dale Robertson, Mary Murphy
Oct.	5439	The Little Kidnappers	93	Duncan Macrae, Jean Anderson
Oct.	5441	Operation Manhunt	77	Harry Townes, Jacques Aubuchon
Nov.		Twist of Fate	89	Ginger Rogers, Jacques Bergerac
Nov.		Shield for Murder	80	Edmond O'Brien, John Agar, Marla English
Nov.		The White Orchid (PatheColor)	81	William Lundigan, Peggie Castle
Nov.		Snow Creature	70	Paul Langton, Leslie Denison
Nov.		You Know What Sailors Are (Technicolor)	89	Akim Tamiroff, Donald Sinden

UNIVERSAL

Mar.	413	Ride Clear of Diablo (Technicolor)	80½	Audie Murphy, Susan Cabot, Dan Duryea, Abbe Lane
Mar.	414	Saskatchewan (Technicolor)	88	Alan Ladd, Shelley Winters
Mar.	415	Creature From The Black Lagoon (3-D)	79	Richard Carlson, Julia Adams
Apr.	417	Yankee Pasha (Technicolor)	84	Jeff Chandler, Rhonda Fleming, Lee J. Cobb, Mamie Van Doren
Apr.	418	Ma & Pa Kettle At Home	81	Marjorie Main, Percy Kilbride, Alice Kelley
Apr.	419	Rails Into Laramie (Technicolor)	82	John Payne, Mari Blanchard, Dan Duryea
May	420	Playgirl	87	Shelly Winters, Barry Sullivan
May	421	Fireman Save My Child	80	Spike Jones, Buddy Hackett, Hugh O'Brien
June	422	Drums Across The River (Technicolor)	78	Audie Murphy, Lisa Gaye
June	423	Black Horse Canyon (Technicolor)	82	Joel McCrea, Mari Blanchard
July	424	Johnny Dark (Tech.)	85	Tony Curtis, Piper Laurie
July	425	Tanganyika (Tech.)	81	Van Heflin, Ruth Roman
Aug.	427	Francis Joins The Wacs	94½	Donald O'Connor, Julia Adams
Aug.	428	Magnificent Obsession (Technicolor)	108	Jane Wyman, Rock Hudson
Sept.	429	Black Shield of Falworth (Technicolor-Regular)	99	Tony Curtis, Janet Leigh
Sept.	436	Black Shield of Falworth (Tech.-CinemaScope)		Tony Curtis, Janet Leigh
Sept.	430	Dawn At Socorro (Technicolor)	80½	Rory Calhoun, Piper Laurie
Oct.	431	The Naked Alibi	86	Sterling Hayden, Gloria Grahame
		1954-55		
Nov.	501	Bengal Brigade (Tech.)		Rock Hudson, Arlene Dahl
Nov.	502	Four Guns To The Border (Tech.)		Rory Calhoun, Colleen Miller
Nov.	504	Ricochet Romance		Marjorie Main, Chill Wills, Rudy Vallee

WARNER BROS.-FIRST NATIONAL

Feb.	13th	319	The Command	94	Guy Madison, Joan Weldon
Feb.	27th	320	The Boy From Oklahoma (Warnercolor)	88	Will Rogers, Jr., Nancy Alsar, Lon Chaney
Mar.	6th	308	Crime Wave	74	Sterling Hayden, Gene Nelson, Phyllis Kirk
Mar.	13th	321	Duffy of San Quentin	78	Louis Haywood, Joanne Dru, Paul Kelly
Mar.	27th	322	Phantom of the Rue Morgue (WarnerColor-3-D)	84	Karl Malden, Claude Dauphin, Patricia Medina
Apr.	10th	323	Riding Shotgun (WarnerColor)	75	Randolph Scott, Joan Weldon, Wayne Morris
Apr.	24th	324	Lucky Me (WarnerColor-Cinema-Scope)	100	Doris Day, Phil Silvers
May	15th	325	A Girl For Joe formerly "Force of Arms" (Re-release)	100	William Holden, Nancy Olson, Frank Lovejoy
May	15th	326	Guy With a Grin formerly "No Time for Comedy" (Re-release)	93	James Stewart, Rosalind Russell, Genevieve Tobin, Charles Ruggles
May	29th	327	Dial M For Murder (Color By WarnerColor)	105	Ray Milland, Grace Kelly, Robert Cummings, John Williams
June	19th	328	Them	94	James Whitmore, Edmund Gwenn, Joan Weldon
July	3rd	329	The High And The Mighty (CinemaScope-Color by WarnerColor)	147	John Wayne, Claire Trevor, Laraine Day, Robert Stack, Jan Sterling
July	24th	330	Ring Of Fear (CinemaScope-Color by WarnerColor)	93	Clyde Beatty, Pat O'Brien, Mickey Spillane, Marian Carr
Aug.	7th	331	King Richard and the Crusaders (Cinema-Scope-WarnerColor)	113	Virginia Mayo, Rex Harison
Aug.	21st	332	Duel in the Jungle Technicolor	102	Dana Andrews, Jeanne Crain
			1954-55		
Sept.	4th	401	Dragnet (WarnerColor)	89	Jack Webb, Ben Alexander
Sept.	25th	402	The Bounty Hunter (WarnerColor)	79	Randolph Scott, Marie Windsor
Oct.	16th	403	A Star is Born (CinemaScope-Tech.)	182	Judy Garland, James Mason, Jack Carson

SHORTS—Calendar of Releases

(As far ahead as it is possible to obtain them)

COLUMBIA

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
All Star	6415	Tooting Tooters	2	May 13	17
"	6416	Two April Fools	2	June 17	16
Stooges	6404	Income Tax Sappy	2	Feb. 4	16½
"	6405	Spooks (2-D)	2	Mar. 18	16
"	6406	Pardon My Backfire (2-D)	2	Apr. 15	16
"	6407	Musty Musketeers	2	May 13	16
"	6408	Pals & Gals	2	June 3	17
Color Favorites (Tech.) (Re-Issues)	6607	Way Down Yonder In The Corn	1	Feb. 11	7
"	6608	Dog, Cat & Canary	1	Feb. 28	6
"	6609	The Egg Yegg	1	Mar. 31	7½
"	6610	The Way of All Pests	1	May 13	7½
"	6611	Amoozin' But Confoozin'	1	May 27	8
"	6612	A Cat, A Mouse and A Bell	1	June 17	7
"	6613	The Disillusioned Bluebird Calypso Joe	1	June 24	7
"	6614	Mr. Moocher	1	July 8	7
"	6615	The Herring Murder Mystery	1	July 22	7
Assorted 2-Reel Favorites	6424	Oh Baby	2	Feb. 11	18½
"	6425	Two Nuts in a Rut	2	Mar. 11	18
"	6426	She Snoops To Conquer	2	Apr. 29	17½
World of Sports	6805	Gauchos Down Uruguay Way	1	Feb. 18	10
"	6806	Tee Magic	1	Mar. 25	9
"	6807	Racquet Wizards	1	Apr. 22	9
"	6808	World Soccer Champions	1	May 20	10
"	6809	Diving Cavalcade	1	June 24	9
"	6810	Target Tricksters	1	Aug. 12	9
Screen Snapshots	6856	Hollywood Stars To Remember	1	Feb. 25	10
"	6857	Hollywood Goes to Mexico	1	Mar. 25	10½
"	6858	Hula From Hollywood	1	May 6	10½
"	6859	Hollywood's Invisible Man	1	June 10	9
"	6860	Hollywood Grows Up	1	July 15	10½
Thrills of Music	6954	Machito Orch.	1	Feb. 4	10½
"	6955	Charlie Barnet & Orch.	1	Apr. 1	10½
"	6956	Skitch Henderson & Orch.	1	June 3	10
Candid Microphone	6553	No. 3	1	Feb. 18	10
"	6554	No. 4	1	Mar. 18	10
"	6555	No. 5	1	June 24	10
Comedy Favorites Re-Issue)	6434	Get Along Little Hubby	2	Feb. 25	19
"	6435	Slappily Married	2	Mar. 4	16½
"	6436	Fiddling Around	2	July 8	17½
Mr. Magoo	6701	Magoo Slept Here	1	Nov. 19	7
"	6702	Magoo Goes Skiing	1	Mar. 11	7
"	6703	Kangaroo Courting	1	July 1	7
U.P.A. Assorted (Tech.)	6502	Ballet Oop	1	Feb. 11	7½
"	6503	The Man On The Flying Trapeze	1	Apr. 8	7
"	6504	Fudget's Budget	1	June 17	7
Topnotchers	6901	Canine Crimebusters	1	Apr. 15	10
"	6902	Push Back the Edge	1	May 27	10
Serials 15 chapters	6160	Gunfighters of the Northwest	...	April 15	.....
" "	6180	Batman	...	July	.....

1954-55

All Star	7411	The Fire Chaser	2	Sept. 30	.....
Three Stooges	7401	Knutsy Knight	2	Sept. 2	17½
"	7402	Shot in Frontier	2	Oct. 7	16
Color Favorites (Tech. Re-issue)	7601	Imagination	1	Sept. 2	8
"	7602	Red Riding Hood Rides Again	1	Oct. 7	7
"	7603	A Hunting We Won't Go	1	Nov. 4	7
"	7604	Gifts from the Air	1	Nov. 25	7½
Assorted Favorites	7421	His Hotel Sweet	2	Sept. 16	17½
"	7422	Billie Gets Her Man	2	Oct. 14	17
World of Sports	7801	Argentine Athletes	1	Sept. 16	10
"	7802	Hunting Thrills	1	Oct. 14	10
"	7803	Skiing the Andes	1	Nov. 11	10
Screen Snapshots	7851	Hollywood Marches On	1	Sept. 23	10½
"	7852	Hollywood Stars on Parade	1	Oct. 21	.....
"	7853	Hollywood Cowboy Stars	1	Nov. 18	.....
Thrills of Music (Re-issue)	7951	Ted Weems & Orch.	1	Sept. 9	10½
"	7952	Gene Krupa & Orch.	1	Nov. 11	10
Candid Microphone	7551	No. 1	1	Sept. 23	11
U.P.A. Assorted Tech.)	7501	How Now Boing Boing	1	Sept. 23	7½
One Reel Special	7999	Autumn in Rome	1	Sept. 2	9
Comedy Favorites (Re-issue)	7431	Wedding Belle	2	Oct. 21	17
"	7432	Rolling Down to Reno	2	Nov. 18	10½
Serials—15 Chapters	7120	Riding With Buffalo Bill	...	Nov. 11	.....

METRO-GOLDWYN-MAYER

Cartoon (Tech.)	W-538	Drag Along Droopy	1	Feb. 20	8
" "	W-539	The Impossible Possum	1	Mar. 20	7
" "	W-540	Hic-Cup Pup	1	April 17	6
" "	W-541	Billy Boy	1	May 8	6
" "	W-542	Little School Mouse	1	July 31	7
" "	W-543	Sleep Time Squirrel	1	May 29	7
" "	W-544	Homesteader Droopy	1	June 19	7
" "	W-545	Bird Brain Bird Dog	1	July 10	8
" "	W-546	Baby Butch	1	Aug. 14	8
Pete Smith Spec. (Technicolor)	S-556	Ain't It Aggravatin'	1	Feb. 6	8
"	S-557	Fish Tales	1	Mar. 13	8
"	S-558	Do Someone A Favor	1	Apr. 10	9
"	S-559	Out For Fun	1	May 8	10
"	S-560	Safe at Home	1	June 12	8
Gold Medal Reprint Cartoons (Tech.)	W-566	Uncle Tom's Cabana	1	Feb. 6	8
"	W-567	Trap Happy	1	Mar. 6	7
"	W-568	Solid Serenade	1	Apr. 3	7
Travel Talks	T-514	Glimpses of Western Germany	1	Feb. 13	9
CinemaScope Musical Gems (Technicolor)	K572	Poet & Peasant Overture	1	Mar. 19	9
"	K573	MGM Jubilee Overture	1	June 25	10

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Cartoons (Tech.)	W-632	Mice Follies	1	Sept. 4	7
"	W-634	Farm of Tomorrow	1	Sept. 18	7
"	*W-636	Neapolitan Mouse	1	Oct. 2	7
"	*W-638	The Flea Circus	1	Nov. 6	7
"	W-639	Downhearted Duckling	1	Nov. 13	7
"	W-640	Dixeland Droopy	1	Dec. 4	8
Gold Medal Reprint Cartoons (Tech.)	*W-661	Cat Fishin'	1	Oct. 30	8
Fitzpatrick Traveltalk Reprints	*T-611	Yosemite, The Magnificent	1	Sept. 11	9
"	*T-612	Grand Canyon, Pride of Creation	1	Oct. 16	9
"	T-613	Picturesque Patzcuaro	1	Nov. 29	9
"	T-614	Glacier Park & Waterton Lakes	1	Dec. 25	9
CinemaScope Musical Gems (Tech.)	K-674	The Thieving Magpie	1	Sept. 1	9
"	K-675	The Strauss Fantasy	1	Oct. 22	9
Pete Smith Specialties	S-651	The Camera Caught	1	Oct. 9	9
"	S-652	Rough Riding (Tech.)	1	Dec. 11	9
Cinemascope Cartoons (Tech.)	C-631	Pet Peeve	1	Nov. 20	7
"	C-633	Rouche Pussy Cat	1	Dec. 18	7

PARAMOUNT

Popeye (Tech.)	E13-4	Popeye's 20th Anniversary	1	Apr. 2	8
"	E13-5	Taxi-Turvey	1	June 4	8
"	E13-6	Bride and Gloom	1	July 2	6
"	E13-7	Greek Mirthology	1	Aug. 13	7
"	E13-8	Fright To A Finish	1	Aug. 27	6
Pacemaker	K13-3	The Room That Flies	1	Mar. 26	10
"	K13-4	What's Wrong Here	1	Apr. 30	10
"	K13-5	Million Dollar Playground	1	May 5	10
"	K13-6	Touchdown Highlight	1	Aug. 20	10
Sportlight	R13-7	Kids on a Springboard	1	Feb. 26	10
"	R13-8	Riding The 'Glades	1	Mar. 12	9
"	R13-9	Rough and Tumble Stick Games	1	Apr. 30	9
"	R13-10	The Men Who Can Take It	1	June 18	9
"	R13-11	Untitled	1	July 23	9
"	R13-12	One Hundred Usual Boys	1	Aug. 6	9
Topper	M13-3	Wings in the North	1	Feb. 19	10
"	M13-4	Bear Jam	1	Mar. 19	10
"	M13-5	Three Wishes	1	Apr. 9	10
"	M13-6	The Darkest Florida	1	July 9	10
Caspar (Tech.)	B13-3	Boo Moon (3-D)	1	Mar. 5	8
"	B13-4	Zero The Hour	1	Mar. 26	7
"	B13-5	Casper Genie	1	May 28	7
"	B13-6	Puss'n Boot	1	July 16	7
Noveltoon (Tech.)	P13-3	Crazy Town	1	Feb. 12	6
"	P13-4	Hair Today, Gone Tomorrow	1	Apr. 16	7
"	P13-5	Candy Cabaret	1	June 11	7
"	B13-6	The Oily Bird	1	July 30	7
Herman & Katnip (Tech.)	H13-3	Surf and Sound	1	Mar. 5	9
"	H13-3	Of Mice & Menance	1	June 25	7
"	H13-4	Ship-A-Hooey	1	Aug. 20	7

1954-55

Cartoon Chmapion (Tech.)	S14-1	We're in the Honey	1	Oct. 1	7
"	S14-2	Butterscotch and Soda	1	Oct. 1	7
"	S14-3	Sudden Fried Chicken	1	Oct. 1	7
"	S14-4	The Friendly Ghost	1	Oct. 1	9
"	S14-5	The Bored Cuckoo	1	Oct. 1	8
"	S14-6	Santa's Surprise	1	Oct. 1	9
Headliner Champion	A14-1	Speaking of Animals and their Families	1	Oct. 1	9
"	A14-2	Speaking of Animals in a Musical Way	1	Oct. 1	8
"	A14-3	Stork Crazy	1	Oct. 1	9
"	A14-4	The Lonesome Stranger	1	Oct. 1	10
"	A14-5	Calling All Animals	1	Oct. 1	9
Sportlight	R14-1	Twin Riding Champs	1	Oct. 1	10
"	R14-2	Hot & Cold Glides, Slides & Rides	1	Oct. 22	10
"	R14-3	What Everybody Rides	1	Nov. 5	.....
Pacemaker	K14-1	Drilling for Girls in Texas	1	Oct. 8	9
Casper (Tech.)	B14-1	Boos and Arrows	1	Oct. 15	6
"	B14-2	Boo Ribbon Winner	1	Dec. 3	6
Noveltoon (Tech.)	P14-1	Fido Beta Kappa	1	Oct. 19	7
Popeye (Tech.)	E14-1	Private Eye Popeye	1	Nov. 12	7
"	E14-2	Gopher Spinach	1	Dec. 10	6
Topper	M14-1	The Nerve of Some People	1	Nov. 19	.....
Herman & Catnip (Tech.)	H14-1	Rail-Rodents	1	Nov. 26	7

RKO-RADIO

RKO-Pathe Specials	43104	Taming the Crippler	2	Mar. 26	16
Walt Disney (Tech.)	44106	Spare the Rod	1	Jan. 15	7
"	44107	Donald's Diary	1	Mar. 5	7
"	44108	The Lone Chipmunks	1	Apr. 7	7
"	44109	Pigs Is Pigs	1	May 21	7
"	44110	Casey Bats Again	1	June 18	7
"	44111	Dragon Around	1	July 16	7
"	44112	Grin and Bear It	1	Aug. 13	7
Sportscopes	44306	Railbird's Album	1	Jan. 22	8
"	44307	Golfing with Demaret	1	Feb. 19	8
"	44308	Dog Scents	1	Mar. 19	8
"	44309	International Road Race	1	Apr. 16	8
"	44310	Leather & Lather	1	May 14	8
"	44311	Desert Anglers	1	June 11	8
"	44312	Hot Rod Galahads	1	July 9	8
"	44313	Water Ski Marathon	1	Aug. 6	8
Screenliners	44205	Report on Kashmir	1	Jan. 8	10
"	44206	Fire Fighters	1	Feb. 5	8
"	44207	Golden Gate	1	Mar. 5	8
"	44208	Mission Ship	1	Apr. 11	11
"	44209	Black Painer	1	Apr. 30	9
"	44210	Untroubled Border	1	May 28	9
"	44211	Long Time No See	1	June 25	8
"	44212	Riding The Wind	1	July 23	8
"	44213	The Big Part	1	Aug 20	8
Sports Specials	43801	Basketball Headliners	2	Apr. 16	16
Adventures in Music	44601	Melody (3D)	1	June 12	10
"	44701	Melody (2-D)	1	June 12	10
Marquee Musicals	44001	Two for the Record	1	Apr. 23	8
"	44002	Johnny Fedora and Alice Blue Bonnet	1	May 21	8

SHORT SUBJECT RELEASES (CONTINUED)

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
"	44003	The Martins and the Coys	1	June 18	8
"	44004	Casey at the Bat	1	July 16	9
"	44005	Little Toot	1	Aug. 13	9
"	44006	Once Upon a Wintertime	1	Sept. 17	9
		1954-55			
RKO Pathe Specials	53101	The Iron Fence	2	Oct. 8	20
My Pal (Re-releases	53201	I Found a Dog	2	Oct. 8	21
"	53202	Pal's Return	2	Nov. 5	20
Ray Whitley (Re-releases)	53401	Sagebrush Serenade	2	Oct. 22	19
"	53402	Redskins and Redheads	2	Nov. 19	18
Edgar Kennedy (Re-releases	53501	Host to a Ghost	2	Oct. 8	17
"	53502	Noisy Neighbors	2	Oct. 22	17
"	53503	The Big Beef	2	Nov. 5	17
"	53504	Mind Over Mouse	2	Nov. 19	17
"	53505	Brother Knows Best	2	Dec. 3	17
"	53506	Home Canning	2	Dec. 17	16
Leo Errol (Re-release	53701	Oh Professor Behave	2	Oct. 1	18
"	53702	When Wifie's Away	2	Oct. 15	20
"	53703	Cutie on Duty	2	Oct. 29	17
"	53704	Twin Husbands	2	Nov. 12	18
"	53705	I'll Take Milk	2	Nov. 26	18
"	53706	Follow That Blondl	2	Dec. 10	18
Specials	53901	Football Highlights	2	Dec. 10	.....
"	53801	Basketball Highlights	2	April 15	.....
Sportscopes	54301	Alaskan Trout	1	Sept 3	8
"	54302	British Empire Games	1	Oct. 1	10
"	54303	Willie Mays	1	Oct. 29	.....
"	54304	Canadian Stampede	1	Nov. 26	.....
"	54305	Game Warden	1	Dec. 24	.....
"	54306	Alley Time	1	Jan. 1	.....
Screenliners	54201	House of Knokledge	1	Sept. 17	8
"	54202	Alpine Fortress	1	Oct. 15	.....
"	54203	Just Pets	1	Nov. 12	.....
Disney Cartoons (16th Series) (Tech.)	54101	Social Lion	...	Oct. 15	7
"	54102	Flying Squirrel	...	Nov. 12	7

REPUBLIC

Serial	5383	Trader Tom of the China Seas	12 Ep.	Jan. 11	.....
"	5384	Manhunt in African Jungle	15 Ep.	April 7	.....
"	5481	Man With the Steel Whip	12 Ep.	July 19	.....
"	5482	Ghost Riders of the West (formerly The Phantom Rider)	12 Ep.	Oct. 11	.....
Short Subjects	9225	Hong Kong	1	Jan. 15	9
" "	9226	Formosa	1	May 10	9
" "	5385	Ireland	1	Aug. 1	.....
Commando Cody Adventures	5279	Captives of the Zero Hour	3	Aug. 7	30

TWENTIETH CENTURY-FOX

1954

Terrytone (Tech.)	5407	Mighty Mouse in the Helpless Hippo	1	March	7
" "	5408	Terry Bears In Pet Problems	1	March	7
" "	5409	The Frog and the Princess (Re-release)	1	March	7
" "	5410	Little Roquefort in Prescription For Percy	1	April	7
" "	5411	Heckle and Jeckle the Talking Magpies in Satisfied Customers	1	April	7
" "	5412	Mighty Mouse in the Wreck of the Hesperus (Re-release)	1	April	7
" "	5413	Phoney Baloney in the Tale Teller	1	May	7
" "	5414	Willie the Walrus in Arctic Rivals	1	May	7
" "	5415	Gandy Goose in the Ghost Town (Re-release)	1	May	7
" "	5416	Terry Bears in a Howling Success	1	June	7
" "	5417	A Day in June	1	June	7
" "	5418	Percival Sleuthhound in Paris	1	July	7
" "	5419	Gandy Goose in Fishermans Luck	1	July	7
" "	5420	Little Roquefort in the Cat's Revenge	1	Aug.	7
" "	5421	Ants in Your Pantry (Re-release)	1	Aug.	7
" "	5422	The Reformed Wolf	1	Sept.	7
" "	5423	A Wacky Romance (Re-release)	1	Oct.	7
" "	5424	Heckle and Jeckle in Blue Plate Symphony	1	Nov.	7
" "	5425	Torrid Toreador (Re-release)	1	Dec.	7
Sport	3401	Touchdown Trophies	1	April	8
"	3402	Dizzy Diving	1	July	8
"	3403	Sporty Simians	1	Sept.	7
"	3404	Untitled	1	Oct.	
"	3405	Untitled	1	Nov.	
"	3406	Untitled	1	Dec.	
See It Happen (Movietone)	6401	Accent on Courage	1	April	9
"	6402	Tumult	1	April	9
"	6403	Isles of Destiny	1	Aug.	9
"	6404	Untitled	1	Oct.	9
"	6405	Untitled	1	Nov.	9
"	6406	Untitled	1	Dec.	9
CinemaScope (Tech.)	7402	Dancers of the Deep	1	Jan.	6
"	7405	Polovetzian Dances	1	Feb.	8
"	7406	Tournament of Roses	1	Feb.	18
"	7407	The New Venezuela	1	Mar.	10
"	7408	Haydn's Farewell Symphony	1	Mar.	9
"	7415	Roger Wagner Chorale	1	Apr.	8
"	7416	New Horizons	1	April	10
"	7417	Land of Legend	1	May	9
"	7410	First Piano Quartet	1	May	10
"	7411	Motion Picture Stunt Pilot	1	May	17
"	7419	Calypso Cruise	1	June	9
"	7418	Piano Encores	1	July	10
"	7409	Jet Carrier	2	Aug.	19
"	7414	Miracle of Stereophonic Sound	1	Aug.	11
"	7420	Pride of the Nation	1	Sept.	12
"	7421	Fabulous Las Vegas	1	Oct.	.....
"	7422	The CinemaScope Parade	1	Oct.	.....

UNIVERSAL

1953-54

Musical Featurette	9305	Rhythm and Rhyme	2	Apr. 23	15
" "	9306	The Four Aces Sing	2	May 28	15
" "	9307	"Tennessee Ernie" Ford and Molly In Corral Cuties	2	June 21	15
" "	9308	Birth of a Band	2	July 16	15
" "	9309	College Capers	2	Aug. 16	15
" "	9310	Going Strong	2	Oct. 11	15
" "	9311	Leave It to Harry	2	Oct. 25	15
Variety View	9341	Byways To Broadway	1	July 26	15
"	9342	Bow River Valley	1	Aug. 16	15
"	9343	Brooklyn Goes To Chicago	1	Oct. 11	15
"	9344	Moving Thru Space	1	Apr. 12	8
"	9345	Stallions on Parade	1	July 26	8
"	9346	Brooklyn Goes to Philadelphia	1	Aug. 30	8
"	9347	Dear Myrtle	1	Sept. 27	8
"	9348	Port of Merchants	1	Oct. 25	8
Woody Woodpecker Cartune (Tech.)	9324	Alley to Bali	1	Mar. 15	7
"	9325	Under the Counter Spy	1	May 10	7
"	9326	Dig That Dog	1	Apr. 12	7
"	9327	Hay Rube	1	June 7	7
"	9328	Hot Rod Huckster	1	July 5	7
"	9329	Broadway Bow Wows	1	Aug. 2	7
"	9331	Real Gone Woody	1	Aug. 30	7
"	9332	Five Feathered Frenzy	1	Sept. 20	7
"	9330	Pig in a Pickle	1	Oct. 25	7
"	9333	Convict Concerto	1	Nov. 20	7
Color Parade	9382	Royal Mid-Ocean Visit	1	Mar. 1	9
" "	9383	Rolling in Style	1	Apr. 12	9
" "	9384	Fair Today	1	May 10	9
" "	9385	Talent Scout	1	June 14	9
" "	9386	Star Studded Ride	1	July 19	9
" "	9387	Bonus Land	1	Sept. 20	9
" "	9388	Holiday Ahead	1	Oct. 25	9

VITAPHONE

Technicolor Specials	1007	Monroe Doctrine	2	Mar. 6	20
"	1008	Continental Holiday	2	Apr. 10	20
"	1009	Declaration of Independence	2	May 15	20
"	1010	Silver Lightning	2	July 17	15
"	1011	Frontier Days	2	June 12	20
"	1012	Who's Who in the Zoo	2	Aug. 21	17
Featurettes	1104	This Wonderful World	2	Apr. 3	20
"	1105	California Jr. Symphony	2	May 29	20
"	1106	This Was Yesterday	2	July 31	20
Blue Ribbon Cartoons (Tech.)	1308	Hobo Bobo	1	Mar. 27	8
"	1309	Gay Anties	1	Apr. 24	7
"	1310	The Cat Came Back	1	June 5	7
"	1311	One Meat Brawl	1	July 10	7
"	1312	Along Came Daffy	1	July 24	7
"	1313	Mouse Menace	1	Aug. 14	7
Joe McDoakes Comedy	1404	So You Want to be Your Own Boss	1	Mar. 13	10
"	1405	So You Want To Go To A Night Club	1	May 1	10
"	1406	So You Want To Be A Banker	1	July 3	10
Sports Parade (Tech.)	1506	Heart of a Champion	1	Mar. 20	10
"	1507	Carvinal in Rio	1	Apr. 24	10
"	1508	Off To The Races	1	June 26	10
"	1509	G. I. Holiday	1	Aug. 7	10
"	1510	Hunting Dogs At Work	1	May 22	10
Vitaphone Novelties	1604	I Remember When	1	Apr. 3	10
"	1605	Thrills From The Past	1	May 8	10
"	1606	When Sports Were King	1	June 19	10
"	1607	Wild Boar Hunt	1	Aug. 28	10
(Tech.)	1710	Feline Frame-Up	1	Feb. 13	7
"	1711	Wild Wife	1	Feb. 20	7
"	1712	No Barking	1	Feb. 27	7
"	1713	Design For Leaving	1	Mar. 27	7
"	1714	The Cat's Bah	1	Mar. 20	7
"	1715	Bell-Hoppy	1	Apr. 17	7
"	1716	Dr. Jerkyl's Hide	1	May 8	7
"	1717	Claws For Alarm	1	May 22	7
"	1718	Little Boy Boo	1	June 5	7
"	1719	Muzzle Tough	1	June 26	7
"	1720	The Oily American	1	July 10	7
"	1721	Satan's Waitin'	1	Aug. 7	7
"	1722	Stop, Look & Hasten	1	Aug. 14	7
Bugs Bunny Specials (Tech.)	1726	Bugs and Thugs	1	Mar. 13	7
"	1727	No Parking Hare	1	May 1	7
"	1728	Bewitched Bunny	1	July 24	7
"	1729	Devil May Hare	1	June 19	7
"	1730	Yankee Doodle Bugs	1	Aug. 28	7
Melody Master	1805	Jammin' The Blues	1	Apr. 17	9
"	1806	Cavalcade Of Dance	1	July 3	9

1954-55

Technicolor Specials	2001	Gay Parisian	2	Sept. 11	20
"	2002	In Fourteen Hundred Ninety-Two	2	Oct. 9	20
"	2003	Mariners Ahoy	2	Nov. 6	20
Featurettes	2101	Wells Fargo Days	2	Sept. 25	.....
"	2102	Camera Hunting	2	Nov. 20	.....
Blue Ribbon Cartoons (Tech.)	2301	Rhapsody in Rivets	1	Sept. 11	7
"	2302	Inki At The Circus	1	Oct. 16	7
"	2303	Foxy Duckling	1	Nov. 6	7
"	2304	The Shell-Shocked Egg	1	Nov. 27	7
Joe McDoakes Comedy	2401	So You're Taking a Roomer	1	Oct. 30	10
Sports Parade (Tech.)	2501	Circus On Ice	1	Sept. 18	10
"	2502	Hatteras Honkers	1	Oct. 23	10
Vitaphone Novelties	2601	The Mechanical Age	1	Oct. 2	10
"	2602	Skiflight	1	Nov. 13	10
M. M. Cartoons (Tech.)	2701	Gone Batty	1	Sept. 4	7
"	2702	Goo God Goliath	1	Sept. 19	7
"	2703	By Word of Mouse	1	Oct. 2	7
"	2704	Form A To Z-Z-Z	1	Oct. 16	7
"	2705	Quack Shot	1	Oct. 30	7
"	2706	My Little Duckaroo	1	Nov. 27	7
Bugs Bunny Specials (Tech.)	2723	Lumber Jack-Rabbit	1	Nov. 13	7
Melody Master	2801	Melody of Youth	1	Sept. 4	9
"	2802	Skinnay Ennis & Orch.	1	Oct. 23	9

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THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

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EDED: RHODEN

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E/IEWS

ages 12, 15, 20

3, No. 1 November 13, 1954

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SOUND BUSINESS

PRIOR to the conclusion of its recent annual convention in Chicago, the Theatre Owners of America adopted two constructive resolutions recognizing that the most logical way to alleviate high film rentals and the product shortage is to provide the necessary financing for independent production.

The first resolution authorized the TOA board of directors to take whatever "lawful action" it deemed necessary to form a production finance company in which all theatre owners, whether or not members of the organization, could participate.

The preliminary steps to achieve this objective are already under way. Each exhibitor in the nation is being invited to pledge a contribution to the new

(See Page 3)

"They're doing the MAMBO!"



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THANKSGIVING WHIRL!

Tops for Top Receipts!

"THE LAST TIME I SAW PARIS" (Tech.)

M-G-M presents • Color by Technicolor • "THE LAST TIME I SAW PARIS" starring Elizabeth Taylor • Van Johnson Walter Pidgeon • Donna Reed • with Eva Gabor • Kurt Kasznar Screen Play by Julius J. & Philip G. Epstein and Richard Brooks • Based on a Story by F. Scott Fitzgerald • Directed by Richard Brooks • Produced by Jack Cummings

★

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CHRISTMAS-NEW YEARS REVEL!

For the Big Money!

"DEEP IN MY HEART" (Color)

M-G-M presents "DEEP IN MY HEART" starring Jose Ferrer Merle Oberon • Helen Traubel • and Guest Stars: Walter Pidgeon • Paul Henreid • Rosemary Clooney • Gene & Fred Kelly Jane Powell • Vic Damone • Ann Miller • Cyd Charisse • Howard Keel • Tony Martin • with Doe Avedon • Tamara Toumanova Paul Stewart • Isobel Elsom • William Olvis • James Mitchell Screen Play by Leonard Spigelgass • From the Book by Elliott Arnold • Based on the Life and the Melodies of Sigmund Romberg • Photographed in Eastman Color • Print by Technicolor • Directed by Stanley Donen • Produced by Roger Edens

★

(AVAILABLE IN PERSPECTA STEREOPHONIC OR ONE-CHANNEL SOUND)

November 13, 1954
Vol. 34 No. 9

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

company equivalent to an average weekly film rental for each of his theatres in order to raise the necessary funds with which to carry on this important project. Financial participation will not guarantee playdates to an exhibitor but will assure him that additional pictures will be made to bolster the available supply of film.

In another move designed to increase production, a second TOA resolution (suggested by the Independent in an editorial just prior to the convention) petitions the Government, through the Department of Justice, to seek consent decree amendments so that theatre circuits formerly affiliated with the major distributing companies might finance or engage in the production and distribution of motion pictures subject to necessary safeguards against monopolistic control.

Thus, the campaign for exhibitor-sponsored production continues to grow by leaps and bounds and demands grass roots support as a positive means of combatting the seller's market which is primarily responsible for the evils hamstringing theatre operation today.

In the meantime, it is worth noting that the Makelim Plan for exhibitor participation in the production of a group of 12 pictures is enjoying a welcome reception in all parts of the country.

Another company which has made miraculous progress, getting off the ground in jig-time with top manpower at the controls, is Distributors Corporation of America. With strong exhibitor backing, DCA, under the guidance of Fred J. Schwartz, Charles Boasberg and Irving Wormser, is a going concern ready with its first picture, "Long John Silver," and a most ambitious schedule of top-quality properties with important star names set for follow-up releases.

The exhibitor movement bids to become a rolling snowball with enthusiastic pledges of support to these projects translated into money on the line. The time for conversation is past and this is not a prospectus—but it is our considered opinion that every exhibitor should make an investment in these projects.

That the impetus to the financing of additional independent product is considered a sound investment and not to be confined to exhibitor ranks and existing sources was made more evident this week with the announcement by Columbia Pictures that it has earmarked a $10,000,000 fund exclusively for the purpose of attracting and financing the best in independent production in addition to the company's own program. Columbia can already boast of great success in this direction with "Caine Mutiny" and "On The Waterfront," both independent productions.

RKO Radio Pictures has also shown an interest in the exhibitor decision to financially back independent production and has suggested a Hollywood meeting between its president, James R. Grainger, studio officials and the TOA financing group early next year.

What's going on with the sound minds in the major film companies that will permit them to curtail production during this time of acute need and lose the initiative in supplying the market?

Decca Control

Milton R. Rackmil, president of Decca and Universal, and his associates are to be congratulated for gaining control of Decca which owns 73 percent of Universal Pictures' outstanding common stock.

When Rackmil moved into Universal in 1951 to diversify Decca's interests, he proved that he was optimistic about the future of the motion picture industry and he backed that judgment to the hilt. He was right too — and the industry needs men of his calibre.

Now that he is no longer engaged in a tussle for management control, we can look forward to even bigger things from Universal and Decca.

Disney On TV

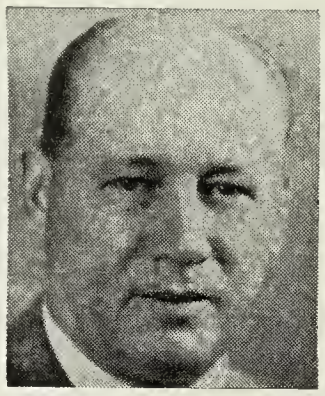
Walt Disney apparently has committed at least part of his backlog of theatrical films, both features and shorts, to his ABC television program, "Disneyland." It definitely creates the impression that you don't have to go to the theatre to see his productions — that if you wait long enough, you can see them at home.

This is a short-sighted position with the Disney organization setting up a new sales force to sell new films to theatres. Incidentally, he has done pretty good with his reissues too in theatrical exhibition.

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More 'Family Pictures' Needed—NT's Rhoden

HOLLYWOOD.—Elmer C. Rhoden, successor to Charles P. Skouras as president of National Theatres Inc., in his first interview since being elected to the post has voiced an industry need for more "family entertainment."



ELMER RHODEN

Rhoden, who has spent more than a quarter of a century in theatre operation in the midwest, reminded producers that children traditionally have been an important audience factor.

"I'd like to see them come back," he said. "We have a need for more pictures such as 'Penrod and Sam' and the 'Hardy Family.' Those had appeal for the whole family,'" he added.

The company, Rhoden said, hopes to obtain court approval to expand its holdings by opening new theatres in the future. National also plans to pursue efforts initiated by Skouras to obtain Department of Justice sanction of its plan to help stimulate picture making by financing independent film producers.

He said that he does not fear subscriber TV as a potential competitor because he doubts its success in the future. Rhoden announced that General Electric has a new Eidophor prototype which it plans to demonstrate within few days and he expressed confidence in the potential value of the new development.

Todd-AO Installations

Equipping of 45 of the circuit's houses for Todd-AO was named as another new possibility in National's future plans. Rhoden added that the circuit had no intention of going into film production but he felt that exhibition must assume its share of responsibility and provide an answer to the product shortage by furnishing "risk capital" needed to finance young, experienced producers and directors during this emergency period.

The circuit, which now owns no drive-ins, will maintain a flexible policy with regard to the acquisition or building of any outdoor houses in the future, the new National head said. He revealed that the circuit has spent $5,000,000 in the past year on equipment to keep pace with technical developments, and added that he expects more such technical progress in the future.

Production and exhibition have a common goal, to sell admissions, Rhoden stated. He felt the cleavage between the two industry factions has long been too wide although working closely together "we can accomplish so much more."

Added emphasis must be employed by exploitation forces, he said, in order to overcome a 1,500,000 drop in admissions during the first four weeks of National's new fiscal year. Rhoden expressed confidence that the company's operating force would provide the answer.

Paying tribute to Skouras, he said that the late company head had developed a well-knit organization, personnel with experience and knowledge in all phases of the business and had seen his own position as a challenge. He regarded the management as capable enough to operate a far larger circuit.

Regarding his future duties, Rhoden said he would confer with management on policy; try to give inspirational leadership; seek new avenues of income through expansion of theatre properties where the demand existed, and help to create more quality programs whether it be in motion pictures, video spectacles or stage productions.

Divestments Continue

The new circuit head pointed out that National Theatres' first objective is to complete the divestment of theatres required under the consent decree, after which circuit expansion will proceed. National Theatres, he said, still has 13 houses to dispose of under the decree.

In a realignment of executive responsibility, Rhoden announced that Frank H. Ricketson Jr., president of Fox Inter-Mountain Theatres, also will assume direction of the company's eastern houses, including the Roxy in New York. Ricketson will retain his headquarters in Denver.

Rhoden is also retaining, for the present, his title as president of Fox-Midwest Theatres and will divide his time between Kansas City and National's home office in Los Angeles.

Censor Vote Wanted

BALTIMORE.—If the Maryland legislature refuses to repeal the state's motion picture censorship law, the decision should be placed before the public to be decided by a vote. This belief was registered here by Gerard M. Cahill of the Motion Picture Association of America in an address before the subcommittee of the Maryland Legislative Council.

Theatremen Balking At Disney TV Bally

Resentment is reportedly mounting in exhibitor circles because of what theatre owners feel is misleading publicity for the "Disneyland" series on ABC-TV.

Radio and television plugs and newspaper ads, exhibitors feel, gave the public the notion that "Vanishing Prairie" was being shown in its entirety for television viewers.

This week, "Disneyland" included excerpts from "Prairie" and the True-Life adventure short "Seal Island" and what the ads called "the behind-the-camera story of how all these scenes were made." A previous program was devoted entirely to a cut version of Disney's "Alice In Wonderland."

EXHI-BITS

Army Film Set

Distribution to exchanges of prints for "This Is Your Army," a feature length Technicolor picture produced for the Department of Defense, will begin Nov. 27, it was announced this week by Robert W. Coyne, COMPO special counsel. Release date of the picture is Dec. 13 .

Nine major companies are co-operating with COMPO in distribution of the picture, the general sales managers having divided the country into areas with certain exchange territories allotted to each company. "This It Your Army" has a running time of 55 minutes. Distribution of press books, prepared by 20th Century-Fox, will begin shortly by National Screen Service.

Tax Change Pondered?

If expected fiscal relief from a now more sympathetic state administration is forthcoming, Mayor Wagner will request elimination of the city's five per cent amusement tax, according to city hall spokesmen. In reply to a question from a reporter on the "Mayor's Conference," television program, the Mayor said he would request doing away with all nuisance taxes if Albany granted the city the power to raise the required $25,000,000 from other sources.

Chain Loses Fight

WASHINGTON.—St. Louis Amusement lost its court fight to have Columbia Broadcasting barred from competition for St. Louis, Mo., television channel 11 when the Supreme Court refused to review the case.

St. Louis Amusement first appealed to the FCC to throw CBS out of competitive hearings on the grounds that the network already owned interests in the maximum 5 TV stations permitted under FCC multiple-ownership rules. The FCC ruled in favor of CBS on the network's promise to dispense with some of its other interests.

The exhibitor corporation took the case directly to the Appeals Court, lost, and then proceeded to the Supreme Court. The highest court, in refusing to review, in effect upheld the Appeals Court finding in favor of CBS.

Allied Unit's Welcome

CHACAGO, ILL.—The Board of Directors of Allied Theatres of Illinois has welcomed the support in the fulfillment of the committee's toll-TV and recommended the organization's creation of the joint exhibitors' committee on objectives. In another meeting development, the board approved the scheduling of a 24th anniversary celebration of Allied Theatres of Illinois at the Chez Paree, Chicago, sometime in December.

Speakers Listed

JACKSONVILLE.—Horace Deeming, president of the Motion Picture Exhibitors of Florida, has announced an impressive group of speakers for the annual convention to be held here Nov. 21-23. On hand will be George Murphy, Alfred Starr, TOA board chairman; Albert Sindlinger, theatrical analyist; Herb Barnett, SMPTE president; Nat Williams, Georgia exhibitor and noted humorist; LaMar Sarra, MPEOF legislative chairman and Mitchell Wolfson, president of Wometco Theatres, Miami.

Met Theatre TV Nets Healthy BO

The Metropolitan Opera opening was telecast by Theatre Network Television to 32 theatres from coast to coast early this week.

Many historic precedents were broken with the opening night performance taking place under telecast conditions. For the first time in the history of the Met, special lighting equipment was installed and stage directions, lighting and scenery positions were modified to meet the specific requirements of TNT's large-screen medium. Changes were also made in the stage lights to insure clarity of the closed-circuit picture.

Kirk Browning served as TNT's television director; Robert W. Davis, lighting director; Eric Herod, technical operations engineer; Robert Crossman, technical camera crews and Martin Poll, production supervisor.

Seven cameras were used to present all aspects of the opening night event; and in order to demonstrate to the vast nationwide audience the wide scope and variety of Met productions, the program consisted of excerpts from several operas with many noted stars.

Business in the 32 houses which presented the opening was termed by circuit representatives and Nathan L. Halpern, TNT president, as "very good." Halpern, enthusiastic about the early theatre reports which were received at the TNT offices, said that "the telecast was the biggest and most spectacular in the company's history. It cost TNT an approximate $100,000 to present the show."

A report from the Met said that an audience of 3,800 paid $62,438 in admissions with seats on the orchestra floor bringing $30 each. The installation of electrical equipment and television cameras is reported to have cut $2,250 from box office receipts.

Production Financing Setup Begun By TOA For Exhibs

Annual convention of Theatre Owners of America, taking strides to alleviate the current product shortage, wound up sessions by launching, via an executive board decision, machinery to set up a film financing company.

The financing company would be open for investment to all exhibitors, regardless of trade association to which they belonged, it was pointed out. Subscriptions would be based on the equivalent of the sum a theatreman pays for a week's film rental at his house or houses.

It was stressed by the board that the concern would be completely independent of TOA with association officers appointing not more than five theatremen as trustees to receive funds subscribed by TOA members.

Sam Pinanski has been named chairman of the trustee group with the following on the board: L. S. Hamm, John Rowley and Myron Blank. A fifth member was designated to be appointed shortly.

The TOA board made known that the trustees will function until such time as the film financing firm is legally prepared to accept and utilize subscription funds. TOA will advance $5,000 to the trustees to meet organizational expenses with the sum to be returned after the finance company is set up.

Walter Reade, Jr., retiring TOA president, emphasized that the finance company did not belong to the exhibitor association but is being started for theatremen. The trustees will determine the amount of money that is needed to be raised, he added.

Under the current set up, trustees will call on the members of their respective TOA units for subscriptions. Newly elected TOA President E. D. Martin and Herman Levy, general counsel, will explain the idea this weekend at a pre-convention board meeting of the St. Louis unit.

Also at the TOA board meeting, executives took no action with him and C. J. Tevlin, RKO studio head, on a possible co-production enterprise after the first of the year.

Invitation was sent by the RKO Pictures' president to Martin, who noted that he had not yet replied. He added that when he does he will stress that organization of the finance company must be officially made before talks could take place.

TOA spokesmen pointed out meanwhile that several hundred pledges of subscription to the finance company have already been made. Pledges were the equivalent of a week's film rental each but no complete tabulation can be given as yet, it was noted.

Unofficial reports have disclosed pledges to include at least five in the $20,000 category and several at $30,000. Many individual pledges of between $10,000 and $15,000 have been received, it was noted.

An additional move by the TOA directorate was to confirm its intention to seek a modification of the consent decrees between the majors and the Justice Department.

Justice Request

TOA directors voted to send the Department a bid from the board and membership that former exhibitor affiliates of the defendants in the Paramount case be allowed to produce and distribute pictures "with the explicit understanding that all existing safeguards against monopolistic control shall continue to be rigidly enforced."

Decision to ask the Department on this matter consituted the sole board action for government assistance to the industry. Move was made on the initiation of Alfred Starr, who recommended that the request might help the product situation.

Membership voted during the convention to okay a proposal to go to the government for aid on consent decree review but declined strongly to go along with National Allied in the latter organization's bid to seek regulation of distribution.

Board took no action on the invitation of Ben Marcus, National Allied head, asking for TOA backing in Allied's bid for Federal Trade Commission government regulation. The board, however, asked Reade to suggest to Marcus in a letter that a joint Allied-TOA membership committee meet at Allied's convenience to mull over the thoughts in the Marcus letter.

Exhib Leaders Laud Columbia's Indie Production Fund

Columbia Pictures' announcement that it had made an allocation of $10,000,000 to finance independent production, a move designed to alleviate the shortage of product, according to the company, was met with general approval on the part of exhibition leaders.

Although a few dissenting comments were voiced by exhibitors at the TOA convention in Chicago, theatre owners, in general, were in accord with the Columbia plan.

Harry Cohn,. president of Columbia, in making the announcement, said: "We are aware that the so-called product shortage has been and will continue to be the industry's prime problem. I can think of no better way to alleviate the situation than to provide a large sum of money for the support of new film projects. Our own studio will continue to deliver its full program of company-made pictures. We are planning an even greater number of top-quality films than in the past. But we intend to supplement the studio's program with a lineup of the best independently-made films we can attract."

At the TOA gathering, the announcement brought about an immediate improvement in exhibitor attitude toward the company whose sales policies were twice classified by Allied States as the harshest of all companies and which were criticized by exhibitors attending the convention. Some had gone so far as to threaten a boycott of Columbia.

Walter Reade, Jr., retiring TOA president said: "It's wonderful news." Mitchell Wolfson, Allied States, commented: "Columbia's announcement if carried through, will solve many of the industry's problems. It certainly is a step in the right direction. I congratulate Columbia for its forward-looking move."

Allied States Association general counsel Abram F. Myers said Allied's bill for Federal regulation of the film industry could be put "in deep-freeze" if enough film companies follow Columbia's example and begin large-scale financing of independent film production.

"Without knowing the details of the Columbia action," he said, "I certainly welcome the idea of additional production and release of pictures. The market is in a starved condition and we need pictures. Anything more will be welcomed by exhibitors."

Myers indicated that other producers could do the same thing and would probably be forced to do so by Columbia's action in order to preserve their own competitive positions.

Better Insurance Rates?

CHICAGO.—A new effort to obtain more favorable liability rates will be made by Theatre Owners of America, it was disclosed as the TOA convention got underway here.

The possibility of obtaining coverage on a per-seat rather than a per-admission basis was discussed by the directors. The board was said to feel that something could be done to get insurance firms to give theatres easier rates, especially now that safety measures have improved.

PARAMOUNT'S BIG CHR

WILL BE "MARTIN AND LEWI

Step Up And Read All About

THE MOST STUPENJOUS, TREMENJOUS, COLOSSAL HOLIDAY ATTRACTION OF THEM ALL!

"**VISTAVISION CATCHES ALL THE GLAMOUR OF THE CIRCUS.** A comparison with other circus stories is inevitable, especially since Paramount also produced the most extravagant of all circus features, 'The Greatest Show On Earth.' But 'Three Ring Circus' ranks high even in comparison with that outstanding boxoffice success."—*Film Daily*

"**SHOULD MAKE A LOT OF MONEY!** The zooming popularity of Martin and Lewis, plus a glamorous circus background shot in Technicolor and VistaVision make this a good bet for any theatre. A colorful picture—excellent routines —hilarious nonsense."

—*Hollywood Reporter*



"**ENJOYING THE FULL BENEFIT OF VISTAVISION,** this expensively mounted Hal Wallis entry should ring up returns for all concerned. Lewis carries emotional appeal and team socks across the comedy song 'Hey, Punchinello' for one of highlights."

—*Daily Variety*

"**WILL ESTABLISH A RECORD OF PRAISE, PATRONAGE AND PROFIT** A multitude of laughs, tear-jerking pathos and a long cavalcade of gags. The feature is in VistaVision, that intensively ballyhooed, new-look process."

—*Boxoffice*

"**IT CAN'T MISS!** Best idea anybody's had so far about what kind of subject to give Dean and Jerry is this one of Hal Wallis—an inspiration, no less—to place them in a circus and give 'em plenty of room. VistaVision makes the multi-colored circus scenes more compellingly genuine than any ever seen on the screen!"

—*Motion Picture Daily*

"**A DEFINITE SMASH ATTRACTION**— one of best Martin and Lewis offerings. Jerry wonderful and Dean does fine job. VistaVision adds tremendous clarity and scope to the large production sequences. Excellent entertainment from supporting circus performers. The kind of fun that will make the youngsters squeal with joy. Gabor is breath-taking. Dru attractive and convincing."

—*Showmen's Trade Revi*

HURRY,
HURRY,
HURRY!

Call Paramount! Make Your Holiday Plans !

MAS-NEW YEAR SHOW
IOST PROFITABLE PICTURE!"

–M. P. Daily

Paramount Pictures

DEAN MARTIN and JERRY LEWIS

IN

HAL WALLIS' PRODUCTION

3 RING CIRCUS

PRESENTED THROUGH

VISTAVISION

MOTION PICTURE ... HIGH-FIDELITY

Starring

JOANNE DRU · ZSA ZSA GABOR

Wallace Ford · Elsa Lanchester · COLOR BY TECHNICOLOR



Directed by

JOSEPH PEVNEY

Story and Screenplay by

DON McGUIRE

Paramount's Gift to the Art of Motion Pictures



TECHNICOLOR IS THE REGISTERED TRADE-MARK OF

TECHNICOLOR MOTION PICTURE CORPORATION

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

Exhibitors Hold

Metro's Ticket Selling Workshop A Success In Inaugural Session



An over-all shot taken just before the Ticket Selling Workshop opened revealed not one vacant seat.



Representative group at the Pittsburgh session included, (l to r): Marvin Samuelson, Stanley Warner, Pittsburgh; Joseph Freeman, State Theatre, Johnstown; B. F. "Dinty" Moore, Stanley Warner, Pittsburgh; Howard W. Debold, State, Washington, Pa.; Frank Savage, Warner, Youngstown, Pa.; and Perry Nathan, National Screen branch manager, Pittsburgh.



Members of the Warner Theatre group attending workshop were, standing (l to r): Harry Rastetter, Warner, Erie; Frank Harster, district manager for West Virginia and Southern Ohio; Harry Thomas, Schenly, Pittsburgh; Joseph Sabbio, Regent, Pittsburgh; Edward Johns, Arsenal, Pittsburgh; Lyle Harding, Sheridan Square, Pittsburgh; James A. Laux, Hollywood, Dormont; Ray J. Laux, Whitehall, Brentwood; Martin J. Shearn, Fairmont, Fairmont, W. Va.; Al Sateri, Strand, Pittsburgh; Andrew Garzo, Ritz, Clarksburg, W. Va.; Charles A. Passinger, Warner, Morgantown, W. Va. Seated (l to r): Richard Klein, Liberty, New Kensington, Pa.; Robert A. Bowman, district manager Erie and western New York; B. W. Steerman, assistant zone manager, Erie and western New York; M. A. Silver, zone manager for Pittsburgh area; Sol Bragin, buyer and booker at home office in Pittsburgh; Max Silverman, Manor, Pittsburgh; Al Skegin, Kenyon, Pittsburgh; Willard Johnson, Belmar, Pittsburgh; Louis Fordan, Memorial, McKeesport; Jack O. Kieffer, Enright, Pittsburgh.

Theatremen joined others from the area in studying newspaper advertising and related promotion regarding new and forthcoming motion pictures. Such local level discussion as was had at the first Workshop became the subject of praise by numerous industryites in top echelon positions throughout the country. Many anxiously look forward to subsequent Workshops, already scheduled in four different regions.



On the dais and addressing the meeting was Mike Simons, M-G-M customer relations head. He disclosed results of a study of 1,600 newspapers, representing 48 states, pertaining to motion picture advertising and publicity coverage.

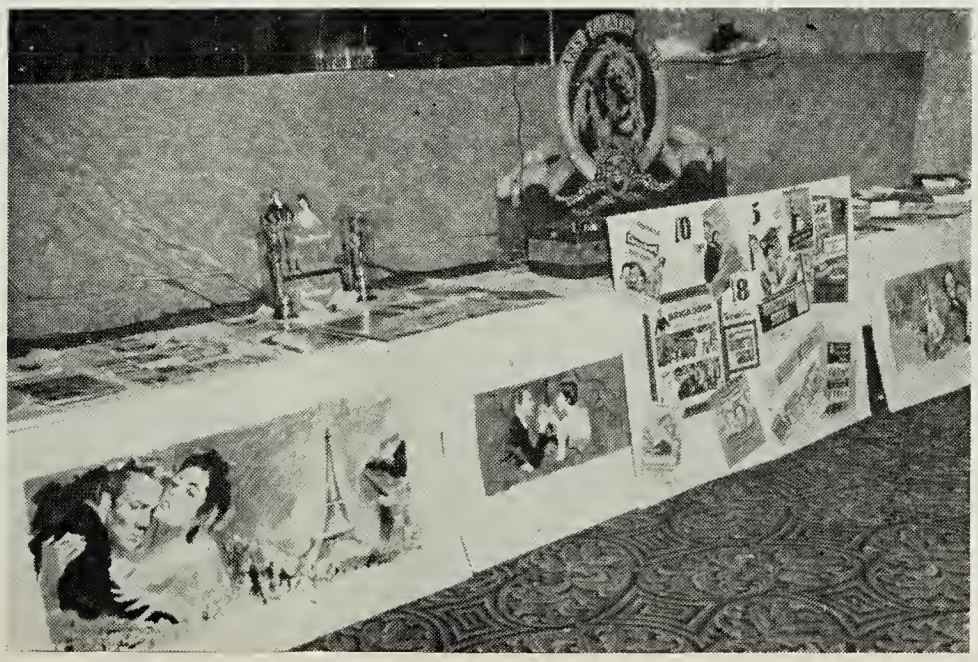
Theatremen Discuss Business Builders

Ways and means of aiding business at the box office was the main purpose and overwhelming theme at M-G-M's inaugural Ticket Selling Workshop, held in Pittsburgh at the William Penn Hotel. More than 300 exhibitors, theatre managers and affinitive personnel were present to hear a number of industry and non-industry executives air their views on these topics.

The Pittsburgh conclave was but the first of five in a similar series of Workshops to follow. The second will take place in Indianapolis on Nov. 16; a third in Boston on Dec. 6; a fourth in Columbus on March 1, and a fifth in Billings, Mont., on May 10.

Mike Simons, M-G-M's customer relations head, is conducting the meetings in line with plans announced by Charles Reagan and Howard Dietz, vice-presidents in charge of sales and advertising-publicity-exploitation, respectively.

Speakers besides Simons included Emery Austin, exploitation department head representing Dietz; "Erv" Clumb, manager of the Riverside, Milwaukee; Herbert I. Brown, operator of the Victoria, Greenfield, Mass.



A close-up of the dais reveals some of the many exhibits on hand for close study by theatremen. Shown were original drawings and assembled campaigns employed to promote via newspapers, etc., the leading motion picture productions now in or soon to enter national release. Each campaign carried a number corresponding to detailed studies with which exhibitors were supplied.

TOA Urges Greater Exhib Unity

Main currents of Theatre Owners of America thought as expressed at the Chicago annual convention revolved around such precepts as the need for greater unity in exhibition, a general revamping of business methods in tune with the times and a keen insistence that any problems exhibition now has with distribution can be worked out without government interference.

In the words of Mitchell Wolfson, TOA is "very much opposed to Allied States' plan to seek Federal control of film distribution." Wolfson, in a speech before the convention, pointed out that the bill prepared by Abram F. Myers, National Allied board chairman, "speaks of regulation but invites regimentation . . . and it gives me the shivers."

It is Wolfson's belief that the Allied bill would, if adopted as law, substitute control by the government for the "American concept of a free market."

Encouragement Asked

Wolfson and others to address the convention noted that encouragement must be given by exhibitors to those intending to produce more pictures to alleviate the product shortage.

He added that as exhibitors the TOA membership "should continue a united fight for fair prices and policies." Membership, he noted, "should not seek the help of professional politicians" in their endeavor. Such persons, he said, "may well become guests who will eat more than we can place on the table."

Pat McGee asked for a reformation within the industry to correct trade abuses. He placed particular stress on the distribution setup. McGee delivered his message as the convention keynote speech.

"Our entire machinery is outmoded and archaic," he said. "The whole industry should join in a giant engineering research and analysis, under neutral direction, such as COMPO," McGee maintained.

The exhibitor, who is general manager of the Cooper Foundation Theatres of Denver and a TOA vice-president, cited the need for more equitable selling policies and touched on the produce shortage in his talk.

McGee advocated also the necessity for increased production and the need for an arbitration system in addition to stressing the advantages of a single exhibitor association.

He said that the reasons for a National Allied and TOA separation have long since disappeared and that "these and other exhibitor organizations should unite."

McGee noted that "a single theatre group, in which no one will lose his identity, would pool our manpower and resources to further our mutual interests. There are no stumbling blocks that I can see. Indeed, the areas of agreement are large and we should take steps to bring this about quickly."

In touching on the industry's tax repeal campaign, of which he was a co-chairman, McGee noted that one by-product was the "startling realization" that nowhere in the industry was to be found leadership and statesmanship in the true sense of the word. Instead, McGee said he found self-interest the rule.

Exceptions Listed

McGee, however, admitted exceptions to the rule, pointing out Spyros Skouras, 20th-Fox president who gambled on CinemaScope and stereophonic sound; Dore Schary and Herman Hoffman, studio head and producer, respectively, of the special tax fight film.

A decline in theatre attendance since 1946 was also touched upon in McGee's speech. He said that the industry is not yet "out of the woods" and that an upswing is not beginning with 80 percent of the theatres today showing seven percent less attendance than last year.

McGee said that the apparent policy of distribution, supplying fewer but better films, is not the answer to either television or an apathetic public. "Such a policy eventually will kill us," he warned.

Problems stemming from long first runs, boosted ticket prices and fewer films have milked the subsequent runs' potentials but "these problems could be cured quickly wit a larger supply of good pictures," he adde

McGee warned that if it is impossible fo producers to furnish added product the fac must be faced that 5-8,000 theatres mus close. Closings on this order would kill th industry as it is constituted today, he sai

McGee ventured onto the subject of ar bitration in his speech. "As we note th rocky road being traveled to establish a industry system of arbitration," he state "we remember that the distributors hav been most adamant in refusing to includ in the system the arbitration of film rentals With film terms reaching an all time high we begin to understand why they object.

He said that distributors were neithe helping themselves nor exhibitors when the retard establishment of a workable arbitra tion system. Such a system, he said, woul eliminate a portion of the law suits no plaguing the industry. If distributors wer to establish complaint departments withi their companies, McGee ventured, many i ritations would be stopped.

For Buyer's Market

A buyer's market, one favoring theatre men, could be established by adopting planned four-point program which McGe advocates, he maintained:

1. Encourage producers now in the fiel to make more films 2. Encourage foreig producers to make films for the U.S. market utilizing key stars 3. Create a more sympa thetic distribution channel to fill exhibito needs during April and May, November an December 4. Encourage production effort of Distributors Corp. of America, Willia Goldman Productions, Makelim enterprises etc.

Hopes that an arbitration system, work able for all, would soon be establishe were voiced by Al Lichtman, 20th-Fox dis tribution director, in a speech before th conclave.

Lichtman noted that "it is not an easy matter to effect such a document governing arbitration. However, in our most recen negotiations we have agreed with the com-

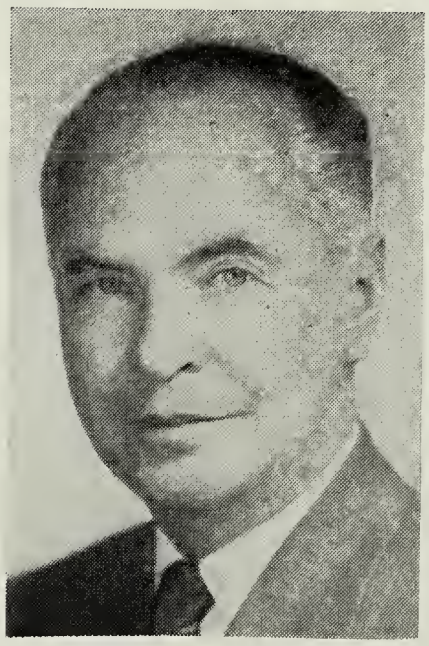
(*Continued on page* 18)

Among The Convention Speakers . . .



AL LICHTMAN

"I urge you gentlemen to support arbitration."



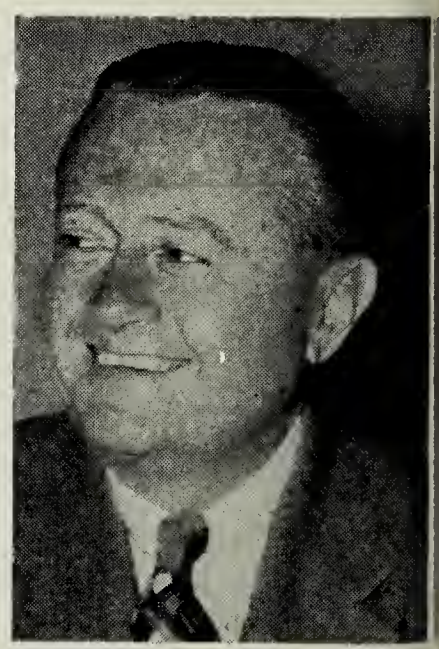
PAT MC GEE

"The areas of agreement are large. . . ."



ALFRED STARR

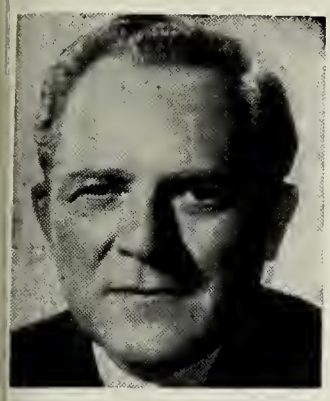
"Desperate men do desperate things."



MITCHELL WOLFSON

". . . regulation . . . invites regimentation . . . it gives me the shivers."

RKO Foreign Business Increased Over Last Year, Branson Reports



WALTER BRANSON

Current foreign business, as compared to a year ago, has increased about five or six percent for RKO Pictures, according to Walter Branson, world-wide sales manager for the company, who has returned from a five-week tour of Europe with Joseph Tushinsky, co-inventor of the Superscope lenses.

"Improved conditions throughout Europe and the Near East, especially in Germany," were pointed to by Branson as the chief reasons for RKO and general industry upswings in business.

"RKO has fulfilled its import quotas with pictures, some of them being re-releases, and we have had good grosses with them," Branson reported.

During his tour of England, France, Italy, Holland, Germany and Belgium, Branson met with RKO branch managers, and in association with Tushinsky, conducted demonstrations of the Superscope lenses in London, Paris and Rome where he screened a special product trailer for exhibitors utilizing sequences from "Susan Slept Here," "Underwater," "Son of Sinbad," and "The Conqueror."

Compatibility Sought

"European exhibitors are trying to find something compatible for all films and they have expressed much interest in the Superscope lenses," Branson said. "The French are slow-moving in equipping for the latest media, but they are highly interested in Tushinsky's lenses," he added.

Lens demonstrations were conducted at the London Odeon for 750 British exhibitors, at the Paris Rex for about 2,000 theatremen, and at the Rome Capital where 1,500 owners and Italian producers were in attendance.

All future company releases will be made available with Superscope anamorphic prints, Branson indicated. "This company policy will immensely broaden the domestic and foreign markets as Superscope prints can be projected through the regular anamorphic lenses which are used in CinemaScope up to a 2:1 aspect ratio," he said.

Commenting on the possible effects of subsciber television and commercial television in Europe, the RKO executive said "Pay-TV is an interesting phase," but that he didn't hear any discussions about the medium while he was in Europe.

As an example, Branson said the British public does not seem concerned with commercial television as TV in Great Britain is no competition to motion pictures.

Seek TOA Co-Ordinator

CHICAGO.—Theatre Owners of America is still looking for a coordinator, although the directors took no action on the appintment at the annual convention here. TOA is "still firm in the idea" of filling such a post, was underlined by Walter Reade, Jr., the new board chairman. Reade said the "right man" had not been found yet and was still being sought "anxiously."

Hyman Makes Plea For Steady Selling

A plea for the even distribution of quality pictures throughout the year, with both exhibitor and distributor urged to co-operate toward this end, has come from Edward L. Hyman, American Broadcasting-Paramount Theatres vice-president. The executive pointed out that from Thanksgiving to Christmas "there is practically nothing of quality" available, while at Christmas there is an "over-abundance."

Hyman called for the elimination of "those horrible gaps when our patrons become disillusioned with the type of entertainment we offer." The exhibitor is asked to "underwrite the film rental for the picture he wants provided of course that it is a quality picture with 'legs' indicating a good box office potential."

The distributor who releases a film at some period other than the traditionally popular ones "is bound to catch his competitors flat-footed since he will have practically no competition," the official reasons. He adds that "furthermore, a first-run play-off at such a time will make it available to the subsequent runs at a time when it is most needed."

Hyman noted that "Christmas is still almost two months away and there is still time to give this propisal a try." He urged "strongly that the experiment be made keeping in mind that the only fair way ... conduct such an experiment is to use pictures that have the necessary 'legs.'"

TOA-Distribs Mulling Expansion Of Audience

Ways and means of expanding the movie audience were explored early this week at an informal meeting of company sales and advertising-publicity heads with a group of TOA representatives.

The discussion covered a wide range of subjects, including audience research, market surveys, media advertising and special projects to attract and hold new audiences.

Al Lichtman, 20th-Fox sales chief, and distribution representative on COMPO, plans to convey the highlights of the suggestions advanced at the session to the next meeting of the industry organization on Nov. 15.

Headed by E. D. Martin, new president, the TOA delegation also included Walter Reade, Jr. and Leonard Goldenson.

Columbia Meet Slated

Columbia Pictures has announced what it called one of the most important sales conventions in the company's history to take place at the Blackstone Hotel in Chicago beginning Nov. 15. Meeting for five days, 18 key sales and promotion executives from the home office will convene with 38 domestic division and branch managers and the top seven sales executives from the Canadian organization. This will be the first time that all Canadian field sales executives will convene with their U. S. counterparts, according to general sales manager A. Montague.

Film, Equipment Exports On Rise

WASHINGTON.—Preliminary statistics of the Bureau of the Census reveal that exports of motion picture films and equipment during the first half of 1954 amounted to $18,457,874, almost 30 percent higher than the January-June, 1953, exports valued at $14,297,432. This sharp increase in exports was largely due to much higher foreign shipments of 8-mm motion picture equipment and motion picture theatre equipment. However, the value of exports of motion picture films also increased.

Total exports of all types of motion picture equipment, including cameras, projection equipment, sound equipment, and studio equipment, during the first six months of 1954 were valued at $7,787,265, about 47 percent higher than first half 1953 exports valued at $5,286,939.

Prominent in these increased equipment exports were large foreign shipments of sound reproducing equipment, motion picture screens, and theatre equipment. There were also very large increases in exports of 8-mm motion picture cameras and projectors and 16-mm sound projectors.

Exports of unexposed motion picture film (rawstock) were considerably higher in the first half of 1954 amounted to 191,977,153 linear feet valued at $5,433,229 compared to 163,620,935 linear feet valued at $3,704,933 in the first six months of 1953. While exports of 35-mm positive rawstock film declined in the first half of 1954 there were substantial increases in exports of all other types of unexposed motion picture films. Exports of exposed feature films, both 35-mm and 16-mm, positive and negative, in the first half of 1954 totaled 145,305,741 linear feet valued at $5,237,380 compared to 158,089,070 linear feet valued at $5,305,560 in January-June, 1953.

DCA Release, 'Lelia' To Star de Havilland

Olivia de Havilland has been set to play the title role in "Lelia," the life of George Sand which Bernard Luber will produce for release by Distributors Corp. of America, according to the producer. Film will be shot on location the summer of 1955. Other upcoming DCA releases include "I Am a Camera," "The Way We Are," starring Joan Crawford; "Finian's Rainbow," "The Viking" and their first release, "Long John Silver."

Other films on the DCA agenda include "The Survivors" and "Hunters of the Deep" plus a still untitled film from Bella and Sam Spewack, writers. Fred Schwartz, who heads DCA, has pointed out that approximately $1,000,000 has been subscribed by exhibitors for stock in the corporation but additional pledges are being sought.

Sojka Awarded Damages

The U. S. District Court for the District of Maryland has awarded judgment of $750 damages, together with attorneys' fees, costs and injunction, against Paul Sojka, owner and operator of the Sunset Lounge, Glen Burnie, Md. Songs involved in the suit were: "Oh, Lady Be Good," published by New World Music Corp., and "Walking My Baby Back Home"—all ASCAP.

Independent Trade Reviews



Elizabeth Taylor and Van Johnson star in "The Last Time I Saw Paris," Technicolor.

"The Last Time I Saw Paris"

(M-G-M) Technicolor 116 Min.

Cast: Elizabeth Taylor, Van Johnson, Walter Pidgeon, Donna Reed, Eva Gabor, Kurt Kasznar, George Dolenz, Roger Moore.

Credits: Produced by Jack Cummings; Directed by Richard Brooks; Screen play by Julius J. and Philip G. Epstein and Brooks; Based on a story by F. Scott Fitzgerald; Song Title song by Jerome Kern and Oscar Hammerstein II.

Few pictures in the past several years have levelled such powerful emotional sights on the heart-strings and scored so well as "The Last Time I Saw Paris." Photographed largely in that great cosmopolitan center and peopled with the beauteous Elizabeth Taylor and Van Johnson, this film is certain to chalk up an enormous gross in a very broad market. It fulfills the emotional promise of its title in recording popular sentiment. Men as well as women in the audience will find it difficult to hold back the sobs once the story gets going. "In Paris," the emotion is generated through sympathetic treatment of a narrative detailing the slow degeneration of two likable married people. Miss Taylor, devil-may-care, and Johnson, slightly more stable, marry after the 1945 Paris liberation and soon have a daughter. Petty misunderstandings are confounded with temptations until they finally reach an impasse in their lives together. They quarrel. Miss Taylor dies. The last 20 minutes of the film, in which Johnson tries to take custody of his daughter, delivers the emotional wallop. Here Johnson's performances comes through as one of his best acting stints to date.

"Paris" is a free adaptation of a very famous short story by the late and noteworthy American author, F. Scott Fitzgerald, entitled "Baylon Revisited." The screen play, in deference to the original, injects several atmospheric bits to conjure up once more the foot-loose style of life which Fitzgerald wrote about so well. Those in the class audience will enjoy such crazy goings-on as impulsive chariot races through the streets of Paris, wild and zany costume parties where everyone drinks too much and headlong dives into public water fountains. In such incidents are the obvious Fitzgerald patterns caught.

Supporting the stars in this Technicolor romance is a capable cast headed by Walter Pidgeon, who plays an irresponsible and irrepressible roue; Donna Reed, as the jealous sister of Miss Taylor; Eva Gabor, as a woman of adventure five-times divorced; Kurt Kasznar, an affable barkeep. The production is extremely handsome and in good taste, permitting the use of many Parisian locales for that extra touch of conviction. Credit, above all, should be given to Richard Brooks, the director, for fusing the story into an emotional experience. His deft touch and understanding of human behavior do much to overcome some unavoidable and obvious story cliches. In less capable hands, "Paris" might have telegraphed too many of its punches and drivelled into corn. Here the sentiment remains true. The narrative is related for the most part via one long flashback with the climax taking place in the present.

"Sign Of The Pagan"

(Univ.-Int'l.) CinemaScope-Technicolor 92 Min.

Cast: Jeff Chandler, Jack Palance, Ludmilla Tcherina, Rita Gam, Jeff Morrow, Allison Hayes, Eduard Franz, George Dolenz, Sara Shane, Alexander Scourby, Pat Hogan, Howard Petrie, Michael Ansara.

Credits: Produced by Albert J. Cohen; Directed by Douglas Sirk; Screen play by Oscar Brodney and Barre Lyndon; Story by Brodney.

A rousing and exciting spectacle about the near-conquest of Rome in the 5th Century by Attila the Hun is played in stimulating fashion in this CinemaScope-Technicolor top-liner. Picture met with a healthy reception when sneak previewed at the Loew's 72nd St. Theatre, N.Y.C. In the general market, it should receive a similar greeting and at the same time rack up a good financial account for itself. "Sign of the Pagan," combining the time-tested spectacle elements of action, massive battle scenes, sultry romance and sweep, takes on an added extra degree of bigness by dint of its CinemaScope photography. Multi-directional sound, which amplified the broad musical and sound effects of the film, was also very impressive. As box office draws, the names of Jeff Chandler, Jack Palance and Rita Gam will add weight. Presence of Ludmilla Tcherina, the dancer, in a straight role lends a note of beauty to the proceedings.

Chief dramatic triumph of "Pagan" is the performance of Palance as the barbarous, vicious and all-powerful Attila the Hun. Here is menace personified and Palance, who has a long list of sadistic heavies to his career, outdoes himself as Attila. His only nemesis is the Christian religion, which in the 5th Century was already supreme in Rome. Highly superstitious and fearful of bad omens, Attila loses faith in his own triumphs while about to storm the gates of Rome. His final defeat at the hands of a small Roman army attests to the faltering of the Hun's faith in might over spiritual progress and also makes for sound drama in this film.

Palance is seen preparing to war on the Roman Empire, divided into eastern and western halves, with capitols in Constantinople and Rome, respectively. Chandler, a centurion distrustful of Palance, endeavors to warn Rome of the plot. Chandler is aided by Miss Tcherina, the eastern emperor's sister. He takes command of the armies in Rome as Palance stalks the gates. Miss Gam, Palance's daughter, warns Rome of Palance's strategy and is killed by Palance, who then is confronted by Pope Leo, Moroni Olson. Latter throws the fear of God into the barbarian chieftain. Chandler's armies meet in combat with and defeat Palance's forces. Chandler clinches with Miss Tcherina.

"Track Of The Cat"

(Warner Bros.) CinemaScope-WarnerColor 102 Min.

Cast: Robert Mitchum, Teresa Wright, Diana Lynn, Tab Hunter, Beulah Bondi, Philip Tonge, William Hopper, Carl Switzer.

Credits: A Wayne-Fellows Production; Directed by William A. Wellman; Screen play by A. I. Bezzerides; From the novel by Walter Van Tilburg Clark.

"Track of the Cat" is an off-beat and sometimes brooding drama about eight people on an isolated, snow-bound cattle ranch in California at the turn of the century. Dealing in family tension and crossed loyalties among the three brothers and their old mother, the story builds engrossingly to crisis after crisis, achieving many emotional high points throughout. Over and above the family spats is carried the main story line: pursuit of a gigantic mountain lion that has been killing the family cattle. Since the lion symbolizes a different thing to each member of the family, the pursuit becomes a paramount issue in the lives of all. Romance, violence, ambition, greed, religion and superstition fall into play accordingly. Action, too, is woven into the narrative.

At the box office, "Track of the Cat" should serve to attract those patrons who crave meaning in their motion picture fare as well as action fans. Performances are generally excellent all the way down the line. For marquee allure, there is Robert Mitchum, playing a violent and boastful bully, and Teresa Wright, a frustrated spinster. CinemaScope, another drawing card for this picture, is utilized with intelligence and much mastery to evoke the drama of the outdoors in the sequences wherein Mitchum stalks the deadly mountain lion. The Warner-Color photography throughout is magnificent, capturing the all-powerful vista of endless stretches of snow with an overwhelming sensation of fury.

In fusing the diverse elements of "Track of the Cat" together, Director William Wellman adds another milestone to his career as a master of the motion picture. Action is alternated with family discord and tension at a steady pace. Mitchum, looked upon with disfavor by most of his family, nevertheless emerges as a strong character determined to lead everyone's life in the manner he sees fit. He tries to bully his younger brother, Tab Hunter, in front of Diana Lynn, the latter's fiance; he scoffs at the dreamy nature of his older brother, who is right off killed by the lion. While tracking down the giant beast, Mitchum, alone in the wilderness, succumbs to his own fears and perishes in panic. Only then does Hunter emerge as a full-fledged man and leader of his family. While the pursuit has been going on, much footage is devoted to show how Beulah Bondi, the mother of the family, attempts to run the lives of both Hunter and Miss Lynn. Broad humorous touches are furnished here by the alcoholic clowning of Philip Tonge, who plays the father.

"Athena"

(M-G-M) Eastman-Technicolor 95 Min.

Cast: Jane Powell, Debbie Reynolds, Virginia Gibson, Edmund Purdom, Vic Damone, Louis Calhern, Linda Christian, Ray Collins, Evelyn Varden, Howard Wendell, Henry Nakamura, Cecile Rogers, Jane Fischer, Dolores Starr, Nancy Kilgas.

Credits: Produced by Joe Pasternak; Directed by Richard Thorpe; Written by William Ludwig and Leonard Spigelgass; Songs by Hugh Martin and Ralph Blane; Choreography by Valerie Bettis.

Here is a gay musical with an unusual setting, wrapped in colorful trim and containing

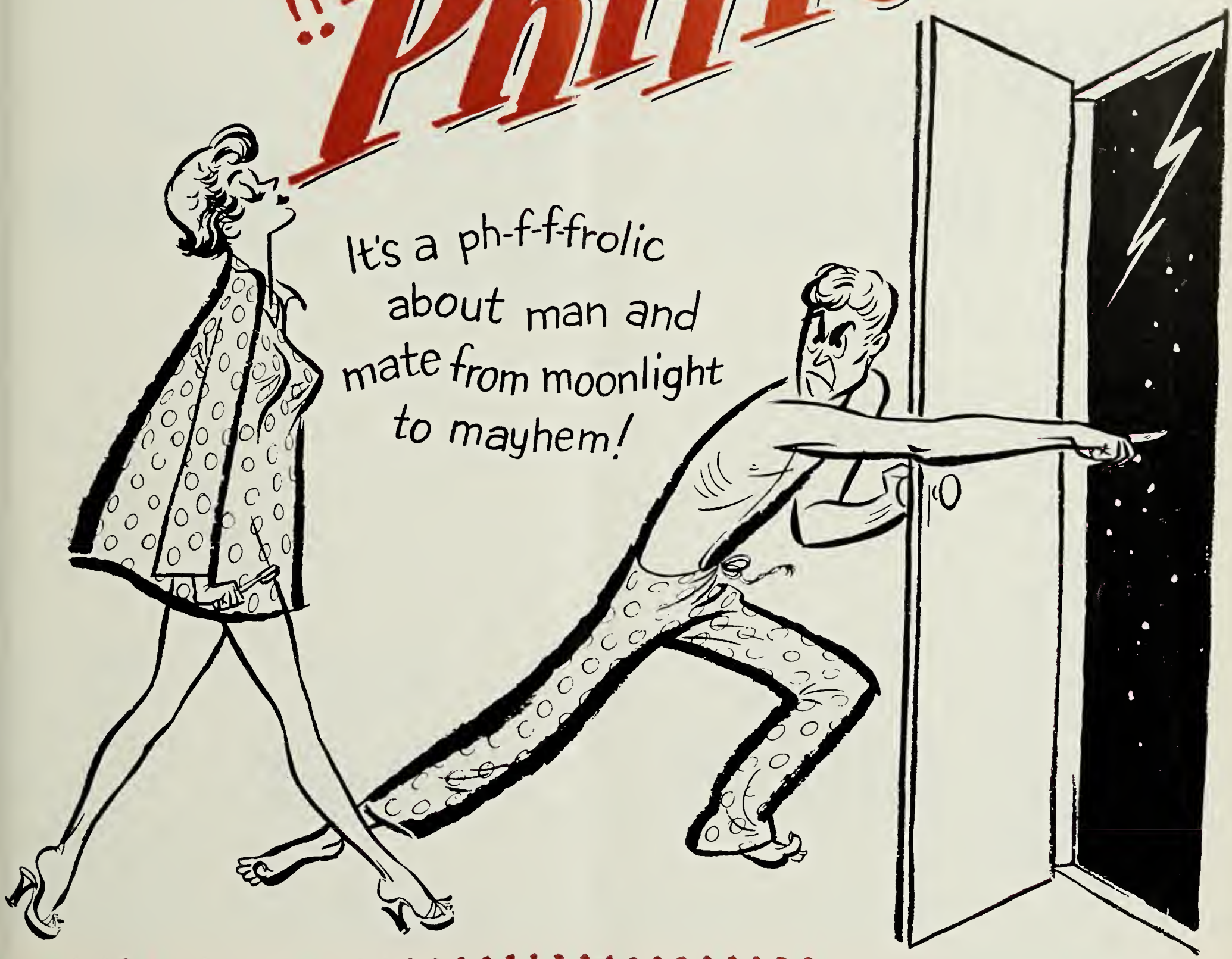
(*Continued on page* 15)



Vic Damone is one of the stars in "Athena," in Eastman Color with Technicolor print.

!!Phfft!!

It's a ph-f-f-frolic about man and mate from moonlight to mayhem!

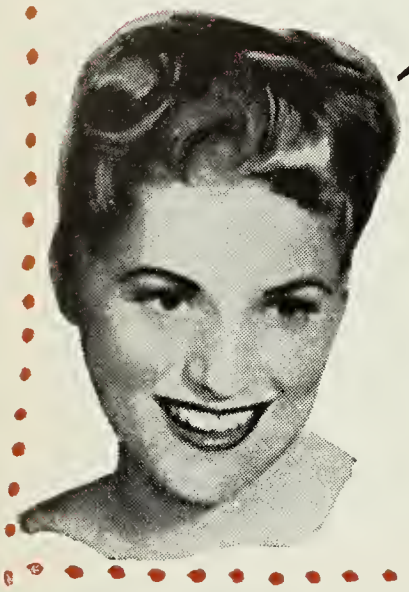




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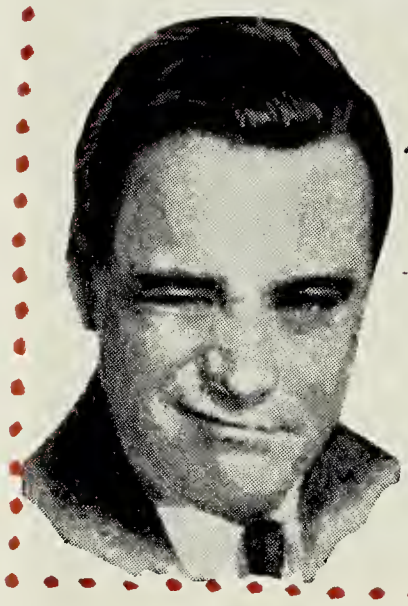
IT'S THE SOUND OF A ROMANCE ON THE ROCKS!

Phffft is my funniest picture since 'Born Yesterday'!"



Judy HOLLIDAY

"Sure, *Phffft* is a goofy title. But what a gimmick for smart showmen!"



Jack LEMMON

"Have you heard Decca's *Phffft* mambo? It's shooting to the top in all disc jockey polls!"



Jack CARSON

"Wait'll you dig the special trailer I made for *Phffft*!"

Kim NOVAK



!! *Phffft* !!

EVEN IF YOU CAN'T SAY IT... SEE IT!

from Columbia

Story and Screen Play by GEORGE AXELROD · Produced by FRED KOHLMAR · Directed by MARK ROBSON

WATCH THE PREMIERE AT LOEW'S STATE IN NEW YORK, NOV. 10

Independent Trade Reviews

(*Continued from page* 12)

a series of lilting tunes and interesting dances. "Athena," which stars Jane Powell, Debbie Reynolds, Edmund Purdom and Vic Damone, is pleasant family entertainment. Box office returns in the general market should be rewarding. Story is off-beat in that it deals with a young attorney's romance with the daughter of a health-faddist whose family wears unusual clothing, frowns on the eating of meat and sports several revolutionary ideas about hygiene. All this adds up to clever jesting and off-beat dance routines. The musical numbers are spirited rather than physically opulent. The six sisters in the health-faddists' family are pretty with the Misses Powell and Reynolds contributing the bulk of the song-and-dance chores. Damone sings some numbers also. The tinting, which is Eastman Color rendered in a print by Technicolor, is pleasing and makes the most of the unusual sets accorded the headquarters of the health-faddist.

When Purdom, running for political office, meets up with Miss Powell, daughter of a health-faddist, his chance for winning grows slim. Miss Powell's family turns out to be peculiar. Damone, Purdom's friend, meanwhile falls in love with Miss Reynolds. Purdom splits with Miss Powell when she embarrasses him at a social affair but a reconciliation takes place when Miss Powell decides to live a normal type life. A double wedding appears in the wind, with Damone and Miss Reynolds as the second couple.

"Drum Beat"

(Warner Bros.) CinemaScope-WarnerColor 111 Min.

Cast: Alan Ladd, Audrey Dalton, Marisa Pavan, Robert Keith, Rodolfo Acosta, Charles Bronson, Warner Anderson, Elisha Cook, Jr., Anthony Caruso.

Credits: A Jaguar Production; Directed and written by Delmer Daves.

Arranging for a peaceful conclusion of the Indian wars of the late 19th Century in Oregon is the task of star Alan Ladd in this CinemaScope-WarnerColor adventure tale. The combination of the star name and the anamorphic process should help considerably to raise the film's prospects in the general market. The script follows a familiar pattern, handing the star a typical bravado role and pitting "bad" Indians against "good" ones. Ladd performs his feats of impossible heroics with the proper dash, thus helping to keep things moving despite the excessive length of the script. He has two leading ladies in this one, Audrey Dalton, as the white girl he loves, and Marisa Pavan, as an Indian princess who sacrifices her life for love of the star. Miss Pavan gives an especially noteworthy performance, marking her as someone to watch. For added exploitation possibilities, a catchy title song has been tagged on to the feature.

The plot abounds in all the standard action devices: massacre raids, ambushes, traitorous messengers, and the like. Additional interest is generated by the personality of the Indian leader, a villain who borders on madness. Ladd's daring sets up the stimulus for several scenes of high suspense, in which he walks unhesitatingly into the enemy camp. Despite all this action and adventure, the picture makes a strong statement of the values of peace. Ladd, a crack Indian fighter, has been appointed peace commissioner by President Grant. His job is to bring peace to the territory without the use of violence.

The enemy Indians force Ladd into violence against his will at times, but he finally accomplishes his mission with the capture of the enemy leaders. After the final climax, another appeal for peace is voiced by Ladd, for the picture continues after the capture to show the execution of the bad men and the start of resettling of the land. Through it all, Miss Dalton stands by the hero, finally winning him for her husband.

"Theodora, Slave Empress"

(IFE) Pathecolor 88 Min.

Cast: Gianna Maria Canale, George Marchal, Renato Baldini, Henri Guisol, Irene Papas, Carletto Sposito.

Credits: An Italo-French co-production by Lux Film Rome—Lux Compagnie Cinematographique of Paris; Directed by Riccardo Freda; Screen play by Rene Wheeler, Ranieri Cochetti, Claude Accursi and Freda.

Here is a handsome spectacle, combining romance, action and narrative to extreme visual advantage and dramatic results that should satisfy a broad audience. Grosses should reach colorful heights for this topliner. Picture was made in Italy as a French-Italian co-production and dubbed into English in satisfactory fashion. Story deals with a slave girl who advances in status by dint of her beauty to marry the Emperor Justinian and rule the Roman Empire by his side. As played by Gianna Maria Canale, the slave girl emerges as a creature of great beauty. Miss Canale sets the tone of much of the proceedings right off by performing a curvaceous dance and seducing the emperor. For spectacle, incidents with wild lions, chariots, surging crowds and gala battles fulfill the promise offered in the publicity campaign for "Theodora." In the story department, a palace intrigue wherein the emperor's court turns against him out of hatred for his slave girl-wife, who has decreed an end to human bondage, fills the bill. Due to adept direction and an adequate script, much of the narrative rises to the level of compelling drama. Moments of tension, generating suspense, are frequent. The finale, featuring a mammoth battle with no holds barred, fills the screen with splash and splendor.

Utilizing grand sets and vivid costumes, "Theodora" comes through as a sensation to the eyes. The Pathecolor is excellent, revealing flesh tones to near perfection. Crowd scenes are vivid and the pacing is convincing. Conflict in the story springs from the court's reaction to the marriage between Miss Canale and George Marchal, who plays the emperor. The conspirators enlist a discarded lover of Miss Canale's to assassinate her after she orders end to slavery in Rome. The would-be assassin fails and the conspirators sway the emperor to their side and against Miss Canale. Civil war breaks out and only at the last minute does the emperor realize the treachery in his own ranks. He saves Miss Canale from a dreadful fate at the hands of a vengeful executioner and restores order to Rome.

"Crest Of The Wave"

(M-G-M) 90 Min.

Cast: Gene Kelly, John Justin, Bernard Lee, Jeff Richards, Sidney James, Patric Doonan.

Credits: Produced and directed by John and Roy Boulting; Screen play by Frank Harvey and Roy Boulting; From the play, "Seagulls Over Sorrento," by Hugh Hastings.

An engrossing all-male drama, dealing with an attempt by an American scientist and the British Navy to test a powerful explosive off the Scottish coast, is quietly unspooled in "Crest of the Wave." The film has the type of even pace and careful plotting typical of a vehicle that should bring good results from art house bookings. The name of Gene Kelly, however, will catapult bookings into general audience situations, where returns should fare well above average. "Wave" has some action, a couple of highly suspenseful incidents and deft touches of character humor. Story weaves a theme of Anglo-U.S. co-operation on a military venture and places emphasis equally on the officers and enlisted men who are working on the explosives project. Film was produced in England, utilizing mostly British actors in keeping with the spirit of the tale. In the U.S., "Wave" made a brief appearance on Broadway as a stage play under the title "Seagulls of Sorrento."

Kelly, an American scientist and U.S. Navy officer, is assigned to help John Justin, a British naval officer, perfect an explosive upon which the British Navy has been working. After many tests, Kelly launches the explosive in a torpedo but the result proves fatal for two sailors. The British Navy abandons the project but Kelly swings a last-minute reprieve after Justin uncovers the "bug" in the explosive. The new test proves fruitful.

"Snow Creature"

(United Artists) 70 Min.

Cast: Paul Langton, Leslie Denison, Teru Shimada, Rollin Moriyana.

Credits: Produced and directed by W. Lee Wilder; Story and screen play by Myles Wilder.

"Snow Creature" registers as well-made exploitation fare that should prove highly suitable on action house programs. Proper selling of the fantastic tale of a mammoth, ape-like creature who inhabits the wilds of the Himalayan Mountains and kills at random should produce sizable profits. Picture is a modest-budget affair which concentrates on suspense rather than action to generate thrills. In its category, "Snow Creature" is successful. Story begins with an Asian mountain-climbing expedition and switches midway to the U.S. for a fairly rousing climax in an underground chase.

When Paul Langton, a botanist seeking specimens in the Himalayan Mountains, runs into a legendary "Snow Creature" who kills humans, he decides to take the creature alive to the U.S. In America, the creature escapes to roam the streets and slaughter citizens. Langton and the police track it down in the sewers and are forced to kill it when Langton's life becomes endangered.

"The Fast And The Furious"

(American) 74 Min.

Cast: John Ireland, Dorothy Malone, Bruce Carlisle, Marshall Bradford, Jean Howell, Larry Thor, Robin Morse, Bruno DeSota, Iris Adrian.

Credits: A Palo Alto Production; Produced by Roger Corman; Directed by Edwards Sampson and Ireland; Screen play by Jerome Odlum and Jean Howell; Story by Corman.

"The Fast and The Furious" is the first picture to go out under the aegis of the newly formed American Releasing Corporation. An action melodrama, the film stacks up as a programmer for the general market. Film's strongest selling points are the performances of John Ireland and Dorothy Malone, both of whom breathe life into their roles. The story idea of the film is a good one, that of a fleeing trucker who has been accused of manslaughter, commandeering the Jaguar sports car of a motor-conscious girl racer and trying to slip across the Mexican border. However, the screen play, other than providing a lot of racing sequences in the Jaguar and some stock footage, rather roughly develops the budding romance between the hard-bitten truck driver and the well-bred girl. Produced on a moderate budget, the film's production values are very good and Edwards Sampson and Ireland handle the direction of the picture satisfactorily. Picture has plenty of exploitation angles and a good title and should set American Releasing Corp. off to a running start.

A fleeing trucker, wanted on a false manslaughter rap, Ireland finds that Miss Malone is on her way to Pebble Beach for the annual races. Planning this race as his means of escape into Mexico, he forces her to take him to the scene of the race. When they discover that woman drivers are barred from the race, Ireland takes over. They meet Bruce Carlisle, a friend of hers, who is suspicious of her relationship with Ireland. The day of the race, Ireland locks her in a cabin and goes to the race. The race is a road duel between Carlisle and Ireland. Miss Malone escapes and notifies the police. Ireland crashes a police barricade set up and when Carlisle goes over an enbankmenet after he has tried to run Ireland off the

(*Continued on page* 20)

Distributors Report Profit Rise; Columbia, Paramount Head List

Business apparently is taking a turn for the better with many major distributing companies, according to financial reports for the first nine months of 1954 issued by a number of film concerns. Among those represented are: Columbia, Paramount and Decca, parent company of Universal.

Harry Cohn, president, Columbia Pictures, revealed in the company's recently published annual report that Columbia's gross income has in the last 20 years "grown from $11,178,000 to over $80,000,000 in the fiscal year recently finished." During the same two decades, the report indicates, the firm's net working capital has grown from approximately $4,800,000 to $37,696,190.

Cohn Inks Pact

Gross income from rentals and sales of film for the fiscal year ended June 26, 1954 amounted to $80,209,238 as compared to $60,273,881 for the previous year. Net earnings of $3,594,733 equalled $4.41 per share of common last year on the 757,843 shares of common outstanding. This compares to a net profit of $942,385 and earnings of $0.99 per share for the preceding year.

The Columbia Pictures president has entered into a new five-year contract with the corporation, according to an announcement from the company. The pact, which will be submitted for ratification by stockholders at their December meeting, "should dispel any rumors that I am in negotiation for the sale of my Columbia stock," the executive stated.

Consolidated earnings of Paramount Pictures for the nine months ended Oct. 2, 1954 after taxes are estimated at $6,390,000. These earnings include net profit on sale and adjustment of investments in subsidiary and affiliated companies of approximately $832,000 (after deducting applicable income taxes) and represent $2.89 per share and, excluding such net profit, $2.52 per share. Consolidated earnings for the nine months of 1953 were estimated at $4,996,000 and represented $2.21 per share.

Earnings of the corporation and subsidiaries for the third quarter ended Oct. 2, 1954 were $2,428,000 after provision for income taxes, to represent $1.10 per share on the 2,208,133 shares outstanding. Consolidated earnings for the quarter ended Oct. 3, 1953 were estimated at $2,005,000 and represented $.89 per share on the 2,256,158 shares then outstanding.

Decca Earnings Jump

The board of directors of Paramount Pictures voted a quarterly dividend of $.50 per share on common stock, payable Dec. 14 to holders of record Nov. 29.

Consolidated net earnings of Decca Records, Inc., for the nine months ended Sept. 30, including the company's share of undistributed earnings of its subsidiary, Universal Pictures, amounted to $2,272,602, equal to $1.42 per share on 1,602,501 outstanding shares of capital stock. For the corresponding period of 1953, Decca reported earnings of $471,593, equal to 35 cents per share on 1,354,158 shares of capital stock outstanding on Sept. 30, 1953.

Milton R. Rackmil has become the controlling factor in Decca Records, which he heads, and through Decca, its subsidiary, Universal Pictures, which he also serves as president. Rackmil and a group of associates, after a proxy fight upholding his management last Spring, obtained control of more than 500,000 shares of Decca common.

The Board of Directors, Universal Pictures Company Inc., has declared a quarterly dividend of $1.0625 per share on the 4¼ per cent cumulative preferred stock of the company payable Dec. 1.

Republic Pictures Corp. reported a net profit of $1,617,971, before Federal tax provision, estimated Federal normal and surtaxes of $841,000, or a net after taxes of $776,971 for the 39 weeks ended July 31, 1954. For the same approximate period of a year ago, the company and its subsidiaries enjoyed a net profit of $1,698,155, before Federal tax provision, estimated Federal normal and surtaxes of $875,000, or a net after taxes of $823,155.

RKO Theatres Profits

Consolidated net income at RKO Theatres showed a sharp upswing for the third quarter and the first nine months of 1954, with quarter earnings up to $775,033 before deductions for special items, against $370,728 of last year. The current nine month net, before deductions, was reported as $1,710,150, as compared with $739,282 in 1953.

The special deductions, including losses from the disposal of theatre properties, brought the consolidated net down to $720,984 for the third quarter and $1,625,009 for the first nine months of 1954.

Roxy Theatre, Inc., has declared a quarterly cash dividend of 37½ cents per share on the outstanding preferred stock payable Dec. 1, 1954, to holders of record on Nov. 17.

NEW POSTS

DR. MAURICE NELLES joined Technicolor Motion Picture Corp. in the newly created position of director of diversification and research development. Dr. Nelles, with a doctor of philosophy degree from Harvard, came to the company from Borg-Warner Corp., where he was director of the central research laboratory.

SHELL TRENT was appointed acting branch manager of Altec's northeastern division, succeeding Ralph Kautzky, who was upped to acting division manager recently. Trent joined Altec in 1937 as field engineer. He will headquarter at Altec's New York office.

ROBERT ADLEMAN was named director of publicity of International Variety Clubs. His duty will be to co-ordinate the work of the Press Guys in each of the tents with the International Press Guy, Ben Goffstein, and to arrange for national news coverage of Variety events.

SAMMY LAMBERT was appointed executive assistant of Michael Todd of Michael Todd Productions, which plans two films a year in Todd-AO process. Lambert has been closely associated with Todd's Broadway ventures since 1936.

H. ALFREDO STEINBERG joined United Artists as assistant general manager in Brazil. A native of Rio de Janeiro, Steinberg has held executive sales posts with Paramount, Universal, Monogram and Columbia Pictures.

JACK CLINK was named chief engineer and recording supervisor of Perspecta Sound, Inc. Clink has been with the companies for the past two months, supervising the insallation of equipment in their studios. He started as a sound man with M-G-M in 1934.

IRVING SAVER was named general district manager of Alexander Film Co.'s New England sales territory.

BERT NATHAN, Theatre Popcorn Vending Co., Brooklyn, has been elected to the presidency of the International Popcorn Assoc.

Muhl Forms New U-I Studio Exec Unit; Douglas Upped

As a further step in integrating executive and creative functions, Edward Muhl, vice-president in charge of production at Universal-International, has announced a number of important promotions and the creation of a new studio executive committee to keep pace with the rapidly-expanding operations on the lot.

The new executive group, which will operate directly under Muhl, is composed of James Pratt, executive manager of the studio; Morris Davis, business manager; Robert Palmer, talent executive; Ray Crossett, scenario and story editor; Morris Weiner, in charge of industry relations; George Douglas, manager of operations; and Ernest Nims, editorial executive.

The realignment, said Muhl, is designed to get the maximum production benefits from the creative, policy-making and management experience of the studio executives.

In a realignment of executive duties, George Douglas, studio treasurer, is advanced to a newly-created post of manager of operations, and Charles Stineford, assistant business manager, takes over the position of studio treasurer vacated by Douglas. Morris Weiner moves up from his post as studio manager to that of head of industry relations.

At the same time, Muhl has also streamlined the studio operating committee to serve as an arm of the executive group on an operational level. As manager of operations, Douglas will now also serve as chairman of the operations committee. Others on this committee are Gilbert Kurland, production manager; Emmett Ward, plant manager; Percy Guth, post-production manager; Joseph Dubin, chief studio counsel; George Bole, commercial and short subjects manager; William Batliner, assistant to Douglas as operations manager; Charles Stineford, new studio treasurer; Ivan Betts, studio controller; Jack Bauer, casting director; Sam Israel, studio publicity director; and Clark Ramsay, executive assistant to David Lipton, vice-president.

"The company," Muhl added, "has just completed the most profitable and successful year in its history.

42,736,920 WOMEN*

ARE READY AND WAITING FOR THIS ONE!



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top TV,
dio shows
d leading
omen's
agazines!

FROM **RKO** THE SHOWMANSHIP COMPANY

TOA Asks Greater Exhibitor Unity; Move For Government Help Stymied

(*Continued from page 10*)

mittee of exhibitors representing several exhibitor groups on everything but one point."

Lichtman added that "I am sure that as soon as we are able to meet again, which we plan to do in the very near future, we will be able to resolve that one point, too."

An arbitration tribunal would be "an easy, inexpensive tribunal for a rapid, unbiased, fair solution" to exhibitor problems, Lichtman added. "I urge you gentlemen to support arbitration. At least let us give it a fair trial," he implored the convention.

Following a question and answer period which closed Lichtman's speech, Alfred Starr stated: "There's no question of the honor or integrity of Mr. Lichtman personally. . . . I have no concern with that. The next thing which does not concern me is whether there is a conspiracy to keep product short. There is a remedy for that at the law."

Starr, however, stressed great concern for maintaining good distributor-exhibitor relations and went on to say that much worry is apparent among exhibitors over the question of whether only big pictures could survive.

"Desperate men do desperate things," he contended, adding that TOA "will go to the government and ask the Justice Department to review the results of those decrees which were supposed to help us . . . (and) . . . ask for a modification of these decrees so as to allow the divorced affiliates . . . to be allowed to make pictures."

Lichtman responded that if he knew TOA that organization would not go to the government for the above. The 20th-Fox executive's words proved accurate.

Discrimination Suit Filed By Drive-In

Following the $4,575,000 anti-trust suit filed by three Pennsylvania drive-ins, through the law firm of Malkan & Ellner, the same legal firm has filed an action in New York Federal Court on behalf of the Starlight Drive-In, Fairmont, W. Va., operated by the Lasky Brothers.

The latest suit asks $450,000 damages and makes substantially the same charges as those in the Pennsylvania action against approximately the same defendants.

In effect, the suits open the doors for all drive-in operators to take part if they wish to join in on the expenses, according to Arnold Malkan, who filed the suits.

The action charges the Starlite has been discriminated against by a long line of distributor and exhibitor defendants, including companies dissolved as a result of consent judgments in the Government suit.

COMPO Meet Slated

The co-ordination of technological advances in the industry will be a topic for discussion when COMPO's board of directors and executive committee meet Monday at the Sheraton Astor Hotel.

The subject was announced as a late addition to the agenda, its inclusion being requested by one of the associated organizations following circulation of the suggested program prepared by the Council's staff.

TOA Picks L.A.?

Theatre Owners of America may convene next year for its annual meet in Los Angeles, city for which board members have expressed preference. Meanwhile, organization directors will meet for a board session the first or second week of February in Washington, D. C.

Hyman's New Firm Acquires British Pix

Eliot Hyman, president of newly-formed Associated Artists, announced this week that 24 British films, plus a number of other foreign features and shorter length films, are available for immediate theatrical and non-theatrical distribution, including television, by his company.

The new enterprise has already begun working in all of the fields for which it was formed, Hyman said. These include the production of films of both feature and shorter tenure, for theatrical-non-theatrical distribution, and the release of pictures for showings on TV, he added.

With Hyman as president and chairman of the board, other Associated officers include: Kenneth Hyman, vice-president; Samuel Haims, controller and treasurer; Jacques Kopfstein, general sales manager in charge of domestic distribution; Norman Katz, sales manager in charge of foreign distribution; Herbert Richek, chief of the booking department and office manager. Handling the television operations are Arthur Kalman, Donald Klauber, Herman Katz and Paul Kwartin.

TelemeterTestDisrupted; SCTOA Culls TV Data

While Southern California Theatre Owners Association has decided to participate in the gathering and distribution of information on the proposed FCC setup of subscription video in order to determine whether such a setup would be in the best interests of the nation, the International Telemeter Corp. moved to shut down its first Telemeter pay-as-you-see operation in Palm Springs, Calif.

Telemeter decided that the difficulty which led to the shut down was "temporary" and stated through Paul McNamara, an executive, that "subscription TV is hotter than ever.

"We expect the FCC to hold hearings on subscription TV within the next six to nine months," McNamara disclosed, "and we're definitely moving ahead." He discounted reports that Telemeter had failed in its first test.

COMPO Ad On Taxes

The 30th in the series of COMPO ads in Editor & Publisher calls attention to the threat of new municipal admission taxes and points out to editors a few aspects of such levies that may not have occurred to them.

Back Film Finance Plan: E. D. Martin

St. Louis.—Newly elected Theatre Owners of America President E. D. Martin told the Missouri-Illinois Theatre Owners Association annual convention here this week that all exhibitors are invited to join TOA in its attempt, via a production finance company, to stimulate independent filmaking.

"If that plan fails, and it dare not," Martin warned, "we shall return to the chaotic position we are in now, at the mercy of the producers and distributors."

The TOA unit, before adjourning, re-elected Lester R. Kropp, co-general manager of Fred Wehrenberg Theatres, president; Tom Bloomer, vice-president; Thomas James, treasurer, and Joseph C. Ansell, secretary.

Albert M. Pickus, TOA vice-president, addressing the TOA unit's annual convention declared there is no necessity for exhibitors to change from the so-called small screen to a larger picture ratio, provided that 2-D prints of CinemaScope and other processes are made available.

Confusion Cited

Cited was a great confusion in exhibitors' minds on the subjects of large screen projection, new types of equipment and allied subjects. There has been so much confusion that many exhibitors do not know where to turn, or what to do, and they are further frustrated by the fear that any conditions to the physical aspects of the equipment in their theatres are not warranted by the size of the theatre, the gross of the house, or by the value of the theatre, Pickus said.

Pickus urged exhibitors who cannot wait for the availability of the films in the new processes, to install larger screens themselves, after careful investigation and advice, and to install a short focal lens.

Announcing that 125 new CinemaScope pictures would be forthcoming next year with 20 to 24 from 20th Century-Fox, Alex Harrison, assistant to the general sales manager of the company, told the opening session of the convention that his company is encouraging such productions from independents.

Powell Voices Desire To Sell 'Conqueror'

Dick Powell, vocalist-actor turned producer, would like personally to sell his production of "The Conqueror" to distributors. In town following completion of the film, the first he ever produced, Powell gave the trade press a rundown of his experiences while filming the RKO Pictures production.

"Conqueror," which stars John Wayne and Susan Hayward, was shot in CinemaScope and SuperScope on a budget originally estimated at $4,900,000. Powell said that the screen play adhered as closely as possible to historical sources. It should be in release, on a percentage rather than road show basis, by Easter, he added.

Powell said that he will have worked one full year on "Conqueror" by the time scoring is completed late next month. His future plans as a producer for RKO, he indicated, will depend on the success of that film. He said "Conqueror" must gross between $10-10,500,000 to break even.

Broad Campaign Heralds "Xmas"

With the appropriate season almost upon us, Irving Berlin's "White Christmas," Paramount's first VistaVision release, comes to exhibitors laden with exploitation and promotion possibilities. A tour by the composer, record promotions, fur tie-up, department store mailings, a letter from star Rosemary Clooney to the nation's disc jockeys and radio-TV promotion material for theatre owners are all included in the Christmas stocking.

Berlin started the national campaign rolling with a series of luncheons, conferences and cocktail receptions for motion picture editors, critics and exhibitors in Boston, Philadelphia, Chicago and other cities across the nation. The composer spent the month of October meeting with press and radio-TV personnel, creating interest in the musical feature.

Berlin Tunes Used

The Bing Crosby-Danny Kaye starrer has been netting additional attention from the Berlin tunes, with both Crosby and Miss Clooney having recorded "White Christmas" albums. The male star sings eight of the numbers in his Decca album, while Miss Clooney has recorded nine songs in her album.

In addition, individual songs have been put on wax by such recording stars as Peggy Lee, Eddie Fisher, Arthur Godfrey and Gordon MacRae. Fisher's recording of "Count Your Blessing" received an unplanned boost when President Eisenhower plugged the singer and the number on a national broadcast recently.

In another stunt, 1,800 radio and TV disc jockeys have received from Miss Clooney a series of letters describing the "truly wonderful" Berlin score and the numbers the songstress has recorded from the picture. In her letters the singer also discusses the picture, VistaVision and her co-stars.

The film company is making available to exhibitors special TV and radio promotion material, including a free TV sound film clip featuring Crosby and Miss Clooney in a scene from the film. The clip is said to be appropriate for local TV shows that feature commentators, reviewers, newscasters, women's programs, etc.

Clooney Disc Set

Also available is a two-sided recorded interview with Miss Clooney, each side being a complete 15-minute radio program with music. Live radio spot announcements of 20, 35 and 50 words are also being offered to exhibitors, as are suggestions for making arrangements with disc jockeys. The latter includes ideas for establishing an "Irving Berlin Day" and a "Bing Crosby Day."

A fur coat tie-up between Paramount and the National Association of Fur Manufacturers has resulted in locally-sponsored contests in 10 major metropolitan areas. White sheared beaver jackets will go to the 10 male contestants answering best "Why I would like to see her in a white fur coat for a 'White Christmas.'"

The fur promotions will be conducted on a broad ticket-selling scale calling for

(*Continued on page* 20)

Myriad Of Promotional Tie-Ups Backs "Hansel And Gretel" Dates



At a meeting following the announcement that RKO Pictures will distribute Michael Myerberg's screen version of Humperdinck's "Hansel and Gretel" are (l to r): Michael Myerberg, producer of the Technicolor feature; Herbert H. Greenblatt, RKO's domestic sales manager; Arthur Gray, Jr., president of Michael Myerberg Productions, Inc., and John J. Bergen, vice-president in charge of industrial and commercial films for Myerberg Productions.

An unprecedented array of promotion tie-ups totaling more than $10,000,000 worth of national and local advertising has been set for "Hansel and Gretel," according to Walter Branson, RKO's world-wide sales manager. Set to run in conjunction with local playdates, the tie-ups will also add an unusual amount of publicity breaks to the extensive nation-wide campaign being readied by RKO for the Michael Myerberg Technicolor production.

All tie-ups are planned to be ready for local level promotions in time for the Chritmas Holiday release of the feature, with national advertising to pave the way beginning almost immediately.

The National Biscuit Co. will distribute 90,000,000 packages of a new cookie, called "Hansel and Gretel." The new product is being advertised on the packages of the company's three leading products, Ritz Crackers, Grahams and Saltines. The ad on the packages plugs the RKO release with credits and the line, "at your local theatre." The company also is circulating two types of counter display posters to push the new cookies.

Biscuit Firm Joins

In addition, the company is running a newspaper, magazine, TV and radio campaign, to promote "Hansel and Gretel" cookies, with appropriate plugs for the feature included.

The Independent Grocers Alliance Distributing Co., through its 5,300 I. G. A. stores in all parts of the country, will run a coloring and jingle contest tied-in with local playdates. I. G. A. will run full-page ads in 2,135 newspapers, with the name of the local theatre and the playdate, and will distribute handbills and posters advertising the contest and the picture. As soon as a theatre books the RKO release, the I. G. A. store in that community will go into action with its array of promotional material.

Mars Candy will begin this week to advertise "Hansel and Gretel" with special posters for counter and window displays in all its outlets across the country.

A new comic book, "Hansel and Gretel," is being distributed to the nation's newsstands and magazine racks by Dell Publishing Co. Based on Myerberg's screen version of the Humperdinck opera, the comic book is being presented as the "right kind" of comic book for children.

Among the unprecedented number of merchandise tie-ups which will be ready for the Christmas Holiday promotion are the following:

Dolls from Horsman Dolls; coloring books and paper dolls from Saalfield Publishing Co.; jigsaw puzzles, cardboard games and cardboard construction books from Jaymar Specialty Co.; draperies, fabric curtains and bedspreads from Seneca Textile Co.; Knitted polo shirts from Indiana Rayon Corp.; three-dimensional forms in rubber from Scrugo Rubber Co., and fabric hats, pinafore aprons, bibs; children's scarfs in fabric from Elren Mfg. Co.

Also; figurines of plaster and porcelain from Kreiss & Co.; children's playhouse, wall plaques and party sets, phonograph figures, knitting spools, sewing cards, pop-up books and paper dolls from Samuel Gabriel & Son; boy's and girl's belts from Artistic Belt Co.; rubber molds and coloring kits from Bersted's Hobby Craft, Inc.; plastic draperies, bedspreads, vanity skirts, plastic scarfs and raincapes from Ex-Cell Plastic Co., and children's and women's dresses from Jack Borgenicht.

Many Concerns Help

Also, novelty jewelry from Dickson Mfg. Co.; children's baskets; flowers for hair from J. Marrow & Co.; boy's and girl's suspenders and braces; elastic and non-elastic tapes from Sturm & Scheinberg, Inc.; patterns for home sewing from Advance Pattern Co.; umbrellas and rainhats from G. & S. Umbrella Co.; foam Rubber Bendy dolls from National Playthings; manufacturers of knitted fabrics from Alamac Knitting Mills, and children's and misses' handbags, fabricated of felt straw, silk, cotton, leather and plastics from Pyramid Leather Goods.

Also, plastic draperies from Gordon Plastics, Inc.; boy's suits from Hi-Line Co.; cotton, synthetic fabrics from M. Lowenstein & Son; jewelry from Corky Jewelry Co.; leather, plastic and fabric schoolbags from

(*Continued on page* 20)

Title Changes

Allied Artists: **"Cry Vengeance"** is the new title for "Ketchikan." (Stars Mark Stevens; Directed by Mark Stevens).

"The Hijackers" is the new title for "Today is Forever." (Lindley Parsons produces).

RKO: **"Escape To Burma"** is the new title for "Bow Tamely To Me." (Stars Barbara Stanwyck; Benedict Bogeaus produces).

Myriad Promotions Backs "Hansel" Dates

(*Continued from page* 19)

United Leather Goods, Corp.; children's picture book with a phonograph recording as an integral element from John C. Winston Co.; use of the pattern of ExCell Plastic for the purpose of vinyl plastic draperies from Beau Manoir Plastic Convertors, and pajamas made of knitwear from Scout-Tex, Inc.

Also, ring toss set and boxed blackboard from Royal Toy Mfg. Co.; decalcomanias and transfers from Superior Trademark Mfg. Corp.; soap figures from Mem Company, Inc.; children's and girls' coats from Princess Ann Girl Coat, Inc.; glasses containing the figures of Hansel and Gretel from Owens-Illinois Glass Co.; and set-matching cardigan, dress and panty set from Modella Mfg. Co.

"Xmas" Nets Broad Ballyhoo Campaign

(*Continued from page* 19)

elaborate store window displays, newspaper advertisements, newspaper, TV and radio attention. The cities involved in the campaign are Albany, Boston, Buffalo, Cincinnati, Cleveland, Detroit, Denver, Des Moines, Memphis and San Francisco.

More than 8,000 department stores and dress shops are plugging the film in special mailing pieces to their customers. This promotion stems from a tie-up with Natlynn Junior Originals, dress manufacturer. The mailing piece advertises a number of dresses designed by Natlynn and based on Edith Head's clothes worn in the film by Miss Clooney and Vera-Ellen. Full film credits are listed.

Many of these and other ideas have been incorporated in the campaign created for the feature's run at RKO Keith's, Washington, D.C. The theatre dressed the front of the house with flags, displays and cutouts. A new $1,000 juke box was promoted and stocked with records from the picture for use in advance and during the run.

Special screenings were set up for disc jockeys, TV personalities, newspaper people and record dealers. A tie-up was made with the Billy Johnston TV show over the local CBS station, in which film albums were given as prizes for contests. A local department store, music shop chain and Decca Records have all joined in the campaign.

The theatre dressed one of its doormen as Santa Claus and sent him through the streets with appropriate credits on his back.



Altec's current installation rate accounts for 75% of total stereophonic sound sales!

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That's why Brandt's GLOBE, Broadway, New York, (pop. 8,000,000) and the OPERA HOUSE, Lebanon, New Hampshire, (pop. 4,614) signed Altec stereophonic installation and service contracts!



SPECIALISTS IN MOTION PICTURE SOUND
161 Sixth Avenue, New York 13, N.Y.

ALTEC® SERVICE CORPORATION

Independent Trade Reviews

(*Continued from page* 15)

road, Ireland turns back. He saves Carlisle by pulling him out of the flaming wreckage. When Miss Malone arrives, he tells her that he will face the false manslaughter charge.

"You Know What Sailors Are"

(United Artists) Technicolor 89 Min.

Cast: Akim Tamiroff, Donald Sinden, Sarah Lawson, Naunton Wayne.

Credits: A. J. Arthur Rank presentation; A Julian Wintle Production; Produced and written by Peter Rogers; Directed by Ken Annakin.

One of the funniest British comedies to cross the ocean has been given the somewhat awkward title of "You Know What Sailors Are." Art house runs are in order, with a more general play-off possible. This Technicolor production almost defies classification, but it is primarily a satire on both science-fiction and Arabian Nights type palace-with-harem films, with the British Navy taking the brunt of the kidding. Akim Tamiroff is the only familiar name in the cast, but the lack of star names should be compensated for once word-of-mouth gets around on how original and really hilarious this picture is. In addition to the comedy, the feature boasts an abundance of scantily-clad beautiful girls, and there is some torrid "oriental" dancing that would give the girls at Minsky's a run for their money.

A madcap plot has British Naval Lieutenant Donald Sinden weld a pawnbroker's sign and a baby carriage on to the radar equipment of a foreign ship as a joke when he is drunk. This causes an international incident, with all concerned thinking that the new "instrument" is a secret weapon. Tamiroff, the president of the foreign country, gets Sinden into his palace and has him guarded by a bevy of beautiful girls. Sinden's girl, Sarah Lawson, rescues the naval officer, and an hilarious romp, modelled on the inevitable chases scene follows. Picture ends happily for all, with Tamiroff's scientist importing tons of pawnbroker signs and scrap baby carriages. The film remains a spoof to the end, with one of the characters teasing the audience for a tag line.

"The French Touch"

(Times Film) FRENCH 86 Min.

Cast: Fernandel, Renee Devilliers, Arlette Poirier.

Credits: Directed by Jean Boyer; Written by Boyer and Serge Veber.

An amusing French comedy, based completely on the brand of sharp, spicy wit for which the nation is famous, is provided by "The French Touch." The Fernandel starrer should receive a nice acceptance in the more sophisticated art and foreign language houses around the nation. The feature is a one-gag creation, but the joke lends itself to being stretched and elaborated upon throughout the entire running time, thus preventing any dull moments. Also, the great French actor has been handed a wonderful comedy role, of which he makes the most. The film is all Fernandel and is much the better for it.

The plot and the title derive from Fernandel's miraculous talent as a hair dresser. He starts out by shearing sheep and finally works his way up to owning the most elaborate hair salon in Paris. Women fall all over him and fight to have him dress their hair. They all want him as a lover, and this naturally upsets his wife, an understanding woman who finally reaches the end of her patience. They are about to be divorced, when Fernandel decides he really loves his wife and promises her a honeymoon trip and a new hair style from her own husband. English titles are good.

Xmas comes sometimes early in New York..

"Hansel and Gretel" broke every attendance record at the Broadway Theatre, N.Y., grossing $40,287 in six days!

...and Xmas will come early (and stay late) when you play "Hansel and Gretel", this year's great holiday show!

"Hansel and Gretel" is the miracle that happens only once to the very young...at heart. And all the New York critics and the long lines at the box office must be young at heart, because they agree that "Hansel and Gretel" is great entertainment for everybody.

"A fine film for children . . . should delight fanciful grown-ups, too! Mr. Myerberg's daring has admirably paid off . . . a charming entertainment in both the musical and the novelty line. This picture has the quality of a truly visualized fairy tale."
—Bosley Crowther, New York Times

"It calls for cheers. The Kinemins walk, talk, sing and dance as though they were really alive. Displays an imaginative eye for the picturesque."
—Kate Cameron, Daily News

"Hansel and Gretel" certainly solves the problem of where to take the young ones on a holiday or birthday outing. The elusive spirit of fantasy has been caught with sprightly delicacy that is likely to spread its enchantment over Broadway for many a month."
—Alton Cook, New York World-Telegram

"The picture can be summed up as a very remarkable achievement."
—Archer Winsten, New York Post

"A charming musical fantasy."
—Rose Pelswick, New York Journal-American

"Rises into great and exalted beauty . . . literally sings its way into your heart."
—Jesse Zunser, Cue Magazine

"Amazingly Real. Myerberg has created a wonderful fairy tale that will be loved by all children and many adults. 'Hansel and Gretel' is a masterpiece of mechanical creation that evolves with delightful charm and whimsy."
—Frank Quinn, Daily Mirror



"HANSEL AND GRETEL" WILL BE BACKED BY THE GREATEST MERCHANDISING CAMPAIGN IN MOTION PICTURE HISTORY

168 major tie-ups are now available

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HANSEL and GRETEL

Full Length Feature Musical Fantasy
in FAIRYLAND COLOR by **TECHNICOLOR**

Distributed by
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REGIONEWS

ALBANY

Dr. Henry Brown, N.Y.C. theatre owner, announced plans for reopening the Colonial, Albany, as a subsequent-run, with Bob Griffeth as mgr. Griffeth at one time was asst. mgr. at the Grand and more recently managed Schine's Mohawk in Amsterdam. . . . The second annual Variety Inter-City boxing championships will be held at Mid City Arena on Nov. 27 for benefit of Camp Thatcher. George H. Schenck, who heads Tent No. 9's Fight Committee, is the Club's new chief barker, and serving with him are Norman Jackter, Columbia mgr., as 1st asst. chief barker; Jack Goldberg, M-G-M mgr., 2nd asst.; Lewis A. Sumberg, attorney, property master; and Sidney Urbach, CPA, dough guy.

Paul Wallen's Grand played to 850 admissions for "Opening Night at the Metropolitan." Wallen had fixed top price at $3.30 but cut it to $2.50 when he met price resistance. . . . Harry Alexander, operating the Middletown Drive-In at Middletown, and former U-I salesman, was presented with a wrist watch at a "farewell" dinner given by the Variety Club. . . . Al LaFlamme, Strand mgr., received excellent cooperation from all in the industry on the local Community Chest drive.

ATLANTA

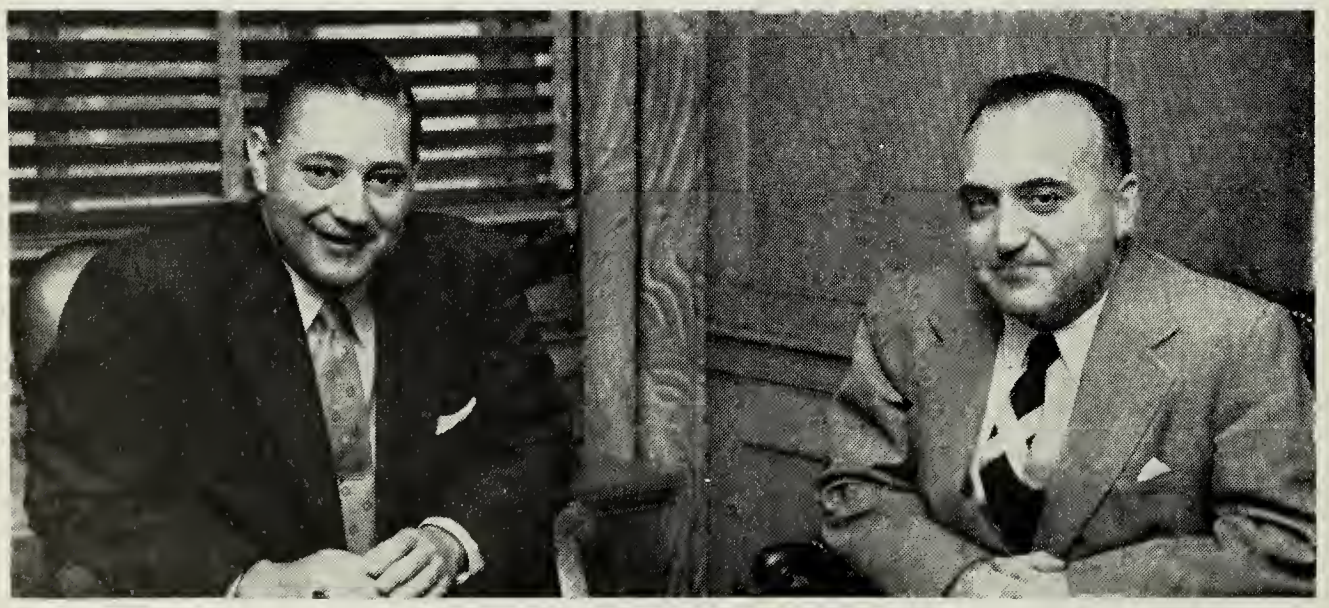
Treble damages of $300,000 are asked in an anti-trust suit filed by Elias Chalhub, owner of the Carefree Theatre in W. Palm Beach, against Warner Bros., charging that the distributor permits the multiple buying power of competitors to control bids for films. . . . New owners of the Charlotte Harbor Drive-In, Punta Gorda, Fla., are John B. Browning and Harold Reason, who took over from Gluckman and Mitts. . . . As their contribution to National Kid Day, sponsored by the Kiwanians, the Carib and Park theatres in Clearwater, Fla. admitted all children free that day. . . . C. B. Schirard, mgr. of Movieland Ride-In at Sanford, Fla., reports a $100 robbery in concessions.

Whitney Lindsey resigned as mgr. of Florida State's theatre in Lakeland, where he is succeeded by Tom Sawyer who just finished a two-year stint in the Navy. . . . Olin Atkins celebrated completion of a remodeling program at his Moonlite Drive-In, Evergreen, Ala., managed by Jack Rudd. . . . Stein Theas. opened their new 325-car ozoner at Adel, Ga., with Ben S. Rivers as mgr. . . . New WOMPI members are Ruth Carter, Brookhaven, Ga., and Harriet Duval, ABC Theatrical Ents. The group is making big plans for its annual Xmas party.

T. A. MacDougald remodeled his Lake Theatre, Lake City, Fla., and installed CinemaScope and new carpeting throughout. . . . C. M. Waterall opened his 300-car ozoner at Grove Hill, Ala. . . . The Gulf at Pensacola, Fla. was closed for repairs by E. L. Padgett. . . . Austin Moor of Gainesville, Fla., sales representative for MPA, was killed in an auto crash. . . . W. C. Kroeher was made mgr. of Howco's new exchange in Memphis, Tenn. . . . Fred G. Weis appointed John A. Kane as mgr. of his Weis Theatre, Savannah, Ga. . . . Milton Dobring sold his Dixie Theatre, Jacksonville, Fla., to Cecil Cohen.

Do Drive-In, Mobile, Ala., ran a half-ticket deal with Van Antwerp's Drug Store, where purchase in the toy dept. entitled the buyer to a half-rate ticket. Same deal was made with Savoy Drive-In there. . . . A series of regional meetings are being set up by pres. Stacy Wilhite of Tennessee Theatre Owners Assn. to launch a campaign against the prop sed 3% tax on gross receipts of motion picture theatres. . . . Jimmy Gaylord, owner of the Starlight Drive-In, Troy, Ala., has taken over the Crenshaw D-I at Luverne, Ala. . . . New owner of the Bay Mountain Drive-In, Kingsport, Tenn., is Bill Fincher. Rook Service is handling buying and booking.

Profits from a one-day operation at the Dixie, Lake Helen, Fla., were turned over to the American Legion's building fund. . . . Rudy Rudisill, office mgr. for Kay Exchange, still in the hospital. . . . Dave Prince, RKO's southeastern dist. mgr., is improving at home from heart attack. . . . Georgia Theas. U.S. Drive-In No. 1 at Waycross, Ga., added two ramps at the rear and a special entrance and concession stand for Negro patrons. . . . Some recent CinemaScope installations include the Mills Theatre, Moultrie, Ga., owned by N. B. Mills; Ed Beach's Silvertown Theatre in Thomaston, Ga.; Roan Drive-In, Harriman, Tenn.; View Drive-In, Panama City, Fla., owned by Martin Theas.; Tropicare Drive-In, Carl Carter, theatre owner in Jacksonville, Fla., installed CS in the air Base there. . . . LaBelle Theatre, LaBelle, Fla., managed by John Hoge, is being remodeled and redecorated. New Simplex equipment and CS are included in the plans.



"A tremendous era of prosperity" is being enjoyed by the industry throughout the Far East, European and other foreign territories, United Artists executives Arthur Krim and Arnold M. Picker declared at a trade press conference. United Artists' world-wide billings estimate of $40,000,000 for 1954 has been "revised upwards by several millions," they added. The UA toppers made their statements upon return from an extensive tour of world-wide UA offices.

BOSTON

In S-W's "Fabian's Fabulous Contest" for Sept., three Mass. managers tied for second place. They are Steve Barbett, Warner's Lawrence; Guido Luminello, Palace, Lawrence; and Bob Howell, Port, Newburyport. . . . Phil Bloomberg, Orpheum Theatre, Danvers, reports that he has given up his option on the ozoner to be built in Georgetown, on Route 133, by Georgetown Sand & Gravel Co. . . . For the first time in many years, full page ads appeared in the daily newspapers plugging "White Christmas" at the Paramount and Fenway. . . . Warner branch mgr. Ralph Iannuzzi, Bill Kumins, Bill Horan and Jack Hill are preparing for the District Managers' Drive, Dec. 5-11, and will attempt to have every theatre in the area show a Warner film that week.

Arthur Fraser, former booker at Republic, joined Al Swerdlove at Screen Guild as head booker and salesman. . . . Burt Coughlin, Fine Arts Theatre, Maynard, opened his Fine Arts Gallery in a remodeled barn adjoining the theatre. Canvasses from well known New England artists are on exhibition one-half hour before curtain time each day and evening. . . . Rene LeBrun of the Star Theatre, Limestone, Me., became a father for the third time with the birth of a daughter named Andrea Mary. . . . Gertrude Rittenberg, office mgr. at E. M. Loew's, and Max Finn, gen. mgr. of the circuit, will be married Dec. 1 in Boston.

Herbert Schaefer, New Eng. distributor of Buena Vista films, has taken new headquarters at 110 Arlington St. . . . Nyer Theatre Co., Bangor, Me., headed by Samuel Nyer, took over the lease of the Community Theatre, Guilford, formerly operated by Joe Cronan and more recently by Mrs. Elaine Elliott. . . . Bill Canning, public relations head of the Yamins Theatres, Fall River, was guest speaker at a recent meeting of the Lowell Kiwanis Club. He was introduced by Norman Glassman, Lowell exhibitor and former pres. of the club. . . . Joseph Kennedy, Key Theatre, Meredith, N.H., has a new baby daughter. . . . The film district was sorry to learn of the death of Mrs. Edward Renick, wife of the former Metro salesman.

(*Continued on page* 24)

HERE IS YOUR N.S.S.

HOLIDAY PROFIT PLAN



Here's everything you need to sell your shows...get good will and build the holidays into the biggest box-office season of the year. Study the plan...then fill out the order on the back...'cause the earlier you order... the sooner you'll be on your way to a big successful season!

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12. ORDER BLANK

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NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY



CHARLOTTE

The Carolina Theatre Office has been moved from Pinehurst, N.C. to Southern Pines, N.C. . . . Max Reinhardt Ents. have taken over buying and booking for Trent Drive-In, Trenton, N.C., owned by Linsey Humphrey. . . . Jim Massey, Massey Theatre, Waynesville, N.C., back after attending the National Allied convention in Milwaukee. . . . Mrs. Betty Gore Gause, wife of Willis D. Gause and daughter of D. N. Gore, all owners of the Plaza Drive-In, Tabor City, N.C., passed away. . . . H. E. MacGregor resigned as office mgr. for National Screen. . . . Bill Thrush ordered CinemaScope for his Carolina Drive-In at Wilmington, N.C.

E. A. White installed CinemaScope with wide screen in his White Drive-In, Nashville, N.C. . . . The former Gem Theatre at Newton, N. C. was sold to G. Otto Hartsoe by Ed Haupt for $6,000. . . . CinemaScope was installed in the Lillington Theatre, Lillington, N.C., managed by Charles Strother, also the Melody Drive-In there, managed by Ernest Clark. . . . A wide screen was put into the Seats Theatre, Yankinville, N.C.

CHICAGO

Gene Russell of Champaign, Ill., was elected regional, v.p. of the Champaign region of United Theatre Owners of Ill. George Barber of Tuscola, and W. E. Simons of Monticello were named to represent the Champaign area on the UTOI board of directors, and Mrs. W. E. Simmons of Monticello was appointed secy.

Allied of Ill. welcomed creation of the Joint Exhibitors' Committee on Toll TV, approved the scheduling of a 24th anniversary celebration at the Chez Paree for sometime in Dec., and endorsed the 1954 Will Rogers Memorial Hospital Christmas Salute. Pres. Jack Kirsch reported that members had raised $17,396.15 for LaRabida Sanitarium, over $2,000 more than last year. . . . Attorneys for Civil Liberties Union preparing a petition in "The Miracle" film case, which was denied a Chicago showing. . . . Ernest Lukas joined Kling Studios as film director. . . . Bell & Howell reduced prices on 35mm CinemaScope lenses, according to Arthur Bolt, sales director. . . . Manuel Smerling, Variety Club chief barker, announced that International chief George Hoover would be on hand for the Nov. 13 annual election.

Chicago theatre film tax for Oct. was $109,045 as compared with $106,669 last year. Ten months' total was $999,787 as compared with $905,153 for same period last year. . . . Stanley Kohlberg will reopen the long shuttered Park Theatre in Park Ridge. . . . Corn Ette Machine & Package Co., E. Chicago, are introducing a midget automatic popcorn machine which uses less than a square foot of counter space. . . . B&K's latest houses to receive wide screen and CinemaScope are the Paradise, Portage, Broadway Strand, Coronet and Luna. . . . Abe Montague, Columbia's gen. sales mgr., accepted an invitation to address Illinois Allied membership at an open forum luncheon on Nov. 17 at the Blackstone Hotel. . . . J. J. Allin, veteran film delivery exec., celebrated his 80th birthday last week. . . . Otto Eitel, owner of the Palace Theatre and Bismarck Hotel, is on an extended tour of Europe with Mrs. Eitel.

Milt Sherman, well known to the Chicago film trade, joined the Raytone Screen sales organization. . . . Theatre Supply Co. received its first Pushback seat sample from Griggs Equipment Co. . . . Abe Teitel, owner of the World Playhouse, off to N.Y.C. for art film bookings and conferences. . . . "The Last Time I Saw Paris" will premiere at the Essaness Woods Theatre Nov. 23. . . . Alfred Platzman, Universal office mgr., underwent a second operation at Michael Reese Hospital. His chores are being handled by Carl Hart of the N.Y. office.

Judge Wm. Campbell set March 1st as trial date for the $25,000,000 Essaness case against B&K and leading film companies. . . . L. Leek, who owns the Brad Theatre, Bradford, Ill., has opened the Star at Toulon. . . . John Cooney closed the Sauk Trail Theatre, Oak Lawn, Ill. because of severe damage from the recent heavy rains. . . . Irving Lipnick joined the managerial staff of State Lake Theatre. . . . Duke Shumow, operator of the Brandt Theatre, added the 400 Theatre to his chain. He is the son of Jack Shumow, former Warner exchange mgr.

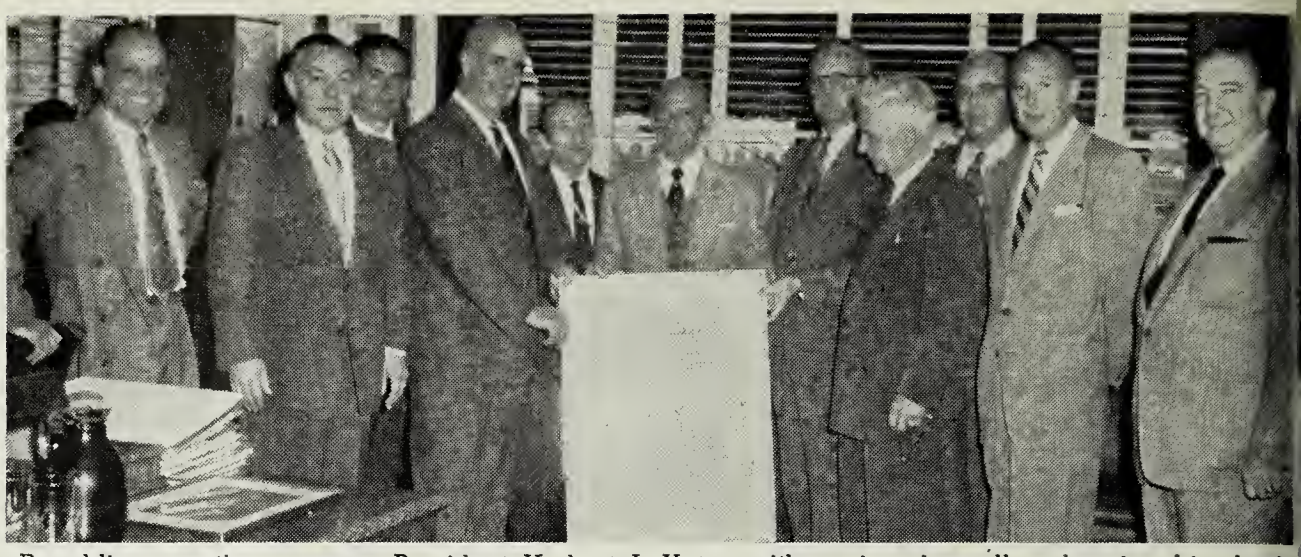
Harry Brooks will represent James Jovan's Globe Films in the N.Y. territory in a drive for eastern theatre bookings. . . . Alliance Circuit mgrs. and their assts. will convene at the Severin Hotel in Indianapolis on Nov. 15, with S. J. Gregory, James Gregory, Pete Panagos, John Doerr and other execs. from the Chicago headquarters also in attendance. . . . Will Snow named mgr. of Great States' Washington Square in Quincy. . . . Tom Dowd resigned as mgr. of the loop Ziegfield Theatre.

CINCINNATI

S&S Amuse. Co., headed by Rube Shor, has taken over operation of the Hyde Park Art Theatre in Cincinnati from Vance Schwartz. . . . Jim Levendusky, M-G-M booker, was elected business agent for Local F37, to fill the unexpired term of Tony Knollman. The front office union will have an election in Jan. . . . J. J. Grady, former U-I salesman, is now associated with radio station WCPO, in the advertising dept. . . . Julius Brown, former film shipper, is in Veterans Hospital undergoing treatment for a back ailment. . . . Jay Goldberg's Realart & Lippert Pictures, has been appointed Cincinnati and Indianapolis distributor for the American Releasing Corp., a new production company in Hollywood, whose first picture is "The Fast and the Furious."

The new Pike 27 Drive-In on Route 27, Cold Springs, Ky., opened recently with a capacity of slightly less than 1,000 cars. Owned by M&M Theatres, it was completely equipped by Midwest Theatre Supply, ha in-car heaters for all year operation, and th screen surface coated with new Cinema-plas tic material. . . . MidWest recently installe wide screens and CinemaScope in the Lyri Carlisle, Ky., owned by Walter Wyrick. . . Charles Ackerman's Sunset, Cincinnati, no has wide screen and CinemaScope. His loca Coverdale has stereophonic sound in additio

Jean Turner acquired the Seaman Theatre Seaman, O., from Mr. Engel and reopene the house. . . . Another recent change i ownership was sale of the Grant Theatre Georgetown, O. by J. H. (Hank) Davidso to John Hewitt, exhibitor of Bethel, O. . . J. R. Miller, gen. mgr. of the Goldman Thea tres, reports that the Lincoln, Roosevelt an Regal here are now equipped with wid screens and CinemaScope. . . . Manny Naegel Allied Artists city salesman, won the doo prize of a Benrus watch at the dinner give by Fred Krimm and his associates at th Variety Club in Dayton.



Republic executives present President Herbert J. Yates with a signed scroll welcoming him back to the studio after a month's convalescence from an operation. L to R: Lewis T. Rosso, Jack E. Baker, Dan Bloomberg, Richard W. Altschuler, Hy J. Glick, Yates, Gordon Kay, Howard A. McDonell, Lester J. Nelson, Morton W. Scott and Earl R. Collins.

CLEVELAND

"Bread, Love and Dreams" launched th opening of the Heights Art Theatre a Coventry Rd. and Euclid Hts. Blvd., wit Edward Shulman as managing director. Th old Heights Theatre was completely re modeled and redecorated, using only the mai floor with an enlarged seating capacity o 800. An exhibit featuring the works of loca artists is on display in the main lobby an coffee will be served between performances . . . "Hansel and Gretel" had a premier trade showing at the RKO Colony here o Nov. 6 and will open to the public on th 16th at the RKO Palace Theatre. According to office mgr. J. Browning, this was the firs showing of the film outside of New York.

No change in runs or policies are con templated for the 3,200-seat Park Theatre and the 2,200-seat Granada, recently acquire by corporations headed by Meyer S. Fine who also heads the Associated Theatre Group of Cleveland. The Park went for $250,000. The Granada, leased for 20 years with ag gregate rentals amounting to $600,000, wil undergo modernization and improvement i accordance with terms of the lease. . . . Leon ard Gray now heads the publicity dept. o Paramount here, as the new merchandising representative. He comes to Cleveland fro Denver, Colo., where he managed theatres fo the Wolfberg chain.

(*Continued on page* 26)

"THE HUMAN JUNGLE"

"THE BOB MATHIAS STORY"

"TONIGHT'S THE NIGHT" TECHNICOLOR

YOUR

"TARGET EARTH"

BEST

"CRY VENGEANCE"

"PORT OF HELL"

MOVE

"THE ANNAPOLIS STORY" TECHNICOLOR

"THE BIG COMBO"

IN 1954 -55

"SHOTGUN" TECHNICOLOR

"JOHN BROWN'S RAIDERS"

IS WITH

"HOLD BACK THE NIGHT"

"THE BLACK PRINCE"

CINEMASCOPE

THE COMPANY THAT'S ON THE MOVE!

ALLIED ARTISTS

DALLAS

Al Burks, Warner home office exploiteer, who recently covered Washington, D.C., Philadelphia and Charlotte branch areas, has been transferred to Dallas, where he will cover the Dallas, Oklahoma City and Memphis territories. . . . Bob Bru, mgr. of the South Main Drive-In, Houston, rigged up an AC outlet on one of the speaker posts in the center of his theatre for a polio patient confined to an iron lung.

"White Christmas" at the Metropolitan, Houston, took precedence over the closed-circuit TV opening of the Metropolitan Opera. According to Al Lever, city mgr. for Interstate, commitments for the picture prevented closing of the theatre to prepare for the telecast, and equipment valued at $35,000 was moved to the Kirby. . . . Eddie Joseph Drive-In theatres in Austin now include the Delwood, Montopolis, S. Austin and N. Austin.. . . Chief Drive-In, Austin, attracting youngsters for free ride on its life-sized robot elephant.

DENVER

Variety Tent 37 has elected new officers and crew and expects to be reactivated after being on the shelf for some months due to a fire in its former quarters. The Tent hopes to have space in the Cosmopolitan Hotel by the first of the year. New Officers are: John Denman, chief barker; Jim Ricketts, 1st asst. chief barker; Robert Lotito, 2nd asst.; Mel Glatz, dough guy; Bruce Marshall, property master, and Robt. Sweeten, deputy property master. Others on the crew are Marvin Goldfarb, M. R. Austin, Duke Dunbar, Jack Felix, Jack Wodell. . . . Directors of Allied Rocky Mountain Independent Theatres held their first fall meeting last week.

The old Broadway, built in 1890, is being dismantled and torn down to make way for an addition to the Cosmopolitan hotel. Wolfberg Theatres were the latest operators. . . . The Wadsworth, owned by Lem Lee, is thought to be the first ozoner in the country to offer a free children's matinee, allowable because it has an auditorium seating 502. A screen will be placed over the large front windows, and a portable 35mm projector used. Tickets are distributed through nearby merchants, at no cost to them. Of course, the snack bar will be open during the matinee.

Elden Menagh has remodeled and improved his Star, Ft. Lupton, adding CinemaScope and changing its name to the Big Top. . . . Clarence Olson, for years a branch manager on film row, is now account executive for radio station KIMN here. . . . The Denver theatres of Fox Inter-Mountain inserted in very small type in their ad one day: One and a guest admitted free if you will say to the cashier that "A Fox Theatre Is the Place to Go." Seventy took advantage of the offer.

DES MOINES

John Graham opened his Lyric Theatre in West Des Moines following a period of remodeling. The house has new carpeting and plans are in the making for installation of CinemaScope. . . . Arlan Peahl of DeWitt is the new mgr. of the Monte Theatre in Monticello, replacing Herschel Drury. . . . William F. Eddy was named mgr. of the Empress in Indianola, replacing Emerson Winters. . . . The Palace in Muscatine cooperated with the Veterans of Foreign Wars in a toy matinee recently for benefit of the VFW toy repair and rehabilitation project. Admission to the show, which included a Roy Rogers feature, cartoon and comedy, was 10¢ plus a discarded toy. . . . Mrs. Opal Canty closed the Nashua Theatre in Nashua because of lack of business. . . . A kiddies morning costume show was held at the Lake Theatre in Clear Lake on Hallowe'en weekend.

Frank Shipley, mgr. of the State in Lenox, was host to the Lenox High School football team at a showing of "Crazylegs," featuring Elroy Hirsch. . . . Ladies Night was a recent Monday feature of the Marland Theatre in Marcus. One lady was admitted free on each adult ticket—making it two admission for the price of one. . . . The Plainfield Theatre has been reopened and will show pictures on Wed., Thurs., Sat. and Sun nights. . . . Special space for parking of bicycles has been provided by the city of Muscatine at three theatres in that town—the Uptown, Palace and A-Muse-U. Decision was made after the city fire chief called attention to the danger caused by the haphazard placing of bikes in front of theatres.

DETROIT

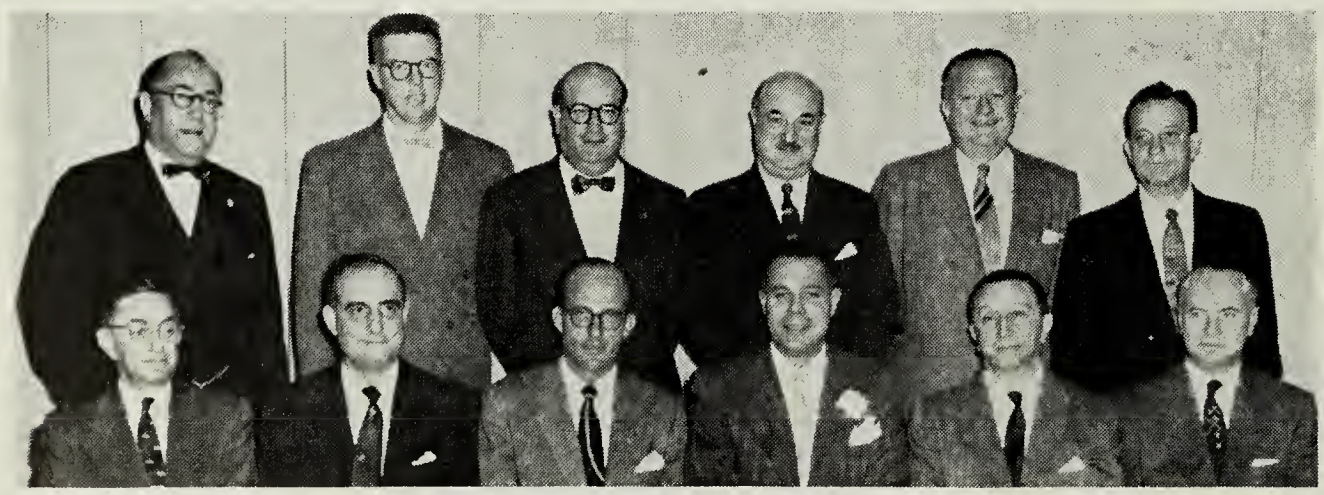
Local theatres are at present unaffected by the outburst of five and six feature bills just across the line at Toledo, south of here. . . . Cy Schechter, mgr. of the Cinema Theatre, arranged a special screening of 'Flamenco" for Spanish dancer Jose Greco, who was making a personal appearance in town, resulting in a review by Greco subsequently used in lobbies of all theatres in the Sterling circuit. . . . Alice Gorham sent out Christmas cards to friends in the industry, to mark the opening of "White Christmas" at the Michigan Theatre. . . . M. A. (Millie) Tork, mgr. of the Booth Theatre, was feted by the Julius D. London family upon completion of 25 years as a manager with the circuit. Some 50 "opposition" exhibitors, branch managers, newspaper critics and others gathered for the luncheon and presentation of a gold watch.

Milton London, second generation circuit owner, and his wife Evelyn were held up by two armed bandits as they prepared to open the Midtown Theatre, losing $320. . . . Paul Field, who was for many years mgr. of the Alhambra Theatre, opened a production office on Grand River Ave. . . . Gem Theatre Co. is being incorporated by Dave Korman and Sam Green to operate the Gold Coast Theatre, all-night house. . . . Al Dezel is starting a first-run day and date art policy at the Coronet and Studio theatres, on opposite sides of the city. . . . William A. London, partner in Associated Theatres, who now makes his home on the West Coast, was in town for a short visit with friends and relatives and to inspect his theatre interests.

Oscar Kendall, owner of the Our Theatre at Muskegon, visited Detroit exchange in quest of new prints available in CinemaScope. . . . Andrew Bzovi has remodeled the Ecorse Theatre in the suburb of Ecorse for commercial use, but is retaining active operation of the Harbor, with his son Daniel as mgr. . . . Mutual Theatres is taking over booking for the West End Theatre. . . . Neil W. Talling, longtime mgr. of the first run Cinema, is joining the Brooke, Smith, French and Dorange Advertising Agency.

Butterfield Circuit closed two theatres at Saginaw to be remodeled for commercial use—the Mecca and the Center. . . . Mrs. Minola Idzal, wife of David M. Idzal, industry leader, died after a long illness. . . . Detroit police censors cut 8,550 feet of film out of new product reviewed for local licensing in Oct.—the highest total of cuts in some two years. . . . Sol Krim has decided to call his newest acquisition, the former Piccadilly, the Abbey Playhouse, and will open with a 14-day Film Festival of 14 special art films.

(*Continued on page* 28)



New officers of TOA pose for a picture following their election at the recent Chicago convention. L to R: (seated) R. R. Livingston, secretary; George Kerasotes, v.p.; E. D. Martin, president; Walter Reade, Jr., board chairman; Alfred Starr, executive committee chairman; Pat McGee, v.p.; (standing) Herman Levy, general counsel; John Rowley, v.p.; Joseph Rosenfield, v.p.; Samuel Pinanski, honorary board chairman; Mitchell Wolfson, finance committee chairman; and Albert Pickus, v.p.

Watch These Dates!

Nov. 14-16: Charlotte—Theatre Owners of N. and S. Carolina—Hotel Charlotte.

Nov. 16-17: Indianapolis — Allied Theatre Owners of Indiana fall convention—Ma ott Hotel.

Nov. 17: New York—Motion Picture Pi neers annual dinner—Hotel Astor.

Nov. 19-20: Chicago—Colosseum of Motic Pictures Salesmen of America annu convention—Drake Hotel.

Nov. 21-23: Jacksonville—Motion Pictu Exhibitors of Florida convention—Roose velt Hotel.

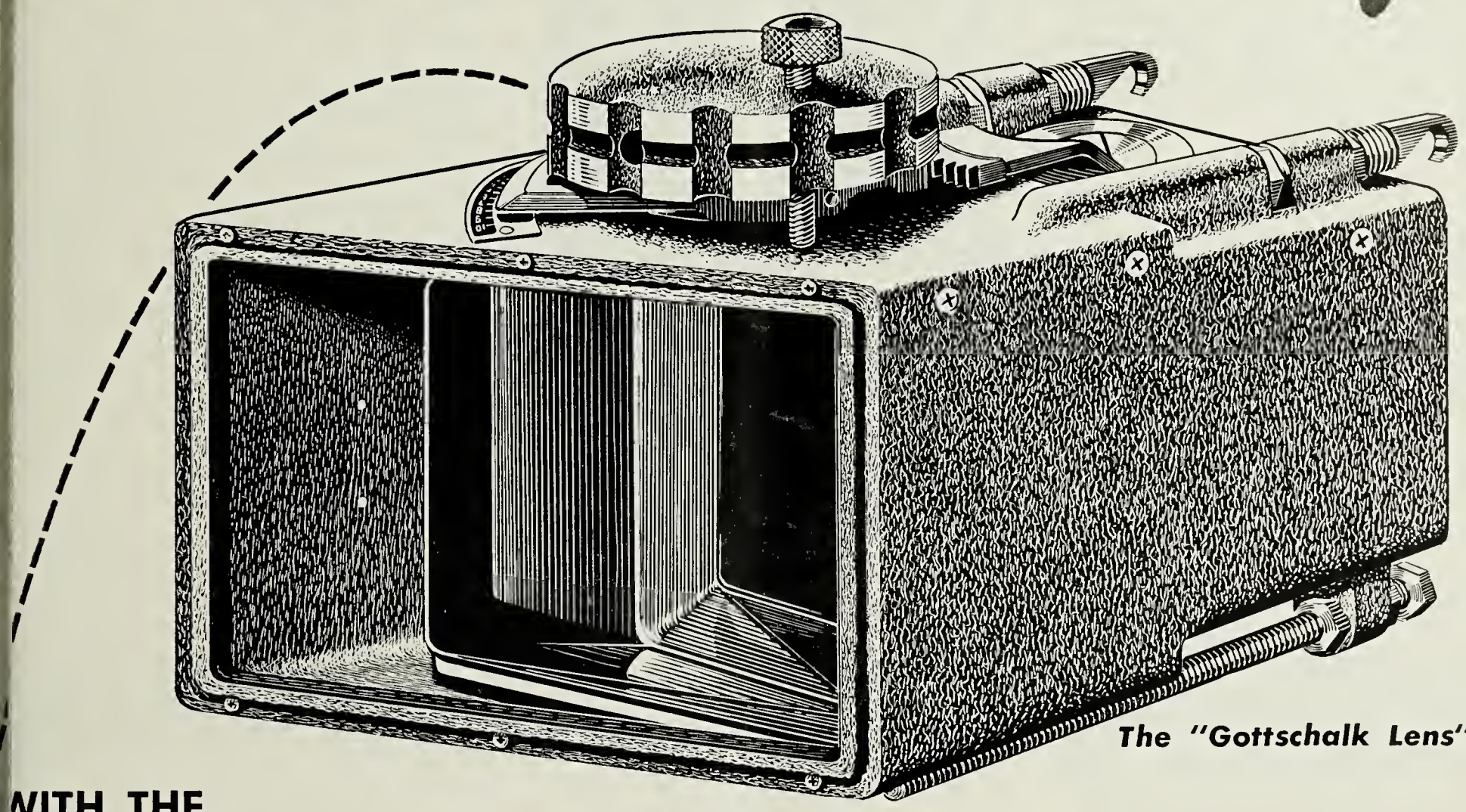
Nov. 23: New York—Cinema Stamp Co lectors "Topical Stamp Night"—Hot Astor.

Dec. 5-7: Oklahoma City—Theatre Owne of Oklahoma convention.

Dec. 6-8: Memphis, Tenn.—MPTO of A kansas, Mississippi and Tennessee - Gayoso Hotel.

Dec. 7: Boston — Independent Exhibitor Inc. Convention—Hotel Bradford.

More Showmanship!

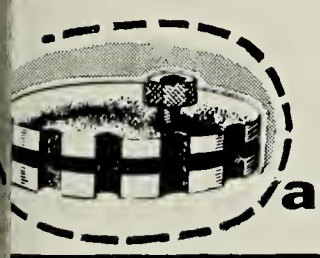


The "Gottschalk Lens"

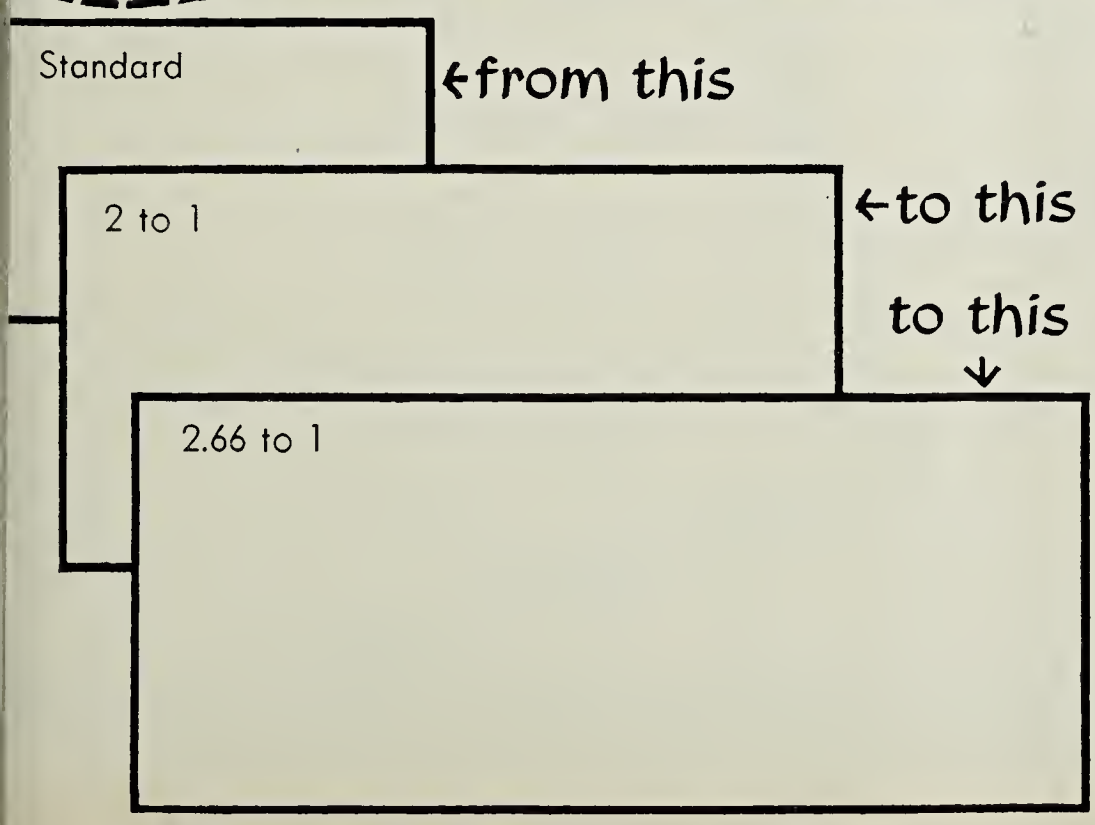
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VARIABLE ANAMORPHIC LENS



twist a single knob...
and switch instantly



Here is the only variable aspect lens that enables you to add new drama, new excitement and new fun to every performance. Only Super Panatar has the unique optical design that enables operators to change aspect ratios safely and smoothly while the film is running — *by switching a single knob* — with no need for correction of center displacement. Super Panatar users are opening with compressed titles and then stretching the picture out in the first scene. They are playing tricks with cartoons — and the audiences love it! Perhaps that's why there are more Super Panatars installed than any other variable aspect lens in the world — and why more are being installed every day!

SUPER PANATAR "100" ... only $895.00 per pair

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LOS ANGELES

Harry L. Nace Theatres have taken over operation of the Elks and Studio Theatres in Prescott, Ariz. Houses were formerly handled by Ray Olmstead. . . . The new mgr. of Western Amusement's Grove Theatre in Uplands is Bart Willis, who managed that house before he resigned to go to Texas two years ago. . . . Phil and Mildred Kassin sold their Valley Theatre in Camarillo to Howard Bayer, former operator of the Iowa, in Schleswig, Ia.

The Arroyo Theatre was the scene of a robbery, when cashier Ada Brown was held up by an armed bandit and forced to turn over an undetermined sum of money. . . . Stan Cohen, resigned his position as U-I booker to join the Manhattan Film office as western sales representative. . . . Loyd Katz of Sperling Theatres, in town on a buying and booking stint, revealed that he had been appointed president of the Jewish Community Center in Las Vegas. . . . Off to tour the European Continent was Ray Olmstead, Arizona Theatre operator, accompanied by his wife. . . . Entering the drapes and carpet field was Les Abbott jr., who recently resigned from the B. F. Shearer organization.

The Major Theatre in Burbank was taken over by Sid Pink, who operates houses in East L.A. . . . Ralph Moyer, former mgr. of the Picfair Theatre, L.A., joined Dietrich and Feldstein as mgr. of the circuit's Oxnard Theatre. . . . Retiring after 46 years in various branches of show business was Dave Ross, dist. mgr. for Fox West Coast. . . . Patricia Vincent, Warner secretary, while on vacation was a guest of the Bob Crosby show, and after successfully performing a gag stunt, was awarded a refrigerator.

MIAMI

Howard Pettengill, advertising head for Florida State Theas., is now making his headquarters in Mimai. . . . Jack Miller, mgr. of the Shores, ran a pre-Xmas parade in the town of Miami Shores, with prizes and many sponsored shows at the theatre. . . . Preston Kunz is now at the Embassy as asst. mgr. . . . Robert G. Hilton at the Trail and Carl Knowles at the Circle are newly appointed asst. mgrs.

MILWAUKEE

Robert Lester is back with Fox-Wisconsin's real estate dept. and will handle the real estate operations of the Carpenter building (which houses the Wisconsin Theatre), recently acquired by Wisconsin Theatre Bldg., Inc. According to Gordon Hewitt, gen, mgr. for F-W Amuse., extensive remodeling will be done in the building, with particular emphasis on the theatre itself. Purchase price was not disclosed but is estimated at from $2,500,000 to $3,000,000.

When "White Christmas" opens at the Riverside Theatre on Nov. 19, it will be shown on a new seamless screen for VistaVision, which will be even larger than the present 35' screen. Perspecta sound has already been installed at the Riverside. . . . Irvin Cinatl is now associated with Cinema Inc. as booker and buyer. He formerly was asst. to Ray Schultz at the 20th-Fox exchange. . . . W. Olshan, Columbia branch mgr., will attend the week-long district managers meeting at the Blackstone Hotel in



Joseph L. Mankiewicz (right), who wrote and directed "The Barefoot Contessa," chats with co-star Edmond O'Brien and wife Olga San Juan at glittering Los Angeles premiere of the United Artists release at the Fine Arts Theatre.

Chicago, beginning Nov. 14. . . . Angelo Provinzano of the Alamo Theatre here attended the Civil Service Conference of the U. S. and Canada in Miami recently as representative for Milwaukee County.

Oliver Trampe was in California attending Allied Artists' stockholders meeting. . . . WTVW. Channel 12, is Milwaukee's second VHF TV station. Up to this time WTMJ-TV, Channel 4, was the only one. . . . Adam Schneider, 69, a projectionist at the Warner Theatre since it opened in 1931, passed away in Northville, S. D., while on a hunting trip. . . . Wisconsin Variety Club, Tent 14, held a luncheon for George Hoover, International chief barker of Variety, on his recent visit here.

MINNEAPOLIS

Rainbow Theatre Co., Inc., of Fargo, N. D., has been incorporated to assume joint management of the Isis and Roxy theatres, Fargo. Capitalized at $20,000, it lists the following offiers: S. W. Dietz, pres.; Abbott Swartz, v.p.; Mildred Dietz, treas.; and Mrs. Bessie Swartz, secy. . . . The Village Council of suburban Bloomington granted a license to Minnesota Entertainment Ents. to erect a second drive-in theatre. MEE, headed by Ted Mann, owns and operates the Bloomington drive-in. . . . There will be no all-industry Christmas party this year, it was announced by past planners of the affair. . . . A daughter, Kimberly Ann, was born to Mr. and Mrs. Roger Dietz. Father is a booker at Columbia; mother formerly was a Columbia booker.

Optical CinemaScope has been installed in the State at Pierre, S. D., Abby at Abbotsford, Wis., Morgan at Morgan, Minn., and Shakopee at Shakopee, Minn. . . . T. C. Riddels is new owner of the New Lake at Rib Lake, Wis. House formerly was owned by the late Louis Bednarik. . . . Paramount has begun a system of bidding among the neighborhood Empress, Broadway and Paradise for one 35-day run on the northside of the city. First picture involved was "Rear Window." Paramount also is accepting bids from the Avalon and Rialto for a 35-day run in the south central section of the city. . . . Elmer A. (Al) Lee, 53, partner in the neighborhood Leola, the Orpheum and the Sunset drive-in at Pipestone, Minn., died. He also was a stockholder and board member of MEE and North Central Allied, and a member of Northwest Variety Club. . . . Bill Danelz, operator of the Border theatre at Elmore, Minn., celebrated his tenth anniversary with a two-day open house and free showing of "Kentucky."

NEW HAVEN

At least four new drive-in projects are slated for spring of 1955—in Hartford for 2010 cars, backed by A. J. Bronstein, principal partner in the new East Hartford Family Drive-In at S. Windsor; in Bridgeport for 750 cars, backed by Seymour Levine, Bowl Drive-In, West Haven; in Meriden for 1000 cars, backed by Kounaris-Tolis Theas., and in Middletown for 1000 cars, backed by Sal Adorno, Jr. . . . As a Saturday attraction, Dennis J. Rich of the Stanley-Warner Cameo, Bristol, ran a "Little Pet Matinee," offering a parakeet to the holder of a lucky ticket. . . . Bill McGrath of S-W's State, Manchester, included an hour of short subjects featuring the country's top orchestras on a recent Saturday matinee and slanted his advertising to teenagers.

Phil Allare, former mgr. of the independent Palace, Torrington, has joined S-W as asst. mgr. of the Strand, Hartford, replacing Bill Kaplan, resigned. . . . Pat Buchiere has left the Hartford Theatre Circuit, for whom he most recently managed the Lyric, Hartford. . . . James Darby, mgr. of the Paramount, New Haven, is back full time following a recent leg injury. . . . Irving Hillman, mgr. of the Sherman Theatre, New Haven, was winner in "Fabian's Fabulous Forty" promotion campaign for Sept. Other winners in this area were Jack Sanson, Strand, Hartford; Joe Miklos Embassy, New Britain; Nick E. Brickates, Garde, New London; Russ Barrett, Capitol, Willimantic; Bill McGrath, State, Manchester.

Sal Adorno, Sr., gen. mgr. of M&D Theatres, Middletown, marking a half century in show business, was honored by Forest City Knights of Columbus. . . . Adele Harris, daughter of Ted Harris, partner in the State Theatre, Hartford, weds Ozzie Levinson at Hartford Statler on Nov. 14. . . . Henry Brunig, UA office mgr., became the father of a third son, named Christopher. . . . East Hartford Family Drive-In has dropped Monday through Thursday performances for remainder of the season. . . . Strand Amuse.'s State, Torrington has a new price scale of 10¢ for children, 25¢ adults up to 3 p.m. on Saturdays. Regular scale is 18¢ and 50¢. . . . James F. McCarthy, Conn. dist. mgr. of Stanley-Warner Theatres since Sept. 1953, and prior to that mgr. of the Strand, Hartford, for more than two decades, died of cancer at the age of 55.

NEW YORK

The Utica Theatre Bldg. on St. Johns Place, Brooklyn, has been leased by the A&P from Randforce Amuse. Corp. for conversion into a supermarket. . . . Cinema Stamp Collectors, the philatelists of the entertainment industry, will have a "Topical Stamp Night" for its meeting on Nov. 23 at the Hotel Astor. . . . Victory Theatre in the Bronx, formerly part of the Loew chain, recently acquired by Brandt Theatres, received an entirely new CinemaScope screen and sound system, and reopened to the public with a neighborhood policy at popular prices.

(*Continued on page* 30)

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NOVEMBER 17th, 1954
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RESERVATIONS
TWENTY DOLLARS PER
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SEND YOUR RESERVATIONS IN . . . NOW!

NEW YORK (cont'd.)

Cinema Lodge will mark its 15th anniversary with a Charter Night at the Hotel Astor on Nov. 23, at which the past presidents will be honored and winner of the 1954 Cadillac Sedan will be announced, according to Burton E. Robbins, pres. Max E. Youngstein, chairman of Cinema's current fund-raising drive, will preside at the meeting. . . . The Trans-Lux Normandie Theatre initiated a 13-day Continental Film Festival of pictures selected from the outstanding hits from London, Paris, Rome and New York.

Stanley-Warner and Fabian Theatres announced plans to move their respective home offices to new quarters in the building housing the Warner Theatre, 1585 Broadway. S-W is now lodged in the Warner Bldg., 321 W. 44th St., while Fabian offices are in the Paramount Bldg. . . . Four patrons were injured when a home-made bomb exploded under a 16th row orchestra seat in the Radio City Music Hall. The bomb, a 5-inch length of pipe with a watch mechanism, was inserted into stuffing of the seat after the underside had been cut open. . . . Robert Ferman re-opened The Devon, Bx., with an art policy.

PHILADELPHIA

Greater Philadelphia's Chamber of Commerce, Philly's Commeree Dept., northeast residents and Denny Bldg. Corp., which is contemplating construction of 400 homes on 103 aeres across Roosevelt Blvd., joined forces to oppose construction of a drive-in on the west side of Roosevelt Blvd. at Byberry Road by A. M. Ellis Theatres. . . . Sam Diamond is the newly elected pres. of Motion Picture Associates; Mort Magill is v.p.; Gene Gantz, secy., and Shep Bloom, treas. . . . Mario DiStanislo has been upped from student booker to booker at 20th-Fox. . . . John Pasquale, barber for many of the Stanley-Warner staff, became a grandfather with an addition to the family of his son Bob, former S-W mgr.

West End Drive-In, Allentown, Pa., opened with space for 1,000 cars and a 122x72 foot screen. John J. Scully, Jr., a partner with E. M. Loew in this venture, is managing the ozoner. . . . Buttonwood Theatre in Buttonwood, Pa. reopened. . . . Sauconia Theatre in Hellertown has been subleased to Norman Kaplan of Bethlehem. . . . Capitol Films is now distributing the "Du-Pont Story" in Technicolor. . . . Abe Sunberg, who recently joined Melvin Fox Ents., is no longer associated with the firm. . . . Mrs. Eva Serena, founder and pres. of the Green Hill Theatre Co., which owns and operates the Green Hill Theatre, Overbrook section of Phila., died at the age of 89.

PITTSBURGH

Three ozoners in this area have filed suit in Federal Court against 39 motion picture firms, charging conspiracy to prevent their showing of first-run films. Blue Dell Drive-In, Wilkinsburg; Community Drive-In, New Kensington, and South Park Drive-In are asking damages of $4,575 from both producing, distributing and exhibitor firms, alleging that in this district films are controlled by Warner Bros., Loew's, Harris Amusement Co. and Shea's.

Morty Henderson, the Harris circuit mgr., and Harold Henderson, Paramount salesman, all smiles at brother John E.'s successful race for Congress. . . . Reservations coming in fast for the annual Variety Club banquet on Nov. 21. . . . Among the 10 zone-wide winners in the Stanley-Warner circuit's "Si Fabian's Fabulous Forty" business drive were Tony Collincini, mgr. of the Manos in Greenburg, who copped $75 for his showmanship aetivities, and Al Goddard of the Latonia in Oil City, with $25.

Variety Club officers elected for 1955 as follows: I. Elmer Ecker, chief barker; David J. McDonald, first asst. chief barker; Ray Scott, second asst.; Sammy Speranza, treas., and Al Weiblinger, secy. Board of directors include Ray Downey, Harry Hendel, Jimmy Klingensmith, Harry Kodinsky, Bob Prinee, and Abe Weiner. . . . Morty Henderson will be delegate to the Los Angeles convention in the spring, with Harry Hendel as alternate. . . . Robert H. Suits, managing director of the Warner Theatre, has appointed Rege Bryson to the post of group sales representative for "This Is Cinerama."

PORTLAND

Tom Blair now heads the Jones Enterprises, which supervise operation of some 25 theatres in Ore. Headquarters have been opened at 432 Mead Bldg. Harrison Dohrman, former mgr. of the circuit's Circle Theatre in Portland, was named gen. mgr., and will supervise two downtwon theatres and one ozoner in Springfield. Jack Allender, former theatre operator in Calif., succeeds Dohrman as mgr. of the Circle. . . . VistaVision made its bow in Portland when "White Christmas" opened at the Paramount, managed by Moe M. Mesher.

Richard C. Carlson was named mgr. of Allied Artists here when Jack R. Felix transferred to the Denver branch. . . . Edward F. Medley, 71, for many years associated with the late Capt. Austin E. Lathrop in several Alaska theatres, passed away. . . . Evergreen Theatres inaugurated a new policy at the Oriental Theatre, making it a subsequent-run house with admissions lowered to 50-60¢.



Participating in ceremonies christening a "Desiree Salon" aboard the SS Liberte are (l to r): Jean De Lagarde, French Counsel General in N.Y.; Countess Jacqueline De Lagarde; and William Moclair, managing director of the Roxy Theatre in N.Y., where 20th-Fox's "Desiree" will make its Command Performance debut on Nov. 17.

PROVIDENCE

Albert J. Siner, Strand mgr., was the first of the local businessmen to bring the spirit of Christmas to Providence with his decorations and campaign for the opening of "White Christmas." . . . The Quonset Drive-In played to capacity business when it advertised a triple-feature show recently with no additional tariff charged. . . . Dave Levin, RKO Albee mgr., is again offering Gift Ticket Books as Christmas gifts. This year, the books, whieh come in units of $3, $5 and $10 include a "bonus" in the form of discounts at refreshment stands. . . . Practically all surrounding ozoners are equipping their snack bars and restrooms with heating systems. The latest to fall in line is the Bay State Drive-In, just over the R.I.-Mass. state line, in Seekonk.

ST. LOUIS

Hope Realty & Investment Co., affiliate of Komm Theatres, has awarded contracts for construction of a 100-car ozoner at 9900 Page, Overland, Mo. It will have a concession stand with four serving lines, equipment for all modern projection, and kids' playground. . . . The 350-seat Roxy at Leadwood, Mo., owned by Edwards & Plumleee, was eompletely destroyed by fire. . . . After more than a year's closing, the 500-seat Lemay Theatre at Lemay, Mo. was reopened by Mrs. Ella Maury. . . . The new 1000-car South Twin Drive-In, recently opened by the Wehrenberg-Krueger interests, also includes a 700-seat, air-conditioned auditorium for year-round operation.

At Salem, Ill., the 460-seat Lyrie was reopened by Cluster Theatres after being dark for 20 months. It now has a modern wide

FILMS TELEVISED OCT. 30 to NOV. 12

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original release date
Arch of Triumph	Charles Boyer	UA 2-18-48
Arrest Bulldog Drummond	H. B. Warner	Par. 1-17-39
Bad Boy	Lloyd Nolan	Allied Artists 2-21-49
Badmen of Thunder Gap	James Newell	
Beauty and the Beast		Lopert Pic. 1-5-48
Black Beauty	Mona Freeman	Mono. 8-23-33
Bulldog Drummond's Revenge	John Barrymore	Par. 12-22-37
The Daring Adventurer		
Diplomatic Passport	Henry Oscar	
Flying Saucer	Mikel Conrad	Eagle Lion 1-14-50
Fugitive Lady	Evelyn Venable	Col. 12-10-34
The Gambler and the Lady	Dane Clark	Lippert Pic. 12-26-52
The Gangster	Barry Sullivan	Mon. 11-22-47
The Lost Moment	Robert Cummings	Univ. 10-17-47
Malaya Incident	Ann Sheridan	
Michael O'Halloran	Scotty Beckett	Monog. 6-17-48
Murder Will Out	Valerie Hobson	Kramer-Hyams 5-28-53
Pearls of Death	Basil Rathbone	
Stop That Cab	Sid Melton	Lippert Pic. 3-1-51
The Tender Years	Joe E. Brown	Fox 12-3-47
Western Renegade	Johnny Mack Brown	Mono. 10-9-49

ST. LOUIS (cont'd.)

screen, new tile flooring in the lobby, and a modernized marquee. . . . This year's MITO convention concentrated almost exclusively on "speak up" sessions, designed to help solve some current problems. . . . Fanchon & Marco were recently admitted to MITO membership, bringing 24 more theatres into the organization. . . . The recent annual Harvest Moon Festival for Variety Club's Heart Fund garnered a gross of $35,000 at the Fox Theatre. Net proceeds will be awarded to the local Day Nursery Care program. . . . Paul Krueger, co-gen. mgr. of the Wehrenberg Circuit, is back home after a checkup at St. Anthony's Hospital.

St. Louis Amuse. Co. filed an anti-trust suit here to restrain the showing of "Caine Mutiny" at Loew's State but it did not interfere with its opening engagement. Suit charges an understanding with Columbia that plaintiffs would be licensed to show the film but were unable to do so because of the distributor's demand for an exorbitant licensing arangement. . . . The Old Garrick Theatre, 1500-seater in deep downtown St. L., is being torn down to make way for a parking lot. . . . 20 local theatres participated in the "Toys for Tots" matinee, sponsored by Better Films Council for benefit of underprivileged children at Xmas. . . . Fox-Midwest, celebrating its silver anniversary, presented silver trays to veteran employees Leon Koch, mgr. of the Grand at DuQuoin, Ill., and Charles Dickens, projectionist, also to Joe Crowe, projectionist at the Globe in Christopher, Ill., managed by Clyde Patton.

A new 5-year agreement for one-man projection room operation was worked out with IATSE Local 143 in all but 16 theatres in this area, with operators to be given a 20% increase plus a 5% retirement fund contribution. Effective Sept. 1, 1955, eleven other houses will go to one-man operation. They are the Granada, Tower, Rio, Shenandoah, Victory, Wellston and Lindell, Varsity, Esquire, Norside and Lemba. The Fox, Missouri, Loew's State, St. Louis and Loew's Orpheum are to continue with two-man booths indefinitely and agreed to grant the 5% pension contribution immediately. . . . Latest local house to be sold for church use is the 583-seat McNair. . . . Wm. Smith of Dexter, Mo. is building a 300-car ozoner at Piggott, Ark., to be known as the Motor-Vue. . . . Wm. Hoffman reopened the 265-seat LaMar at Arthur, Ill. with a new look. . . . Day-O-Lite screen has been installed in the Scenic Theatre, Assumption, Ill.

SALT LAKE CITY

VistaVision was introduced here with the opening of "White Christmas" at the Uptown Theatre. . . . The first baby born during showing of "A Star Is Born" at the Centre Theatre, was presented with a $50 bank account by mgr. R. Workman. . . . Phil Speckart, mgr. of the Tower Theatre, treated children of various orphanages here to a performance of "The Vanishing Prairie." . . . Jack McGee, Fox-Intermountain div. mgr., is in Billings, Mont., meeting with RKO publicists Dave Cantor from the N.Y. office and Bidwell McCormick from Denver in the interests of "Cattle Queen of Montana," which will be world premiered in Billings on Nov. 17.

A new manager will shortly be announced by Irving Gillman for his World Theatre, to replace Carl Sagerstrom who resigned. . . . Gus Swanson and Richard Birrell have been added to the Tower Theatre staff to assist



Jose Ferrer, star and director of "The Shrike," Universal-International's production based on the Pulitzer Prize Play, discusses long range promotion plans with U-I sales executives while in N.Y. for location shots. L to R: F. J. A. McCarthy, southern and Canadian sales mgr.; James J. Jordan, circuit sales mgr.; Charles J. Feldman, v.p. and gen. sales mgr.; Ferrer, and P. T. Dana, eastern sales mgr.

mgr. Phil A. Speckart. . . . Bart Fisher and Charles Cash are new in the Paramount shipping dept. . . . About one-half of the nearby ozoners are announcing forthcoming closings. . . . The Studio Theatre is enjoying good business with its large CinemaScope screen, according to mgr. C. W. Burt.

SAN FRANCISCO

"White Christmas' at the Paramount tops the score of good business here. It also is breaking records in other situations where it opened. . . . Joseph A. deVictoria, new industryite, is now doing publicity for the Golden Gate Theatre. . . . Tiger Thompson was called in by United Artists to do publicity for "The Barefoot Contessa." . . . Local F-17 (front office employees of the exhanges) has applied to the Labor Relations Board for permission to withdraw from IATSE in order to associate themselves with the Office Workers International Union and will be granted a hearing within the next 30 days. The International now controls office workers in the studios and exchanges in the Los Angeles area. . . . Laurence Berg of the theatre chain bearing his name, passed away. . . . Martha Symons, inspectress at Warner Bros. the past 10 years reached retirement the past week.

NEWS BRIEFS

Columbia's Music Deal

Columbia Pictures has announced a partnership with Shapiro-Bernstein, music publishers, to publish and exploit all music from forthcoming Columbia films in all media: sheet music, radio, television, records, etc. The new company will be known as Columbia Pictures Music Corp., and was set up in New York by Jonie Taps, producer and music exploitation chief at the Columbia studio.

Japanese Films Plugged

Current and forthcoming Japanese motion pictures receive a six-page spread in the issue of "Life" magazine on the stands this weekend. Among the films promoted are two pictures which are being distributed in the U.S. by Edward N. Harrison: "Ugetsu" and "Hell's Gate," latter a Cannes Film Festival prize winner. Pictures were each given two color pages in the magazine.

VistaVision Shorts Set

A VistaVision short subjects production program that will yield from six to eight pictures a year at the outset was announced this week by Oscar A. Morgan, Paramount short subjects sales manager. The one and two-reel subjects in the new production and screen presentation process will be in addition to the regular one-reel Technicolor cartoons and black-and-white subjects the company has been turning out in 1.66 to 1 aspect ratio. During the 1954-55 short subjects year which began Oct. 1, Paramount will release 60 such one-reelers.

Sidney Directs "Duchin"

HOLLYWOOD.—In what is called one of the most important loan-out deals in motion picture history, Columbia Pictures has borrowed George Sidney from Metro Goldwyn, Mayer to direct one of its most important films, "The Eddie Duchin Story."

Fabian Salute Slated For Pioneers Dinner

The 16th annual showmanship dinner of the Motion Picture Pioneers, when S. H. Fabian will be honored as "Pioneer of the Year," will be held Nov. 17 at the Sheraton Astor Hotel and will fetaure a star-studded cast of stage, screen and television celebrities. Chief among the personalities will be George Murphy, Van Johnson, Lucia Albanese and Lowell Thomas.

Other stars will be John Daly, Sherry Britton, Dorothy Sarnoff, the Deep River Boys, Dore Brooks and Bill Hayes. Entertainment will be in the form of a Cavalcade of the industry from the nickelodeon to Cinerama, entitled the "Si Fabian Story." Script was written by Morton Sunshine with Dave Bines assisting in the staging.

Dais guests at the affair will be: Jack Alicoate, David G. Baird, Barney Balaban, Rabbi B. Birstein, Harry Brandt, Jack Cohn, Sam Dembow Jr., Ned E. Depinet, Gus Eyssell, Simon Fabian, Charles Feldman, Frank Folsom, William J. German, Leonard H. Goldenson, James R. Grainger, Abel Green, William J. Heineman, Eric Johnston, Al Lichtman, John J. O'Connor and Robert J. O'Donnell.

Also, Ferdinand Pecora, Samuel J. Pinanski, Martin J. Quigley, Charles M. Reagan, E. V. Richards Jr., Sam Rinzler, Herman Robbins, William F. Rodgers, Samuel Rosen, Alfred W. Schwalberg, Ben Shlyen, Gradwell Sears, Serge Semenenko, Spyros P. Skouras, Wilbur Snaper, A. N. Spanel, Joseph R. Vogel, Maj. Albert Warner and Adolph Zukor.

VCI Execs Pledge Aid

Current and former international officers of Variety Clubs International will support John H. Harris, who will be director of the 1955 Brotherhood Week campaign.

HOLLYWOOD ...on the wire

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Normandie 2-6494

Hittleman Signs Up For Howco Pictures

In another new feature production setup, Carl K. Hittleman has signed to do four films a year for Howco release. First of the Hittleman films will be "Kentucky Rifle," starring Chill Wills, Lance Fuller, Cathy Downs, Jeanne Cagney and Jess Barker. The script for the feature is by Carl Hittleman, Lee Hewitt and Francis Chase, Jr.

"I have optioned Lance Fuller for four pictures a year," Hittleman announced. "Kentucky Rifle" will be an Eastman color film. It tells the graphic story of a group of Kentuckians heading for California. One wagon breaks down. It is the one which is carrying the first consignment of Kentucky rifles to the West. Eight people try to make their way back to the wagon train, which has gone on.

Hittleman, who produces and directs as well as writes, produced 12 films for Lippert Pictures. He was also under a writer-producer contract at U-I. In 1953, he made the first 3-D picture produced in Mexico, starring Cesar Romero and Katy Jurado.

Hittleman's schedule of four features for Howco next has "Mississippi Lady" on it, then "Buckskin Lady" and "Pony Tracks." All four films will be made on moderate budgets. Hittleman believes that quality of the highest type can be obtained on a moderate budget by an independent.

"I feel this way: that by very careful scripting and pre-planning, the independent can put more on the screen dollar for dollar than the major," he stated. He is enthused about the market for good independent films. "There is a good market for good films," he pointed out.

Though he likes to make outdoor films because they are pure escape and entertainment, Hittleman stressed that Howco's program as to his own unit will be varied. He also said that all four Howco films will be shot in color.

American Releasing Formed

The formation of American Releasing Corp., a new company which will begin distribution with a starting slate of four Roger Corman Palo Alto Productions, was announced by James H. Nicholson, president and general sales manager. American Releasing has been organized with 28 exchanges in the U. S. and a network of foreign distribution offices, first of which are being set up in the British Isles and Latin American countries, Nicholson stated.

David Butler will produce three feature films for Kling Picture Corp., it was announced by Robert Eirinberg, president of Kling Studios. In addition to being vice-president of the new enterprise, Butler will also direct three top-budget films in 1955 for Kling. Distribution contracts have been signed with RKO Radio. Associated in the new independent unit are Lee R. Blevins, vice-president of Kling Studios and David S. Garber, who will act as production associate to Blevins and Butler. First production on the company's slate is "Miracle at Santa Anita," to be made in SuperScope and Eastman Color.

* * *

"Terror in the Night," a documentary type story based on a factual kidnapping case, will be made independently by Andrew Stone for Columbia Pictures release, with Stone directing and producing from a script prepared by his wife, Virginia and himself. A starting date of Nov. 26 has been set for the film, which will be made off the Columbia lot.

* * *

Paramount purchased "Intermission" an original story by Robert Smith. It deals with the life of the great jazz musician, Louis "Red" Nichols and his "Five Pennies." It will be produced by Paul Jones. . . . Jack Carson inked for a starring role in "Third Girl From The Right" at Universal-International. The Technicolor musical stars Rory Calhoun, Piper Laurie and Mamie Van Doren. Eddie Buzzell is directing for Producer Sam Marx. . . . Keith Larsen joins Bill Elliott in "Code Three" at Allied Artists. Vincent M. Fennelly will produce the feature with Dan Ullman making his directorial debut on the picture. . . . Alan Ladd has reported to Warner Bros. for wardrobe fittings for "The McConnell Story," in which he will co-star with June Allyson.

* * *

Columbia Pictures has arranged to borrow George Sidney from M-G-M to direct "The Eddie Duchin Story." Sidney is already at Columbia doing pre-production and script work on the film, which will be made in CinemaScope and Technicolor. "The Eddie Duchin Story" is an original screen play by Leo Katcher, who knew Duchin when the latter was an intermission pianist. The film will be produced by Jerry Wald, who wrote the first newspaper column about Duchin and helped him on his rise to fame. Jonie Taps will serve as associate producer on the film.

* * *

Over at Paramount, Fernando Lamas was signed by Producer Frederick Brisson to co-star opposite Rosalind Russell in the $2,500,000 VistaVision Technicolor musical comedy, "The Girl Rush." Lamas will dance and sing in the film along with his acting. The film, in which Eddie Albert will also co-star, starts shooting in Las Vegas, locale of its story, on Nov. 29. Robert Pirosh will direct the feature, which is being made for Paramount Pictures. The studio also announced the signing of Cary Grant to a new contract. Grant will do three pictures for the studio. Grant recently completed co-starring with Grace Kelly in Alfred Hitchcock's "To Catch A Thief" at Paramount.

* * *

Ava Gardner will co-star with Stewart Granger in M-G-M's "Bhowani Junction." Granger has just completed a lead in "Moonfleet" at the same studio. . . . Joseph L. Mankiewicz announced that "Woman on the Rock," a story of a woman evangilist with a screen play by Herman J. Mankiewicz from a novel by Hector Chevigny, will be a future Figaro Inc. production. Figaro Incorporated's first is "The Barefoot Contessa" now in release.

* * *

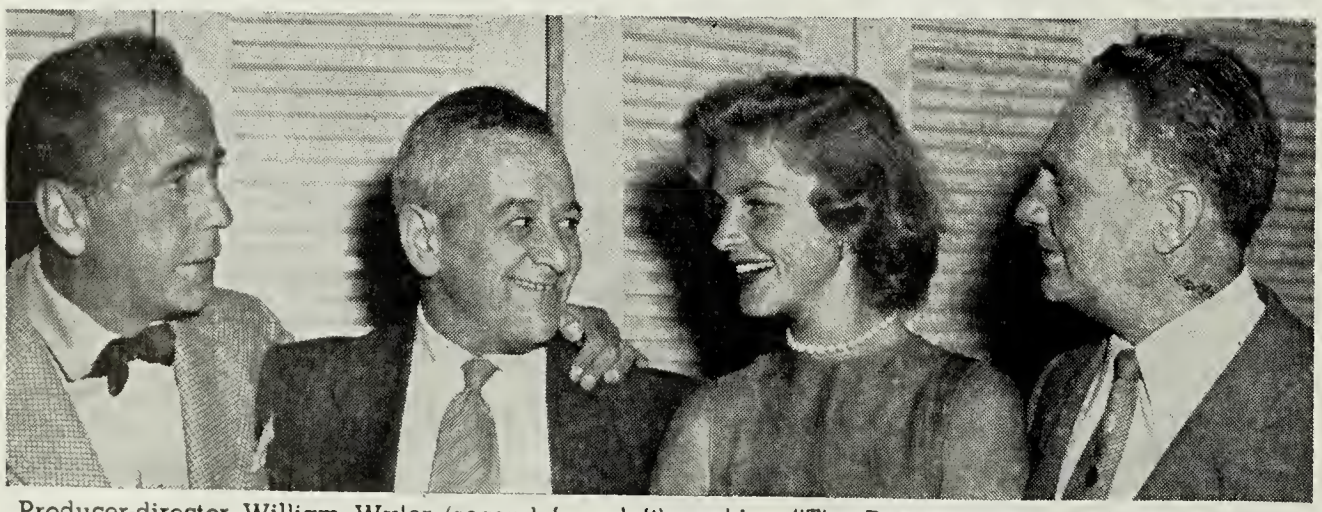
Jack Webb will start production of "Pete Kelly's Blues" at Warners in early Spring. Webb, who will also direct, is to portray a cornet playing band leader in Kansas City in 1927. The story is adapted from the NBC radio show of the same name which was broadcast for 13 weeks in 1951, with Webb as the star. Richard Breen, author of the screen play, "Dragnet," is writing the screen play for the picture, which will be filmed in color. Present plans calls for a week of location shooting in New Orleans.

* * *

Rock Hudson will co-star with Jane Wyman in "All That Heaven Allows." Douglas Sirk, who directed the twosome in "Magnificent Obsession," will meg the film, which will be produced by Ross Hunter, who had the same chore on "Obsession." Adapted from the novel by Edna and Harry Lee, the story is a modern drama of a wealthy widow whose grown children become perturbed over her romance with a younger man. The film will roll in mid-December, immediately after Hudson finishes starring with Anne Baxter and Julia Adams in U-I's "Tacey."

* * *

Roy Huggins, who has worked as a writer and director at Columbia, will make his debut as a writer-producer there with "My Dear Children," executive producer Jerry Wald announced. Written by the late Jerry Horwin and Catherin Turney, the comedy was John Barrymore's last stage vehicle. The picture, which will go before the cameras in 1955, deals with the situations confronting a father who had four daughters, each by a different wife.



Producer-director William Wyler (second from left), making "The Desperate Hours" for Paramount, discusses the film with Don Hartman, Paramount executive producer; Humphrey Bogart, who will star, and Lauren Bacall.

Inside Production

Curtiz, Megging "Vagabond King," Asks: How Far The Star System?

By Richard Bernstein

"Appreciation from exhibitors is more important than the divided views of critics," Director Michael Curtiz explained in his Paramount Studios office. "Exhibitors live with the audience, seeing their reactions and their desire to be entertained. They are the real great judges and the leaders for us who make pictures."

Curtiz has just finished work on "We're No Angels," based on the hit French play. The picture, produced by Pat Duggan, stars Humphrey Bogart, Peter Ustinov, Aldo Ray



MICHAEL CURTIZ

and Joan Bennett. It deals with the hilarious antics of some convicts from Devil's Island.

The director, who is currently preparing two films for Paramount, "The Vagabond King," which will star Kathryn Grayson and introduce Oreste Kirkop, and "The Covered Wagon," stated that today the big question is "How far the star system?"

"Today," he stressed, "casting is a problem. Pictures should be judged by their merit and we should not look for the big names in them. Directors want to use young people and build stars and today, it calls for a lot of courage to do this."

Curtiz stressed that the exhibitor can help by helping build new stars by featuring new players names on the marquee and also accepting films, which bring to the screen talented newcomers, with enthusiasm.

One of Hollywood's most versatile directors, Curtiz, who won the Academy Award as "The Best Director" for "Casablanca" in 1943 and for one of his short subjects, "Sons of Liberty" in 1938, believes that dramatizing life can give you a powerful film.

Against "typing" a director such as "a western director," etc., Curtiz said: "The director with imagination and knowledge should not be stamped in one category. Directors create entertainment for the audience through their individuality. I have done every style of picture."

To illustrate this, Curtiz pointed out that he directed Paramount's "White Christmas," the first film to be made in VistaVision. After that, Curtiz directed "The Egyptian" for 20th Century-Fox. Curtiz is now under contract to Paramount.

It is no accident that Hungarian born Curtiz, who besides directing in Europe, wrote 60 produced film plays, has become one of the top directors of Americana. Curtiz, who believes that basic human emotions are universal, launched into an intensive study of American habits after his arrival in the U.S. He went to juvenile court, night court, pawn shops, Main Street and the office of the District Attorney.

"In places like that," he says, "you see the emotions of people at a climax. You see them suffering through the big moments of their lives, the result of all the little anxieties of the years."

When he did "The Third Degree," he arranged to have himself thrown in jail for a week to study it first hand. Before he started his first western, "Under A Texas Moon," he read all he could about Texas and its important men.

The new processes shouldn't throw any director off his stride, Curtiz pointed out. "Movement on the stage and the screen is always the same. Wide screen is only different in the fact that there are not as many 'cuts' necessary. Stage technique and motion pictures are closer than ever."

Back to "The Vagabond King," Curtiz says that he will follow the basic version in the filming of the picture in VistaVision. He will show a France divided into little kingdoms with Francois Villon as the one who helps unite the people under King XI. Curtiz said that Oreste Kirkop has "a brilliant voice." Paramount plans to make "The Vagabond King" as one of their most expensive features.

Curtiz said that newcomers must have the personalities to fit the characters that they play. "Talent is the most important thing," he said. Exhibitors should form a partnership with Hollywood in building stars. "It just takes one picture and you have an overnight star."

"A director should be an artist and a businessman; after all, he is the man responsible for what happened to an investment of one to two to three million dollars," Michael Curtiz said. "The most difficult picture to make today is the period picture. It must be done with taste and knowledge."

HOLLYWOOD...

Robert Aldrich will roll the next Parklane Productions' Mickey Spillane film, "Kiss Me Deadly," on Nov. 29. He will produce and direct the feature for United Artists release. . . . Spencer Bennet has been set as director on "Devil Goddess," the Johnny Weissmuller starrer, which Sam Katzman will produce for Columbia release with a Dec. 14 date. . . . Case-Boetticher Productions will put their bull fighting film into production this week with Anthony Quinn starred and Budd Boetticher directing the feature.

* * *

Paul Gregory has gone east to huddle with UA on sales and promotion on "The Night of the Hunter." He will also meet with Rinehart and Co., publishers of "The Naked and the Dead," which will be produced under the Gregory-Goldman Productions banner. . . . James Cagney reported to M-G-M for his co-starring role opposite Doris Day in "Love Me Or Leave Me."

* * *

Producer Stuart Schulberg and Gilbert de Goldschmidt announced the completion of casting on "The Little Ambassador," Joseph Cotten and Eva Bartok starrer which rolls late this month. . . . Joan Crawford has sold Columbia Studios a package including a property, a writer-director, and herself as star, retaining a participating interest in the project. The star recently purchased "Queen Bee," a novel by Edna Lee and pacted Ranald MacDougall to do double duty as writer-director. Package was then sold to Columbia, where Jerry Wald will produce it. Miss Crawford checks into Columbia in February after the completion of "Female on the Bench," her current assignment at U-I. After "Queen Bee," she is already signed to do "The Way We Are" for Producer-director Robert Aldrich, which will be distributed by Distributors Corporation of America. "The Way We Are" will roll in May.

* * *

Leland Hayward will produce the film version of Nobel Prize winner Ernest Hemingway's "The Old Man and The Sea" for Warners release. . . . Glynis Johns will co-star Danny Kaye in "The Court Jester" at Paramount. This second Dena Production will be written, produced and directed by Melvin Frank and Norman Panama. . . . Garvis Productions, headed by Tom Gries and Wray Davis, are prepping their initial feature, "Hell's Horizon." Gries will direct from his own screen play.



Producer director Elia Kazan rehearses Julie Harris and new discovery James Dean in dramatic scene for "East of Eden," CinemaScope-WarnerColor film for Warners release.

: Hollywood Production :

ALLIED ARTISTS

Shooting

RIDER OF THE RUBY HILLS
Cast: Zachary Scott, Carole Mathews, Lola Albright, Barton MacLane, Dick Foran, Raymond Hatton.
Producer .....William F. Broidy
Director .....Frank McDonald

Cutting

BOWERY TO BAGDAD
Cast: Leo Gorcey, Huntz Hall, Joan Shawlee, Eric Blore, Jean Willis, Rick Vallin, Robert Bice, Paul Marion.
Producer .....Ben Schwalb
Director .....Edward Bernds

DYNAMITE ANCHORAGE
Cast: Dane Clark, Carole Mathews, Wayne Morris, Tom Hubbard, Otto Waldis.
Exec. Producer .....William Broidy
Producer .....Robert Nunes
Director .....Harold Shuster

THE ANNAPOLIS STORY
(Technicolor)
Cast: John Derek.
Producer .....Walter Mirisch
Director .....Don Siegel

THE BIG COMBO
(Security Pictures-Theodora Productions)
Cast: Cornel Wilde, Richard Conte, Jean Wallace, Brian Donlevy, Helen Walker.
Producer .....Sidney Harmon
Director .....Joseph H. Lewis

THE BLACK PRINCE
(CinemaScope)
Cast: Errol Flynn, Joanne Dru, Peter Finch.
Producer .....Walter Mirisch
Director .....Henry Levin

JOHN BROWN'S RAIDERS
Cast: Raymond Massey, Debra Paget, Jeffrey Hunter, John Smith, Larry Pennell, Leo Gordon, Tom Irish, James Anderson, James Edwards, James Best.
Producer .....Vincent M. Fennelly
Director .....Charles Marquis Warren

COLUMBIA

Shooting

MY SISTER EILEEN
(CinemaScope) (Technicolor)
Cast: Janet Leigh, Betty Garrett, Jack Lemmon, Aldo Ray, Kurt Kasznar, Bob Fosse, Tommy Rall.
Producer .....Fred Kohlmar
Director .....Richard Quine

THE MAN FROM LARAMIE
(CinemaScope) (Technicolor)
Cast: James Stewart, Arthur Kennedy, Cathy O'Donnell, Aline MacMahon, Donald Crisp, Alex Nicol, Wallace Ford, James Millican, Gregg Barton, Jack Elam, John War Eagle.
Producer .....William Goetz
Director .....Anthony Mann

FIVE AGAINST THE HOUSE
Cast: Guy Madison, Kim Novak, Brian Keith, Kerwin Mathews, Alvy Moore.
Producer .....Stirling Silliphant
Director .....Phil Karlson

Cutting

MASSACRE AT MOCCASIN PASS
Cast: Phil Carey, Audrey Totter, Charlita.
Producer ..... Wallace MacDonald
Director ..... Fred S. Sears

BAT MASTERMAN, BAD MAN
(Technicolor)
Cast: George Montgomery, Nancy Gates, James Griffith.
Producer .....Sam Katzman
Director .....William Castle

A PRIZE OF GOLD
(Warwick Productions; Technicolor)
(For Columbia Release; Shooting in Berlin)
Cast: Richard Widmark, Mai Zetterling, Nigel Patrick, George Cole, Donald Wolfit.
Producers .....Irving Allan and A. R. Broccoli
Director .....Mark Robson

THE END OF THE AFFAIR
(David Rose Productions)
(Shooting in London; For Columbbia release)
Cast: Deborah Kerr, Van Johnson, John Mills.
Producers .....David Rose and David Lewis
Director .....Edward Dmytryk

GUN THAT WON THE WEST
(Technicolor) (Clover Productions)
Cast: Dennis Morgan, Paula Raymond, Richard Denning.
Producer .....Sam Katzman
Director .....William Castle

INDEPENDENT

Shooting

OKLAHOMA
(CinemaScope) (Todd-AO)
Cast: Gordon MacRae, Shirley Jones, Gene Nelson, Gloria Grahame, Charlotte Greenwood, Eddie Albert, James Whitmore, Rod Stieger, Barbara Lawrence, J. C. Flippen, Roy Barcroft.
Producer .....Arthur Hornblow
Director .....Fred Zinnemann

GENTLEMEN MARRY BRUNETTES
(Russfield-Voyager Productions)
(Technicolor) (Shooting in Paris)
Cast: Jane Russell, Jeanne Crain, Scott Bardy, Alan Young, Rudy Vallee.
Executive Producer.....Robert Bassler
Producers .....Richard Sale and Robert Waterfield
Director .....Richard Sale

BRIDE OF THE ATOM
(Catacomb Pictures)
Cast: Bela Lugosi, Tony McCoy, Loretta King, Paul Marco, Ann Wilner, Don Nagel, George Becwar, Harvey Dunn.
Producer-Director .....Edward Wood

TOP OF THE WORLD
(Wide Screen) (Landmark Prod.)
Cast: Dale Robertson, Evelyn Keyes, Frank Lovejoy, Nancy Gates, Robert Arthur.
Producers .....Lewis R. Foster and Michael Baird
Director .....Lewis R. Foster

KENTUCKY RIFLE
(Anscocolor) (Howco Prods.)
Cast: Lance Fuller, Cathy Downs, Jeanne Cagney, Chill Wills, Jess Barker, Sterling Hollaway, Henry Hull.
Producer .....Carl K. Hittleman
Director .....Ira S. Webb

NO PLACE TO HIDE
(Josef Shaftel Prod.)
Cast: David Brian, Marsha Hunt, Hugh Corcoran.
Producer-Director .....Josef Shaftel

Cutting

THE WHITE ORCHID
(Eastman Color) (Shooting in Mexico)
Cast: William Lundigan, Peggie Castle, Armando Silvestre.
Producer-Director ....Reginald LeBorg

THE LITTLE RED MONKEY
Anglo-Guild-Tony Owen Production
(Shooting in London)
Cast: Richard Conte, Russell Napier, Rona Anderson, Sylva Langova.
Producer .....Alec Snowden
Director .....Ken Hughes

RETURN OF COLUMBUS
Paal-Real Film Productions
(Shooting in Germany)
Cast: Paola Loew, Eva Kerbler, Sydney Chaplin, Charles Chaplin, Jr., Ursula Herking.
Producer .....Alexander Paal
Director .....Alexander Paal

MAD AT THE WORLD
(Filmakers)
Cast: Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell, Karen Sharpe.
Producer .....Collier Young
Director .....Harry Essex

LONG JOHN SILVER
(Technicolor) (Wide Screen)
Cast: Robert Newton, Connie Gilchrist, Lloyd Berrell, Grant Taylor, Kit Taylor.
Producer .....Joseph Kaufman
Director .....Byron Haskin

TARZAN'S HIDDEN JUNGLE
(Sol Lesser Prod.)
Cast: Gordon Scott, Peter Van Eyck, Vera Miles.
Producer .....Sol Lesser
Director .....Harold Shuster

EXHIBITOR PRODUCED PICTURES
Lippert PICTURES, Inc.
PRACTICAL PROFITABLE PROGRESSIVE

Shooting

THE GLASS TOMB
(Executive Films for Lippert release)
Cast: John Ireland.
Producer .....Anthony Hinds
Director .....Montgomery Tully

AIR STRIKE
(Cy Roth Productions)
(For Lippert Release)
Cast: Richard Denning
Producer-Director .....Cy Roth

SHOCK
Cast: Brian Donlevy, Margia Dean, Jack Warner.
Producers .....Michael Carreras and Anthony Hinds
Director .....Val Guest

Cutting

THEW WERE SO YOUNG
(For Lippert Release)
Cast: Scott Brady, Raymond Burr, Johanna Matz, Ingrid Stenn, Margot Hielscher.
Producer-Director .....Kurt Neumann

THE BLACK PIRATES
(Lippert Release)
(Shooting in El Salvador)
Cast: Anthony Dexter, Karen Wilde, Lon Chaney, Robert Clarke.
Producer .....Robert L. Lippert, Jr.
Director .....Allen Miner

METRO-GOLDWYN-MAYER

Shooting

INTERRUPTED MELODY
(CinemaScope) (Technicolor)
Cast: Eleanor Parker, Glenn Ford, Cecil Kellaway, Roger Moore, Ann Codee.
Producer .....Jack Cummings
Director .....Curtis Bernhardt

THE MARAUDERS
(Wide Screen) (Color
Cast: Dan Duryea, Jeff Richards, Jarma Lewis, Keenan Wynn.
Producer .....Arthur Loew, Jr.
Director .....Gerald Mayer

THE SCARLET COAT
(CinemaScope) (Eastman Color)
Cast: Cornel Wilde, Michael Wilding, Anne Francis, George Sanders, Bobby Discroll.
Producer .....Nicholas Nayfack
Director .....John Sturges

Cutting

DEEP IN MY HEART
(Technicolor) (Wide-Screen)
Cast: Jose Ferrer, Merle Oberon, Helen Traubel, Walter Pidgeon, Doe Avedon, Paul Stewart, Jim Backus, Douglas Fowley.
Producer .....Roger Edens
Director .....Stanley Donen

JUPITER'S DARLING
(Eastman Color; Print by Technicolor)
(CinemaScope)
Cast: Esther Williams, Howard Keel, Marge and Gower Champion, George Sanders, James Whitmore, Richard Haydn.
Producer .....George Wells
Director .....George Sidney

THE GLASS SLIPPER
(Print by Technicolor)
(Eastman color; Wide Screen)
Cast: Leslie Caron, Michael Wilding, Roland Petit and the Ballets de Paris, Elsa Lanchester, Keenan Wynn, Estelle Winwood, Amanda Blake.
Producer .....Edwin H. Knopf
Director .....Charles Walters

MOONFLEET
(CinemaScope) (Color)
Cast: Stewart Granger, Viveca Lindfors, Joan Greenwood, George Sanders.
Producer .....John Houseman
Director .....Fritz Lang

BOULEVARD IN PARIS
(Shooting in Paris) (CinemaScope)
(Eastman Color; Print by Technicolor)
Cast: Anne Baxter, Steve Forrest.
Producer .....Henry Berman
Director .....Mitchell Leisen

HIT THE DECK
(CinemaScope) (Color)
Cast: Jane Powell, Debbie Reynolds, Ann Miller, Tony Martin, Vic Damone.
Producer .....Joe Pasternak
Director .....Roy Rowland

Paramount Pictures

Shooting

THE TEN COMMANDMENTS
VistaVision) (Technicolor
Cast: Charlton Heston, Yul Brynner, Anne Baxter, Yvonne De Carlo, Debra Paget, Nina Foch, Edward G. Robinson, Sir Cedric Hardwicke, Vincent Price, John Carradine, John Derek, Olive Deering.
Producer-Drector ....Cecil B. DeMille

YOU'RE NEVER TOO YOUNG
(VistaVision) (Technicolor)
Cast: Dean Martin, Jerry Lewis, Diana Lynn, Raymond Burr, Nina Foch, Mitzi McCall.
Producer .....Paul Jones
Director .....Norman Taurog

THE ROSE TATTOO
(VistaVision)
Cast: Burt Lancaster, Anna Magnani, Marisa Pavan, Virginia Grey, Ben Cooper, Jo Van Fleet, Flossie Sundstrom, Dorritt Kelton.
Producer .....Hal Wallis
Director .....Daniel Mann

THE DESPERATE HOURS
(VistaVision)
Cast: Humphrey Bogart, Fredric March, Martha Scott, Arthur Kennedy.
Producer .....William Wyler
Director .....William Wyler

Cutting

MAMBO
(Shooting in Italy)
Cast: Silvana Mangano, Michael Rennie, Vittorio Gassman, Shelley Winters, Katherine Dunham.
Producers .....Ponti—De Laurentis
Director .....Robert Rossen

THREE RING CIRCUS
(Techniclor) (VistaVision)
Cast: Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor, Wallace Ford, Nick Cravat, Gene Sheldon.
Producer .....Hal Wallis
Director .....Joseph Pevney

Hollywood Production

TO CATCH A THIEF
(VistaVision) (Technicolor)
(Shooting in France)
Cast: Cary Grant, Grace Kelly, Jessie Royce Landis, John Williams, Charles Vanel, Brigitte Auber, Georgette Anys
Producer-Director ....Alfred Hitchcock

WE'RE NO ANGELS
(VistaVision) (Technicolor)
Cast: Humphrey Bogart, Peter Ustinov, Aldo Ray, Joan Bennett, Leo G. Carroll, Basil Rathbone, Gloria Talbott, John Baer.
Producer .....Pat Duggan
Director .....Michael Curtiz

THE SEVEN LITTLE FOYS
(VistaVision) (Technicolor)
Cast: Bob Hope, Linda Bennett, Jimmy Baird, Tommy Duran, David Kasday, Lee Erickson.
Producer .....Jack Rose
Director .....Melville Shavelson

LUCY GALLANT
(VistaVision) (Technicolor)
Cast: Jane Wyman.
Producer .....Pine-Thomas
Director .....Robert Parrish

THE TROUBLE WITH HARRY
(VistaVision) (Technicolor)
Cast: Edmund Gwenn, John Forsythe, Shirley MacLaine, Mildred Dunnock.
Producer-Director ....Alfred Hitchcock

RKO RADIO PICTURES

Shooting

ESCAPE TO BURMA
(SuperScope) (Technicolor)
Cast: Barbara Stanwyck, Robert Ryan, David Farrar, Murvyn Vye, Robert Cabal, William Rau.
Prodccer .....Benedict Bogeaus
Director .....Allan Dwan

SEVEN BAD MEN
(SuperScope) (Technicolor)
Cast: Randolph Scott, Forrest Tucker, Mala Powers, J. Carrol Naish, Edgar Buchanan, Ken Tobey.
Producer .....Nat Holt
Director .....Tim Whelan

Cutting

THE CONQUEROR
(Technicolor) (CinemaScope)
Cast: John Wayne, Susan Hayward, Pedro Armendariz, Agnes Moorhead, Thomas Gomez, John Hoyt, William Conrad, Jeanne Gerson, Leslie Bradley, Lee Van Cleef, Fred Graham, Pete Mamakos, Gregg Barton, Ken Terrill, Leo Gordon.
Producer-Director .....Dick Powell

Republic

Shooting

MAGIC FIRE
(Trucolor) (Shooting in Munich)
Cast: Yvonne De Carlo, Carlos Thompson, Rita Gam, Valentina Cortesa, Alan Badel.
Producer-Director ....William Dieterle

Cutting

THE ATOMIC KID
Cast: Mickey Rooney, Robert Strauss, Elaine Davis, Bill Goodwin, Whit Bissell, Fay Roope.
Assoc. Producer .....Maurice Duke
Director .....Leslie Martinson

HELL'S OUTPOST
Cast: Rod Cameron, Joan Leslie, John Russell, Chill Wills, Jim Davis, Ben Cooper, Kristine Miller, Barton MacLane, Taylor Holmes.
Associate Producer-Director
Joseph Kane

SANTE FE PASSAGE
(Trucolor) (Shooting in Utah)
Cast: John Payne, Rod Cameron, Faith Domergue.
Assoc. Producer .....Sidney Picker
Director .....William Witney

THE ADMIRAL HOSKINS STORY
Cast: Sterling Hayden, Alexis Smith, Dean Jagger, Ben Cooper, Virginia Grey, Douglas Kennedy, Hayden Rorke.
Assoc. Producer-Director. John H. Auer

20th CENTURY FOX

Shooting

A MAN CALLED PETER
(CinemaScope) (Color)
Cast: Richard Todd, Jean Peters.
Producer .....Samuel G. Engel
Director .....Henry Koster

Cutting

THAT LADY
(Atlanta Films for 20thCentury-Fox releasc)
(CinemaScope) (Shooting in London)
Cast: Olivia DeHaviland, Gilbert Roland, Francoise Rosay, Dennis Price.
Producer .....Sy Bartlett
Director .....Terrence Young

PRINCE OF PLAYERS
(CinemaScope) (Color)
Cast: Richard Burton, Maggie MacNamara, John Derek, Raymond Massey, Charles Bickford.
Producer-Director .....Philip Dunne

UNTAMED
(CinemaScope) (Color)
Cast: Tyrone Power, Susan Hayward, Victor Moreno, John Justin.
Producers .....Bert Friedlob and William Bacher
Director .....Henry King

THE RACERS
(CinemaScope) (Color)
Cast: Kirk Douglas, Gilbert Roland, Bella Darvi, Cesar Romero, Katy Jurado, Lee J. Cobb.
Producer .....Julian Blaustein
Director .....Henry Hathaway

THE SEVEN YEAR ITCH
(CinemaScope) (Color)
Cast: Marilyn Monroe, Tom Ewell, Sonny Tufts, Evelyn Keyes, Victor Moore, Robert Strauss.
Producers .....Charles Feldman and Billy Wilder
Director .....Billy Wilder

UNITED ARTISTS

Shooting

THE KENTUCKIAN
(Technicolor)
(Hecht-Lancaster Productions)
Cast: Burt Lancaster, Dianne Foster, Diana Lynn.
Producer .....Harold Hecht
Director .....Burt Lancaster

BIG HOUSE U.S.A.
(Bel Air Productions)
Cast: Broderick Crawford, Ralph Meeker, Red Hadley, William Talman.
Producer .....Aubrey Schenck
Director .....Howard W. Koch

MARTY
(Hecht-Lancaster Productions)
Cast: Ernest Bornine, Betsy Blair.
Producer .....Harold Hecht
Director .....Delbert Mann

NOT AS A STRANGER
(Stanley Kramer Productions)
Cast: Olivia DeHaviland, Robert Mitchum, Frank Sinatra, Gloria Grahame, Broderick Crawford, Charles Bickford.
Producer-Director .....Stanley Kramer

Cutting

VERA CRUZ
(Hecht-Lancaster Productions)
(Technocolor) (Shooting in Mexico)
Cast: Gary Cooper, Burt Lancaster, Denise Darcel, Cesar Romero, Sarita Montiel, George Macready, Morris Ankrum.
Producer .....James Hill
Director .....Robert Aldrich

BLACK TUESDAY
(Leonard Goldstein Productions)
Cast: Edward G. Robinson, Jean Parker, Peter Graves, Milburn, Warren Stephens, Sylvia Findley.
Producer .....Robert Goldstein
Director .....Hugo Fregonese

Universal International

Shooting

THE PURPLE MASK
(CinemaScope) (Technicolor)
Cast: Tony Curtis, Colleen Miller, Gene Barry, Dan O'Herlihy, George Dolenz.
Producer .....Howard Christie
Director .....Bruce Humberstone

CULT OF THE COBRA
Cast: Faith Domergue, Richard Long, Marshall Thompson, Kathleen Hughes.
Producer .....Howard Pine
Director .....Francis Lyon

ABBOTT AND COSTELLO IN THE MUMMY
Cast: Bud Abbott, Lou Costello, Marie Windsor, Michael Ansara, Dan Seymour, Eddie Parker.
Producer .....Howard Christie
Director .....Charles Lamont

THIRD GIRL FROM THE RIGHT
(Technicolor)
Cast: Rory Calhoun, Piper Laurie, Jack Carson, Mamie Van Doren, Reginald Gardiner.
Producer .....Sam Marx
Director .....Eddie Buzzell

KISS OF FIRE
(Technicolor)
Cast: Jack Palance, Rhonda Fleming, Martha Hyer, Alan Reed.
Producer .....Sam Marx
Director .....Joe Newman

Cutting

DESTRY
(Technicolor) (Wide Screen)
Cast: Audie Murphy, Mari Blanchard, Lyle Bettger, Lori Nelson, Thomas Mitchell, Edgar Buchanan, Alan Hale, Jr., Wallace Ford, Mary Wickes, Lee Aaker, Walter Baldwin, George Wallace.
Producer .....Stanley Rubin
Director .....George Marshall

FIVE BRIDGES TO CROSS
Cast: Tony Curtis, Julia Adams, George Nader, Bobby Curtis, Salvadore Mineo
Producer .....Aaron Rosenberg
Director .....Joseph Pevney

SMOKE SIGNAL
(Shooting in Utah)
(Technicolor) (Wide Screen)
Cast: Dana Andrews, Piper Laurie, Rex Reason, William Talman, Douglas Spencer, Pat Hogan, Milburn Stone.
Producer .....Howard Christie
Director .....Jerry Hopper

ABBOTT AND COSTELLO AS THE STUNT MEN
Cast: Bud Abbott and Lou Costello, Fred Clark, Lynn Bari, Frank Wilcox, Maxie Rosenbloom.
Producer .....Howard Christie
Director .....Charles Lamont

LADY GODIVA OF COVENTRY
(Technicolor)
Cast: Maureen O'Hara, George Nader, Victor McLagen, Rex Reason.
Producer .....Robert Arthur
Director .....Arthur Lubin
(Technicolor) (CinemaScope)

TO HELL AND BACK
(CinemaScope) (Technicolor)
Cast: Audie Murphy, Marshal Thompson, Art Aragon, Charles Drake, Gregg Palmer, Jack Kelly.
Producer .....Aaron Rosenberg
Director .....Jesse Hibbs

JUSTICE COMES TO TOMAHAWK
(Color)
Cast: Lex Barker, Mara Corday, Stephen McNally.
Producer .....Howard Pine
Director .....Jack Arnold

THE SHRIKE
Cast: Jose Ferrer, June Allyson, Kendall Clark, Isabelle Bonner, Jay Barney.
Producer .....Aaron Rosenberg
Director .....Jose Ferrer

WARNER BROS.

Shooting

STRANGE LADY IN TOWN
(WarnerColor) (CinemaScope)
Cast: Greer Garson, Dana Andrews, Cameron Mitchell, Lois Smith, Walter Hampden.
Producer-Director ....Mervyn LeRoy

MISTER ROBERTS
(CinemaScope) (WarnerColor)
Cast: Henry Fonda, James Cagney, William Powell, Jack Lemmon, Ward Bond, Robert Roark.
Producer .....Leland Hayward
Director .....John Ford

THE SEA CHASE
(CinemaScope) (WarnerColor)
Cast: John Wayne, Lana Turner, Tab Hunter.
Director .....John Farrow

Cutting

TALL MAN RIDING
(WarnerColor)
Cast: Randolph Scott, Dorothy Malone, Peggie Castle.
Producer .....David Weisbart
Director .....Leslie Selander

HELEN OF TROY
(CinemaScope) (WarnerColor)
Cast: Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicks, Torin Thatcher, Robert Douglas, Nora Swinburne.
Producer .....Robert Wise

YOUNG AT HEART
(WarnerColor)
Cast: Doris Day, Frank Sinatra, Ethel Barrymore, Gig Young, Robert Keith. Dorothy Malone, Elizabeth Fraser. Alan Hale, Jr.
Producer .....Henry Blanke
Director .....Gordon Douglas

JUMP INTO HELL
Cast: Jacques Sernas, Kurt Kasznar.
Producer .....David Weisbart
Director .....David Butler

TARGET ZERO
(Shooting in Colorado)
Cast: Richard Conte, Chuck Connors, Peggie Castle.
Producer .....David Weisbart
Director .....Harmon Jones

Before Josephine there was Desiree...
and some say there was always Desiree!

What did this
tantalizing child,
not yet
a woman,
have to give
him?



At last the international best-seller is on the screen!

Désirée

20th Century-Fox presents

color by DELUXE

CINEMASCOPE

starring

MARLON BRANDO · JEAN SIMMONS · MERLE OBERON · MICHAEL RENNIE

with Cameron Mitchell • Elizabeth Sellars • Evelyn Varden • John Hoyt • From the Novel by Annemarie Selinko

Produced by JULIAN BLAUSTEIN · *Directed by* HENRY KOSTER · *Screen play by* DANIEL TARADASH

"It's a pleasure to do business with 20th!"

TOP EXHIBITORATINGS of 1953-1954

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

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TOA FILM SETUP
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BY MAJOR COMPANIES

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AID TO INDIES

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LICHTMAN BID
FOR TRADE PARLEY

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14, No. 10 November 27, 1954

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INDUSTRY ROUND TABLE

AT the recent COMPO meeting, Al Lichtman, member of the triumvirate managing that organization's affairs and director of distribution for 20th Century-Fox, offered to call a round-table conference of film company presidents, sales managers and exhibitor leaders for the purpose of discussing mutual industry problems.

It is indeed interesting to note that while COMPO provides the stage, the Lichtman offer is not COMPO-sponsored since its by-laws preclude consideration of trade practises. However, COMPO and its public relations program designed to promote theatre attendance are more dependent upon the activation of this collateral proposal than most industryites might grasp at first blush.

(See Page 31)

GET READY TO PLAY SANTA CLAUS!



TELEGRAM

DEAR M-G-M
I WANT IT FOR
CHRISTMAS-
NEW YEARS!
-JOE EXHIBITOR

"DEEP IN MY HEART" had its fir
public preview in New York this week
Loew's Lexington. Wow! is the word for i

East or West, the public loves it. In L
Angeles the Preview response cards, f
the first time on record, were "100
Recommended"! And in New York it w
equally sensational. They applauded du
ing the picture, they acclaimed it at th
end. When they do that, you know you'
got an attraction!

M-G-M has delivered many importa
money hits to theatres at holiday time
past years, but never have we offered a
entertainment so perfectly suited f
Christmas-New Years presentation!

Aptly called "The Musical With A Heart
it is a beautiful love story that follows
celebrated composer's career along th
rocky road to fame. You will truly h
Santa Claus to your patrons when yo
play "DEEP IN MY HEART," the B
Holiday Attraction, spangled with star
song hits, spectacle—all in glorious colo

★

(AVAILABLE IN PERSPECTA STEREOPHONIC OR ONE-CHANNEL SOU

November 27, 1954
Vol. 34 No. 10

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

The unalterable fact remains that all-industry projects cannot be successful unless the several branches of the business are seeing eye-to-eye. It can generally be conceded that good public relations will not exist without good industry relations.

According to all trade reports, the Lichtman proposal has been enthusiastically received in all quarters of exhibition and earlier fears of anti-trust violations in a round-table meeting of film company presidents with representative theatre owners have evaporated.

There never was a more appropriate time for such meetings. Industry bickering and strife have reached a new high and trade relations are steadily deteriorating. A sincere effort to settle grievances, adjust differences and exchange views generally within the confines of the industry can accomplish splendid results if problems are approached in a spirit of mutual understanding and without chips on shoulders.

There is enough good sense on both sides to prove that the industry is capable of self regulation. Only those who thrive on chaotic conditions will stand in the way of meetings which can furnish such proof.

Therefore, every effort must be made to see that the Lichtman proposal comes to pass. We hope that a date will soon be set. Such a meeting can ground the lightning that is presently flashing between the various industry segments and once again emphasize the interdependence of all branches of the business.

This is a time to quiet those who clamor for laws and lawsuits and who are not interested in settling trade grievances peacefully.

This is a time for Thanksgiving—to give thanks that there are men like Lichtman who are willing to devote so much of their time in order to achieve a genuine rapprochement between production, distribution and exhibition. In the final analysis, that is the only way the industry can prosper.

Exhibitorating Awards

Again this year the INDEPENDENT is publishing in a special section of this issue the results of its annual EXHIBITORATING POLL. (See pages 33 to 48.) In so doing we wish to thank the participating exhibitors who have helped us by selecting the winners.

Exhibitor profits and box office success have been the standards followed by the experienced theatre owners and film buyers who have been canvassed in this poll. These considerations alone are responsible for the winning choices in the top money-making pictures, performers, producers, directors and other award categories.

Top money-making picture is "From Here To Eternity." Top money makers in the other brackets are: stars, John Wayne and Marilyn Monroe; producer, Buddy Adler; director, Fred Zinnemann; and producer-director, Billy Wilder. To the winners go our congratulations.

While we're on the subject, we heartily endorse the COMPO audience star poll, set for February 1955. While our EXHIBITORATINGS are tailored to the industry and to the exhibitor's box office, the audience star poll is designed for the public and should do much to stimulate theatre attendance.

"Nothing But Money"

It appears that the comment of a prominent circuit executive, who noted after a screening of "White Christmas" that "this picture has nothing but money," is proving most accurate in the box offices of the nation's theatres. Phenomenally large grosses are being reported despite the fact that many critics, and even some industryites, expressed feelings that the picture is too "syrupy."

The financial success of "White Christmas" should serve to point out the power of a picture that has been created with "mass appeal." Audiences like this picture, are willing to pay their money to see it, and create excellent word of mouth by telling their friends to see it. It is time that everyone realized that this "mass appeal" is the life blood of the motion picture industry.

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Aaron Sloan; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 2-6494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., MEtropolitan 8-0001.

Bar Distribution By Majors In TOA Indie Film Set-up

Highlighting the current industry trend of the development and encouragement of independent production is the announcement of E. D. Martin, TOA president, that the exhibitor group's newly created organization for the financing of independent production is officially "off the ground."

The TOA project marks the latest effort in a steamrolling movement that now sees many of tho major film companies as well as individual exhibitors, circuits and various other combinations of industry interests earmarking funds for similar purposes.

Exhibitors Film Financial Group, Inc., the TOA sponsored company, has been incorporated as a Delaware corporation and is currently seeking approval of the Security Exchange Commission. The SEC is expected to grant its approval within about three weeks, at which time stock will be offered to exhibitors.

Pinanski Heads Group

Samuel Pinanski, honorary TOA board chairman, is acting as temporary president of the company. Other temporary officers include John Rowley, vice-president; L. S. Hamm, treasurer, and Myron Blank, secretary. The temporary board of directors includes the four officers and Martin, Walter Reade, Jr., and Alfred Starr.

Permanent officers and directors will be elected at the first meeting of the stockholders, according to a TOA report. At the same time an executive committee will be chosen by the directors.

The corporation will be capitalized for $10,000,000, it was disclosed. There will be only one class of stock, and all shares of stock will be alike, according to announced plans of the trustees.

The major goal of the new organization is to secure more product for exhibitors, it was agreed by the three TOA executives present at a trade press conference at which the plan was discussed. Martin, Pinanski and Herman Levy, TOA general counsel, presented details of the project at the meeting.

The three officials agreed that EFFG is being set up to "supplement" and not "substitute" for the current supply of product. For this reason, EFFG will insist that the productions it helps finance be distributed through other channels than those of the current major distributors.

Hopes Expressed

Reasoning behind this point runs that TOA fears that if a major distributor is given an EFFG-financed picture to handle, it will distribute one picture less from its regular product supply. TOA wants the picture it finances to bring one picture more onto the market.

It was stressed that EFFG will have nothing to do with the making of the pictures. Nor will it act as a distribution company. Its only function will be to supply funds to producers who have a picture ready for production but lack the money to make it.

Exhibitors will be urged to purchase stock in tho company for two reasons, Levy explained. First of all, it will be to their advantage to have more pictures available. Secondly, they will be sharing in some of the profits now going to producers. Martin described production as a lush business at present, and he noted that exhibitors should be given the chance to share in the profits.

It is the hope of TOA that films coming out of this project will be sold at "less than prevalent" prices. However, no guarantee could be made on this point. The speakers stressed that exhibitor stockholders will not get preference in booking these pictures, since this is expressly forbidden by law.

The pictures will be distributed on a regional basis, which Levy stated he believes to be less expensive than the regular distribution channels. All pictures which EFFG will help finance will be made by competent producers since this is not an effort to get exhibitors to produce pictures themselves, it was pointed out.

Stock will be sold at first within the industry only. On this point it was noted that the major film companies are forbidden by law to buy stock in a company such as EFFG. This was noted in answer to a stated fear that a major could buy control of the company.

Stock Sale Seen

Once the company is well into operation, it is contemplated that stock will be offered for sale to people outside of the industry. This is not expected to occur within the immediate future.

The trustees have stated that "the only purpose of the formation of this corporation, the stock of which will be owned by the exhibitors of America, is to stimulate independent production to the end that the sellers market, which now has exhibitors at its mercy, will be broken."

They added that "one way, the present way, lies disaster for exhibitors; the other way, through an exhibitor owned corporation dedicated to the financing of independent production, lies hope for exhibitors. The exhibitors of American have been given no choice," they declared.

The trustees explained that this is a TOA project only to the extent of getting the corporation off tho ground. Thereafter it will be the project of all those exhibitors everywhere who purchase stock. Within a few

(*Continued on page* 16)

Majors Step Up Independent Aid

Disclosures that both Columbia and Warner Bros. were stepping up their respective funds for financing independent production have been made by Jack L. Warner for WB and Harry Cohn for Colmubia.

Warner Bros. has joined Columbia in offering funds for independent production. Columbia meanwhile noted that in addition to its financing fund, it would lend technical assistance to participating independents.

Concerning the financing of independent production, Jack L. Warner, executive producer of Warner Bros., has declared that his company has "always done it and will continue to do so." He noted that Warner Bros. is currently financing several independent productions, has other deals working, and is ready to consider more at any time.

The executive noted that at present the company has financed 21 independent productions that are just completed, being completed or in preparation. He added that his company has been an aggressive leader in attracting such productions. The only standard considered by the major film company is quality, Warner declared.

He noted that the company has invested many millions of dollars in independent productions in which it believes. Mentioned in his list are such films as "A Star Is Born," "Young at Heart," "Moby Dick," "Giant," "Dragnet," "Track of the Cat" and "Drum Beat."

Columbia's Plan

From Columbia Pictures, which has created a $10,000,000 fund for the financing of independent producers, comes the announcement that independent producers "may now obtain even more than financing" from the company. Harry Cohn, president, pointed out that the "Columbia Plan" also envisages the benefits of casting assistance and trained technical help.

"As long as it does not interfere in any way with our own expanding production program," Cohn noted, "we will be happy to make available to the responsible producer our full studio facilities, both physical and in manpower." He added that Columbia contract players will also be made available to independent producers when they are not being used in Columbia pictures.

The company is further supplementing this program with a new policy by which it will

(*Continued on page* 16)

Majors Support Indies To Suit Own Ends: Youngstein

Viewpoint that United Artists is the only established bulwark for independent production was taken this week by Max E. Youngstein, UA vice-president in charge of advertising, publicity and exploitation, following his return from a Coast visit.

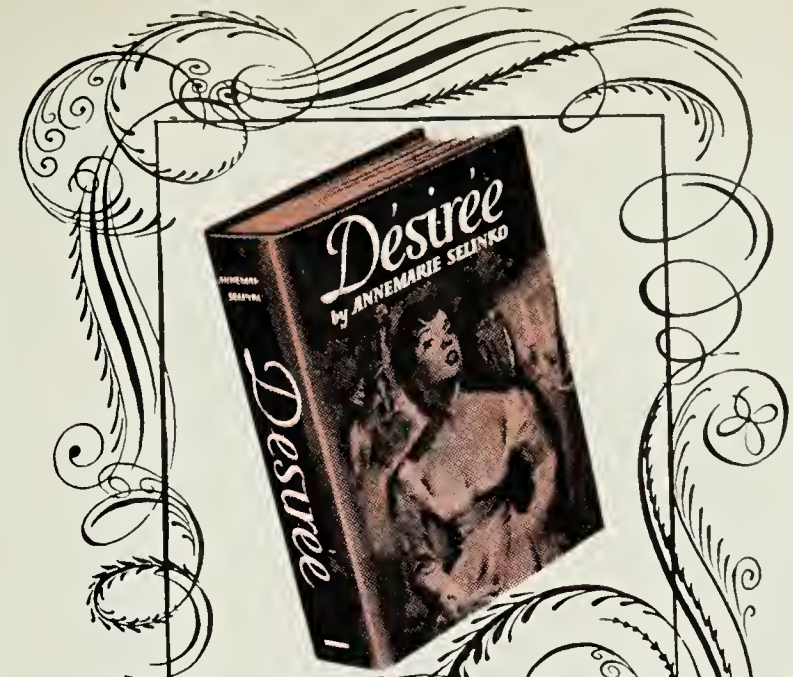
The UA executive declared that independent production is the life blood of his company and that major producer-distributor companies support indies only when it suits their purpose. He added that the trend of the independents seems to be more and more toward UA as their releasing organization.

UA, Youngstein said, offers no interference to independents once the script and budget for a picture are agreed upon. He challenged the availability of such an agreement elsewhere among the majors.

That the indie trend to UA is on the upswing was further explained by Youngstein in his disclosure that UA negotiations have been started for 15 additional picture deals with independents.

Total of 40 pictures are currently completed or in various stages of completion for 1955 release was a fact also made known by the UA official. Pictures represent a $20,000,000 investment, Youngstein added.

His company, he said, plans to release at least 47 pictures next year. A mimimum of four will have 100 percent UA financing: "Gentlemen Marry Brunettes," "The Kentuckian," "Night of the Hunter" and "Big House, USA."



AL LICHTMAN

IECTOR OF DISTRIBUTION, 20TH CENTURY-FOX

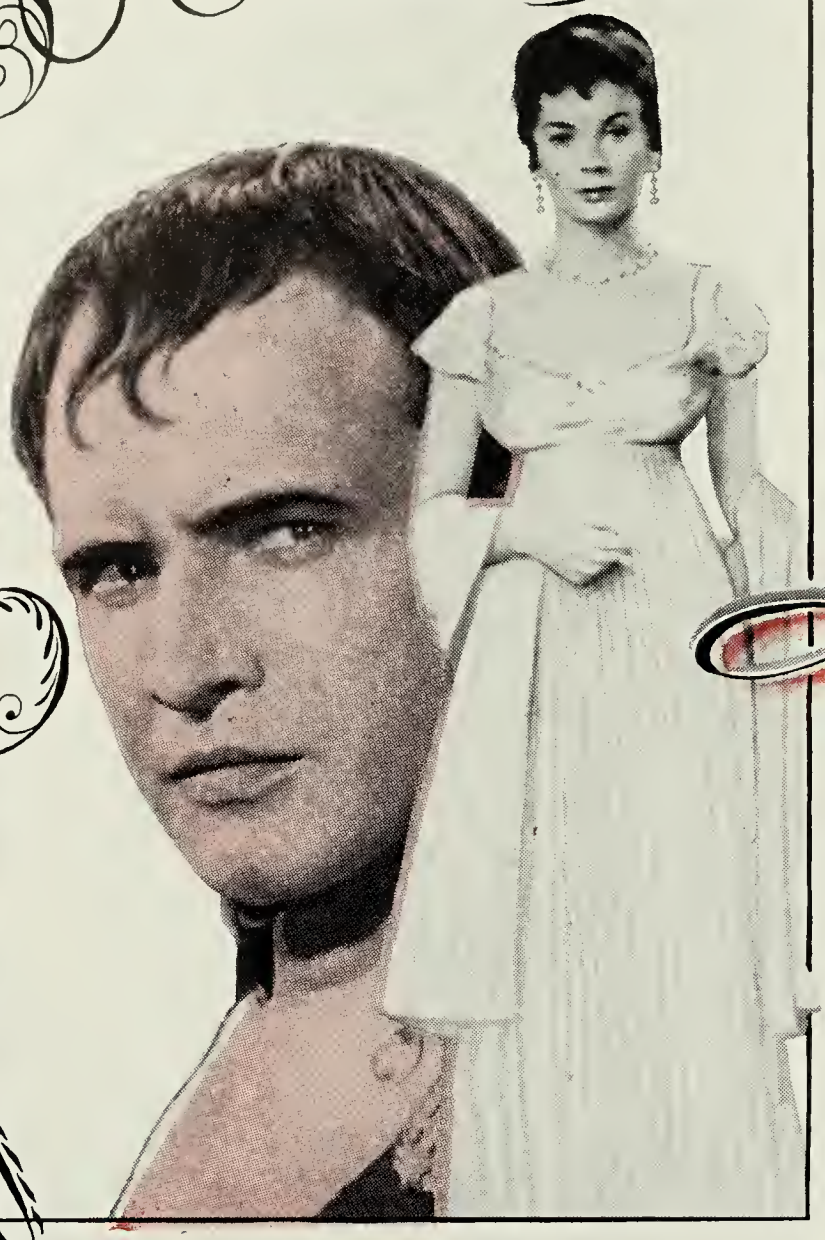
DISCUSSES ·

Désirée

When Annemarie Selinko's novel was published early last year, it was acclaimed by book reviewers as another "Gone With the Wind." There was the strongest competitive bidding for the motion picture rights to this immediate best-seller and, because he recognized so well the potentialities of "Desiree" in the CinemaScope medium, Darryl F. Zanuck proudly purchased the book for 20th Century-Fox.

Now I have seen "Desiree" on the CinemaScope screen. I looked at it with my eyes, but I saw it with my heart.

please turn page . . .



Desirée

is the greatest story of the Napoleonic era ever brought to the screen, but it is not a story of war and conquest — it is a profoundly moving, deeply human story of Napoleon's back-street love you will not find in the history books. You look into the heart of Napoleon and understand the forces that motivated him and the ambitions that swept him to his destiny.

It has striking parallels to the world we live in today.

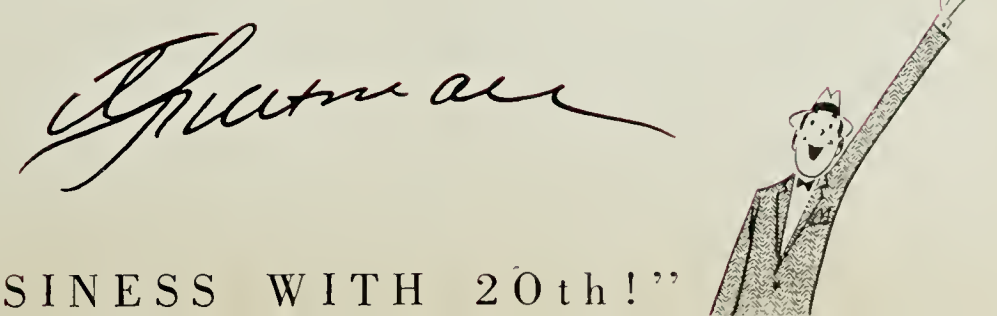
Every role in "Desiree" has been perfectly cast. There are memorable performances by the principal players including Marlon Brando, as Napoleon; lovely Jean Simmons, as the gentle, child-like Desiree Clary; Merle Oberon, as the notorious paramour Josephine, and Michael Rennie, as the other man in Desiree's life, Count Bernadotte, Napoleon's rival in love and war.

"Desiree" is a picture for everyone to enjoy, but above all it is a woman's picture. The responsiveness of several groups of women at advance screenings has been unanimous and overwhelming.

The advance interest in this production is strikingly evidenced by the tremendous space devoted to it long before it was ready to be shown. For months the most important magazines, including Life, Time, Collier's, Woman's Home Companion, This Week, Parade, and Redbook, etc., have been telling your audiences about "Desiree," and the many millions of readers of these mass-circulation periodicals are eagerly looking forward to "Desiree" in CinemaScope.

There are many who deserve congratulations for bringing us this inspiring entertainment: Mr. Zanuck, our vice-president in charge of production; Julian Blaustein, the producer, who has to his credit "Broken Arrow"; Henry Koster, who directed "The Robe"; scenarist Daniel Taradash, who earlier wrote the screen play for "From Here to Eternity"; Milton Krasner, the director of photography who also filmed "Three Coins in the Fountain"; the De Luxe Laboratories, which are responsible for the great advance in the glorious color perfection of "Desiree"; and many other gifted craftsmen and organizations.

I believe "Desiree" is one of the finest motion pictures ever produced — it is what we mean when we say that CinemaScope is the golden key to the creation of truly superior entertainment.



"IT'S A PLEASURE TO DO BUSINESS WITH 20th!"

Exhibs Laud Bid For Trade Talk

Exhibitor reaction to an offer made by Al Lichtman, 20th Century-Fox distribution chief, to call a roundtable conference of all segments of the industry, has been marked by enthusiasm and encouragement. Association presidents Ben Marcus of Allied, E. D. Martin of TOA, Harry Brandt of ITOA and Emanuel Frisch of MMPTA, have all expressed their support of the idea.

Lichtman made the offer at the COMPO executive meeting. That organization immediately made it clear, however, that it was not officially connected with the plan. The 20th-Fox official, who is also a member of the COMPO governing triumvirate, suggested a meeting of company presidents, sales managers and exhibitor leaders.

The question of the legality of such a meeting came up for discussion but was finally settled by a later statement of Lichtman. He declared that after having discussed the matter with company attorneys, he received assurance that the proposed meeting would not violate the anti-trust laws.

Discuss Trade Problems

Marcus declared that such a meeting would provide an opportunity to discuss exhibitors' trade grievances and the current product situation. Martin stated that he was pleased with the Lichtman statement, adding that he hopes the meeting is called soon.

TOA will support such a conference in every way, its president noted. He added that should the suggestion fall through, TOA will make individual calls on the companies. Another TOA executive who has declared himself in favor of such a conference is Samuel Pinanski, who advocated the meeting on the grounds that it would help to promote harmony within the industry.

Lichtman also suggested the furthering of industry harmony as the main goal of such a meeting. The distribution executive agreed that the meeting might serve to head off any National Allied action in its plan to seek government intervention in the film industry.

The leaders of both Gotham exhibitor organizations added their statements of support for the meeting. Brandt noted that he would welcome it, while Frisch was also optimistic about the results that might ensue from such a conference.

Ruling Seen As Aid In Gotham Tax Case

New York theatre attorneys believe they have found a precedent in a Pennsylvania court decision which will help them in next week's hearing on Gotham's five percent amusement tax case, it was revealed. The decision allegedly supports their claim that when payment of a fraction brings the tax to more than the maximum percentage, as set by the state's enabling act, then the excess tax is illegal.

A county court near Lansing, Pa., ruled last year that the phrase "or fraction thereof" was unconstitutional when it brought the tax to a percentage higher than that allowed by the law. The court struck the words from the resolution, declaring that it has the power to lower the tax rate. The township accepted the court's ruling.

COMPO Chooses February Date For Launching Audience Star Poll

Endorsement of the audience star poll as part of an intensive over-all program to increase theatre attendance was granted at the one-day meeting of the COMPO executive committee and board of directors at the Sheraton Astor Hotel. At the same time COMPO released a special report showing what it called a "spectacular" gain in theatre earnings and attendance and a "highly significant" reversal in seasonal trends.

COMPO executives gathered at the meeting, which was presided over by Wilbur Snaper, one of the governing triumvirate, envisioned a plan that would include television programming and further research into means of enlarging theatre audiences. Principal target of the campaign would be the nation's youth, it was revealed.

Choose Committee

To investigate and develop these possibilities, a special committee will be chosen. This committee will be asked to make a report of its findings by the end of the year. The committee will be chosen by the triumvirate, consisting of Snaper, Al Lichtman and Samuel Pinanski.

Discussion of this problem followed a report of Lichtman who attended an earlier MPAA meeting at which distribution officials, advertising-publicity people and TOA representatives discussed the same problem. Lichtman reported on the suggestions made at that meeting.

The COMPO executive membership voted to continue with plans for an audience selection of its favorite stars and pictures whether or not any of the other plans for increasing attendance are materialized. Audiences would vote for the best picture, performances and newcomers of the preceding year. Target date for the poll is Feb. 15.

Another means of exploiting motion pictures to the public discussed was a proposed TV "spectacular" which would highlight the industry. NBC has been discussing such a project with industry leaders, but nothing definite has been concluded. The project was declared alive, however, with the studios reportedly willing to discuss the matter with NBC or any other interested network.

No Concentrated Fight

In other matters, the group decided not to organize a concentrated fight at this time against the current Federal admissions tax. It put itself on record as being in favor of complete elimination of the tax and decided to keep in existence its tax repeal committee.

As for the group insurance plan proposed by the COMPO, those present at the meeting agreed to report back to their respective organizations to discuss the project. National Allied is reported to have agreed not to veto the plan if all other groups vote in favor of it. The triumvirate was directed to establish a committee to study the proposed liability insurance plan and prepare a report on it.

The Southern California Theatre Owners Association was voted a representative on the COMPO board, with Harry C. Arthur named to the post. The group voted also to reduce to 10 the number of persons necessary to constitute a quorum of the executive committee.

Two pleas to the nation's exhibitors were made at the meeting. Lichtman asked that theatres book "This Is Your Army," the Department of Defense film. Robert W. Coyne, COMPO's special counsel, asked that more theatres participate in the Korean Foundation drive.

The special report released by the organization on "changing industry patterns" began with the statement that "an eight-year decline in motion picture theatre attendance and earnings came to an end this year." The end of the decline was declared coincident with the easing of the Federal admissions tax.

The report, prepared by the COMPO staff and the Sindlinger Co., noted three changes in the pattern of motion picture attendance: First was a reversal in the downward trend which began in 1946. Second was a change in the seasonal pattern, with the traditionally weak third quarter now the strongest quarter in the year. Third was the increasing popularity of drive-ins.

Ozoners Increase

The report noted the rise from 300 to 4,050 drive-ins during the last eight years. This increase is held responsible to a great extent for the seasonal reversal in attendance, which now reaches its peak in July, August and September. Drive-in attendance has accounted for nearly half the weekly attendance during July and August since 1952, it was pointed out.

With these newly assembled facts, "changes in production schedules and programming are indicated," the report states. Exhibitors must devise "ways and means of stimulating week-day attendance and developing a regular movie-going habit among the younger generation and those who have been temporarily diverted to other forms of entertainment."

Theatre earnings have kept pace with increased attendance, with expected 1954 gross earnings estimated at $1,191,200,000, or an 18.2 percent increase over 1953. In the second quarter of 1954, the average admission price was 47.33 cents, of which 3.28 represented the Federal tax. This represented a gain of 4.16 cents, or 10.4 percent in the theatre's net, the report stated.

According to the report, there were 18,351 active U.S. theatres on Aug. 1, 1954, of which 14,301 were indoor houses, and 4,050 drive-ins. Texas led all states with 1,362 theatres. Pennsylvania had 1,095; New York, 1,091, and California, 1,064. Nevada had 43, Delaware, 44, and Rhode Island, 46.

Theatre Closings Decrease

Federal tax relief, the report shows, has not only resulted in higher theatre attendance and earnings, but has checked the trend of theatre closings. Average monthly closings increased from 35 in 1946 to 107 in 1953, reaching a high of 149 in the first two months of 1954. For the entrie quarter following tax relief, there was a net loss of 182 theatres.

Concerning the impact of television upon motion picture theatres, the report cities figures proving that "it is therefore a conservative conclusion that had the admission tax been repealed in 1950 when television was beginning to expand," many closed theatres would still be operating.

(*Continued on page* 16)

Myers' Contribution To Exhibitor Welfare Contested By Brandt

Contesting a statement of Ben Marcus, National Allied president, that Allied board chairman Abram F. Myers "has contributed more than any other individual during the past 25 years to the welfare of the independent exhibitor," Harry Brandt, ITOA president, answered in a letter to Marcus that "the fruits of his (Myers) efforts have been a distinct disservice to independent exhibitors."

Brandt declared that he is "particularly pleased" to hear of Marcus' "willingness to participate in the meetings with the company presidents and sales managers, as suggested by Al Lichtman, director of distribution for 20th-Fox." He stated that "surely, it is time for the responsible elements to sit down around the table and work out their differences in a spirit of mutual understanding."

Brandt's letter was in reply to a defense of Myers by Marcus following an attack by the ITOA president of Allied's general counsel for urging government regulation. The New York exhibitor listed those conditions which he attributed to Myers.

These included the elimination of block booking, divorcement, competitive bidding, an absence of arbitration and the threat of government regulation. Brandt wrote "let each independent exhibitor search his conscience and ask himself how much the above-mentioned five industry conditions have contributed to his welfare."

Fall Into Perspective

"Then the achievements of Allied's general counsel will fall into proper perspective," he stated. Discussing them point by point, Brandt noted that "block booking, even at its worst, insured theatre owners of a product inventory and the majority of independent exhibitors wish that they could have it now."

With divorcement, producer-distributors were "no longer under obligation to produce a supply of films for their former theatre affiliates" and "no longer had a guaranteed market," the exhibitor wrote. This he called "most responsible for the acute product shortage from which exhibition is presently suffering."

He declared that the competitive bidding situation "has been responsible for a new era of cutthroat competition between exhibitors and has needlessly succeeded in feathering the nest of distribution at the expense of theatre owners."

Brandt called "the failure to establish an industry-wide system of arbitration" the "primary cause for the industry friction and conflict between buyer and seller." Government regulation, he noted, "would be disastrous to the independent exhibitor and immediately dry up the potential supply of necessary independent production that is now being encouraged."

Monopoly Suit Filed

WASHINGTON. — The Justice Department has filed a civil anti-trust suit against RCA in the U.S. District Court at New York City, according to acting attorney general William P. Rogers. The suit charges monopoly of the radio-television patent licensing business.

Activity At Metro's Second Workshop



M-G-M's second Ticket Selling Workshop in Indianapolis drew a greater turnout than the first get-together of theatre men and allied interests in Pittsburgh. Almost 325 attended the Hoosier affair. Among those present, representing small town exhibitors, were (top photo, l to r): Lisle Kreighbaum, Times Theatre, Rochester; W. T. Studebaker, Logan, Logansport; Harry and James Kornblum, Rosedale, Evansville. From Indianapolis were (bottom photo, l to r): John Stearns, Keith's; Al Henricks, Indiana Theatre mgr.; Dal Shuder, Circle mgr.; Walter Volverton, Greater Indiana Amusement Co. ad mgr., and Dale McFarland, Indianapolis Amusement Co. gen. mgr.

Hyman Asks Change In Release Practices

A change in the releasing practices of distributors, with distribution urged to release some of its bigger pictures around Thanksgiving time rather than wait until Christmas was urged by Edward L. Hyman, American Broadcasting-Paramount Theatres vice-president. Hyman noted that if big pictures are released at Thanksgiving, they could play up to the new year, thus relieving the pre-Christmas slump.

Hyman contends that there is no such thing as seasons in the motion picture industry, and that a good picture will do good business at any time that it is released. He noted that some progress has been made in combatting the seasonal approach, but there remains much more to be done, he added.

Eight M-G-M Releases Set For Jan.-April

M-G-M will release eight pictures during the first four months of 1955, according to tentative plans, with two pictures released each month, all in Eastman color but seven in CinemaScope. In January will be "Bad Day at Black Rock," Dore Schary production, CinemaScope, starring Spencer Tracy and Robert Ryan; "Green Fire," CinemaScope, starring Stewart Granger, Grace Kelly and Paul Douglas.

For February will be "Many Rivers to Cross," CinemaScope, starring Robert Taylor and Eleanor Parker, and "Jupiter's Darling," CinemaScope, starring Esther Williams and Howard Keel. For March: "Hit the Deck," musical, stars Jane Powell and Tony Martin, and "Interrupted Melody," CinemaScope, starring Glenn Ford and Eleanor Parker. For April will be "Glass Slipper" and "Boulevard in Paris," CinemaScope.

INDIANAPOLIS.—"If any theatre owner who employs a manager fails to tell that manager what film rental he pays for each picture he plays, that owner is making a serious mistake," Ervin J. Clumb, manager of the Riverside Theatre, Milwaukee, told 324 exhibitors, many of them circuit managers, at M-G-M's second Ticket Selling Workshop conducted as part of the two-day annual convention of Theatre Owners of Indianapolis at the Marott Hotel here.

Clumb, guest panelist recruited for the M-G-M Workshop by Mike Simons, director of customer relations, said also that it is unnecessary for a busy house manager to leave his theatre to make tie-ups for co-operative advertising or window displays with merchants.

"If you use your imagination to devise ways to convince merchants you have something of value for them, you can invite them to come to your office and work out the details," he said, urging theatremen to maintain private offices that reflect success.

He decried the appearance of the typical manager's private office with piles of unopened trade papers in their original wrappers and stacks of dusty newspapers behind cluttered desks.

L. J. "Bill" Williams told of ideas that he uses to sell tickets in his three small Missouri towns. He related how he blended a judicious youth of weekly newspaper advertising, to hold the patronage and good will of his public. He strongly recommended cultivation of religious groups, having once allowed his theatre to be used as a church while a new church was being erected.

Wayne Botkin, advertising manager of the Muncie, Indianapolis, Star, told the showmen it could never be said too often that the exhibitor must know everyone connected with his local newspaper to get full value for his advertising in the paper.

"The theatre, its manager and owner can be a source of news for the paper and once this is proven, news about pictures will get publication along with any other news the exhibitor reports to the paper."



WHAT "FROM HERE TO

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"THE LONG GRA

CINEMASCOPE

color by TECHNICOLOR

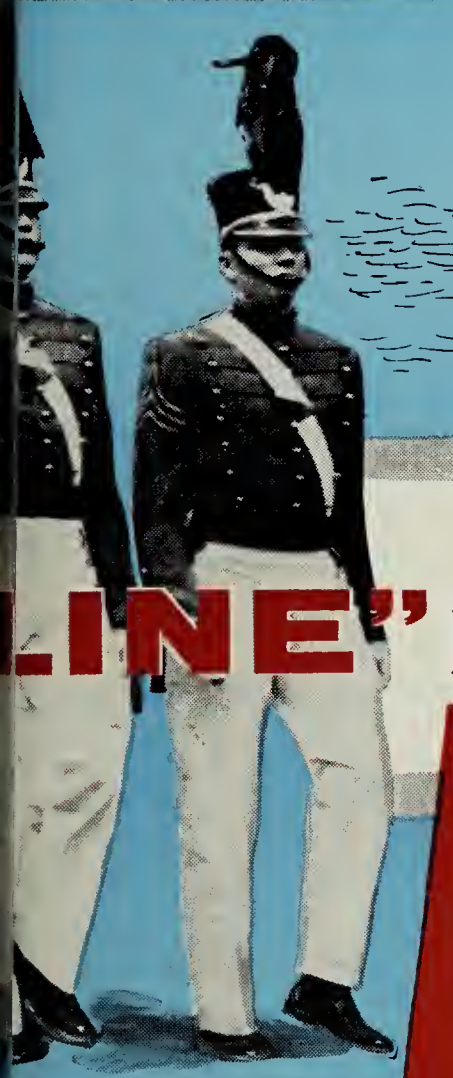
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ERNITY" WAS TO THE ARMY...



INY" WAS TO THE NAVY.....



LINE" IS TO WEST POINT!

TYRONE POWER · MAUREEN O'HARA

in JOHN FORD'S

THE LONG GRAY LINE

from Columbia!

EY • Screen Play by EDWARD HOPE
RT ARTHUR • Directed by JOHN FORD

EXHI-BITS

"Army" Kits Prepared

Kits instructing U.S. Army recruiting station personnel how to co-operate with exhibitors in the handling and promotion of "This Is Your Army" have been sent to 71 recruiting stations throughout the U.S., according to Robert W. Coyne, COMPO special counsel. The Technicolor picture will be released Dec. 13.

Coyne stated that he does not recall any other government film offered by the industry which has received such widespread offers of support by the sponsoring organization. He advised exhibitors to make early plans to take advantage of the offer of army bands, military units and displays to promote the film.

Allied Equipment Plans

National Allied is going ahead with its plans to distribute equipment bearing its own label, according to Ben Marcus president. The exhibitor leader disclosed that a pilot model of a stereophonic sound system has already been prepared. The group's Emergency Defense Committee will meet to approve the plan in its final form in a few weeks, Marcus revealed.

He explained that the first equipment to be handled by Allied will be sound because that is the most critical item now. The group plans to expand its program later on.

New Patrons Needed

INDIANAPOLIS.—Exhibitors should be more concerned with theatre attendance rather than theatre grosses, Abram F. Myers, National Allied general counsel, declared at the fall convention of Indiana Allied at the Marott Hotel here. Myers pointed out that attendance has been declining even with increased grosses, adding that new people must be attracted into the theatres.

In another speech, Trueman Rembusch, national director of Indiana Allied, spoke about the danger of subscription television. Roy Kalver was re-elected president of the group, along with Richard Pell, vice-president; Richard Lochry, treasurer; Rembusch, national director, and William A. Carroll, executive secretary.

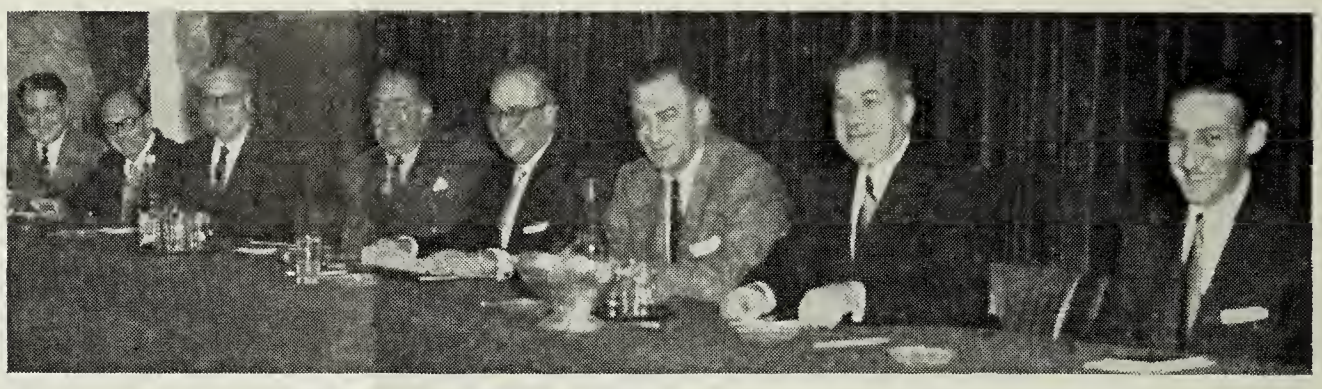
Old Folks' Reductions

BOSTON.—Patrons of 65 years or older are being offered a 25-cent reduction in admission prices to the University Theatre, Cambridge, as part of the theatre's contribution to its local Community Services Committee. With regular admission prices of 40 cents matinees and 65 cents evenings, the older folks living in limited circumstances will be able to attend the movies for 15 and 40 cents. The theatre is believed to be the first in the country to make such a move.

Insurance Rates Studied

LOUISVILLE.—The Kentucky department of insurance is considering lower insurance rates for theatres using safety film and has so advised Ralph McClanahan, president of Kentucky Association of Theatre Owners, the latter revealed. The insured are asked to file letters stating that they will use only safety film henceforth, except possibly for an occasional short.

Studio Preparing 39 Productions, Seven In CS, Columbia Reveals



Columbia Pictures executives on the dais at the company's Chicago sales convention are (l. to r.): Maurice Grad, short subjects sales manager; Joseph Freiberg, sales accounting manager; A. Montague, vice-president and general sales manager; Jack Cohn, executive vice-president; Rube Jackter, asst. gen. sales manager; Paul N. Lazarus, Jr., ad-pub. vice-president; Louis Astor and George Josephs, circuit account executives.

CHICAGO.—Columbia Pictures has 39 films ready for release, before the cameras or planned for early production, delegates at the five-day sales session held at the Blackstone Hotel here were advised. At least seven of these features will be lensed in CinemaScope, with at least 17 in Technicolor, the sales group was told.

The delegates assembled from 38 sales offices in the U.S. and Canada to meet with home office executives, headed by Abe Montague, general sales manager. The sales staff was further advised of a concerted effort being undertaken by the film company to develop new young talent.

Company spokesmen pointed out that not only has the studio signed a large number of promising actors and actresses in recent months, but that it is also implementing a continuing policy of placing the players in important pictures alongside established stars in order to make them known to the public.

Columbia will not cast the youngsters in pictures at the studio unless the roles fit their talents, it was declared. To insure that the new faces will gain recognition, they will be loaned out for suitable parts at other studios.

Included in the line-up of films discussed at the meetings were:

"THE LONG GRAY LINE," John Ford's CinemaScope-Technicolor tribute to West Point, produced by Robert Arthur; directed by Ford; starring Tyrone Power and Maureen O'Hara.

"JOSEPH AND HIS BRETHREN," said to be the most expensive production in Columbia history, to be filmed in CinemaScope-Technicolor, to be produced by Jerry Wald.

"THE END OF THE AFFAIR," produced by David Lewis; directed by Edward Dmytryk; starring Deborah Kerr and Van Johnson.

"THE MAN FROM LARAMIE," CinemaScope-Technicolor, a William Goetz production; directed by Anthony Mann; starring James Stewart.

"THREE FOR THE SHOW," CinemaScope-Technicolor musical, produced by Jonie Taps; directed by H. C. Potter; starring Betty Grable, Jack Lemmon and the Champions.

"THE VIOLENT MEN," CinemaScope-Technicolor, produced by Lewis J. Rachmil; directed by Rudolph Mate; starring Glenn Ford and Barbara Stanwyck.

"PHFFFT," produced by Fred Kohlmar; directed by Mark Robson; starring Judy Holliday and Jack Lemmon.

"MY SISTER EILEEN," CinemaScope-Technicolor musical, produced by Kohlmar; directed by Richard Quine; starring Janet Leigh, Betty Garrett and Jack Lemmon.

"A PRIZE OF GOLD," Technicolor, produced by Irving Allen and Albert Broccoli; directed by Robson; starring Richard Widmark and Mai Zetterling.

"TIGHT SPOT," produced by Rachmil; directed by Phil Karlson; starring Ginger Rogers and Edward G. Robinson.

"THE BLACK KNIGHT," Technicolor, produced by Allen and Broccoli; directed by Tay Garnett; starring Alan Ladd and Patricia Medina.

Additional Films

"THE DUCHIN STORY," to be produced by Wald as the story of the famous pianist.

"THE YOUNG VIRGINIANS," a Civil War story.

"CAPTAIN CALICO," Technicolor, to be produced by Goetz, starring Clark Gable.

"PICNIC," based on the Broadway play.

"PAL JOEY," film version of the Rodgers and Hart musical.

"REMINISCENCES OF A COWBOY," to be filmed in CinemaScope-Technicolor.

"THE BROTHERS RICCO," to be produced by Goetz.

"THE FRANZ LIST STORY."

"DEADLOCK," to be produced by Mike Frankovich; directed by Arthur Lubin; starring Stewart Granger and Jean Simmons.

"THE DETECTIVE," produced by Paul Moss; directed by Robert Hamer; starring Alec Guinness.

"THE PRISONER," to be produced by Vivian Cox and Sydney Box; directed by Peter Glenville; starring Alec Guinness and Jack Hawkins.

"THE STALK," to be produced in CinemaScope-Technicolor by Ted Richmond; starring Tyrone Power.

"LORENZO THE MAGNIFICENT," to be produced in CinemaScope-Technicolor by Richmond; starring Tyrone Power.

"FIVE AGAINST THE HOUSE," produced by Sterling Silliphant; directed by Karlson; starring Guy Madison and Kim Novak.

"THE GENTLE WOLFHOUND," to be produced

(*Continued on page* 16)

Montague Pledges Aid To Distressed Exhibs

Chicago.—Exhibitors in distress will get all the help they need from Columbia Pictures, Abe Montague, general sales manager, told an Illinois Allied meeting here. He urged, however, that exhibition police itself so that only the needy will be helped, with no one coming along for "free rides."

Montague denied charges that Columbia has purposely helped to create the product shortage, explaining that such a shortage works against the film company also. Each case must be judged on individual merits, the sales executives announced, but he declared that Columbia will always keep an open door policy to help exhibitors in distress.

Columbia Net Rockets

Columbia Pictures has announced a net profit for the quarter ended Sept. 25, 1954, of $1,349,000, which is almost double the $762,000 earned in the same quarter last year. These figures, representing profit after taxes, equal $1.70 per share of common stock for the 1954 quarter, as compared with 92 cents for the quarter last year. Profit before taxes was placed at $2,553,000 and $1,947,000 for the 1954 and 1953 quarters respectively.

Fabian, '54 Pioneer, Encourages Production Among Fellow Exhibs



Listening to Si Fabian at the Motion Picture Pioneers dinner honoring the Stanley Warner president are (l. to r.): Sam Pinanski, Jack Cohn, E. V. Richards, Jr., Paula Stewart and Ned Depinet.

Expressing a statement of encouragement to exhibitors to go ahead with their own production plans, Simon H. Fabian, Stanley Warner president, urged them to "go forward with confidence," as he accepted his plaque as Motion Picture Pioneer of 1954 at the dinner tendered in his honor at the Sheraton Astor Hotel. More than 500 Motion Picture Pioneers gathered to pay tribute to the industry leader.

As Pioneer president Jack Cohn presented him with the plaque, Fabian remarked that the industry "has come full circle" since the early days of First National. He recalled that that company was a producing company started by exhibitors in answer to a need for more product.

Commenting upon the changes that have come about in the industry since the First National days, Fabian declared that "necessity will be the mother of invention and we will and must evolve a new set of trade practices, which will be favorable to both the buyer and the seller."

The speaker, who was being honored upon his completion of 40 years of active participation in the industry, expressed "great faith in the future of our industry." He added that he has a "vision that a motion picture in a theatre will continue to be the most popular mass entertainment."

The theatre screen "is still the greatest medium for story-telling that has ever been invented," Fabian declared, adding that he sees "nothing on the horizon that can surpass it." The speaker urged for the "continuation of technological improvement" to "meet any advances in competing entertainment."

Fabian pointed out the past forms of competition that worried the motion picture industry in the past, showing how each of them finally proved harmless. The speaker asked "how can any man lack faith in tomorrow's motion picture theatre business?"

After 40 years as an exhibitor, declared Fabian, he believes "the golden era of the motion picture is coming up on the horizon." He told the sons of the Pioneers that the members will pass on "a wonderful industry, in many ways, strong, virile and indestructable."

Fabian characterized the industry at present as "beset by strife, greed, lack of true statesmanship and an unwillingness to recognize the massive inherent strength we possess when we stand together." The speaker urged "let the past bury its own battles" and asked that youth create "a better business than we leave in your hands."

A galaxy of stars from motion pictures, television and opera presented "The Si Fabian Story," written by Morton Sunshine. The presentation recapitulated Fabian's 40-year career in a panorama of the motion picture industry from the nickelodeon era to Cinerama.

At the dinner 38 new members were inducted into the Motion Picture Pioneers by Judge Ferdinand Pecora and Cohn. The evening was opened with introductory remarks by Herman Robbins, National Screen Service president, who served as dinner chairman.

Profit For Cinerama

Cinerama Productions Corp. showed a net profit of $163,623 from Nov. 1, 1953, through Sept. 25, 1954, stockholders were told at their meeting at the Barbizon Plaza Hotel. The unaudited figures revealed an income in the period of $580,692, including $577,600 from the four theatres showing "This Is Cinerama" before Stanley Warner took over exhibition of the feature.

Cinerama In Montreal

The first Cinerama theatre to be operated by the Stanley Warner Corp. outside the U.S. will be the Imperial Theatre in Montreal, according to Lester B. Isaac, general manager in charge of Cinerama exhibition. "This Is Cinerama" is slated to make its debut in the Canadian city on Dec. 27. The theatre will become the 14th Cinerama theatre in the chain.

Starr Blasts Rentals, Product Situation

JACKSONVILLE.—With the largest convention in its history under way, the Motion Picture Exhibitors of Florida heard keynote speaker Alfred Starr, TOA executive committee chairman, voice the general exhibitor complaints about high film rentals and too few pictures.

Other speakers at the meetings were Horace Denning, president of the organization; Jerry Gold, Florida exhibitor; Dick Pitts, TOA public relations director; George Murphy, and Albert Sindlinger, industry analyst. Murphy declared that he would tell Hollywood producers of the feelings of the exhibitors.

DISTRI-BITS

Swedish-American Series

"The True and the False," the First American language film produced in Sweden, has been acquired for U.S. and Canadian release by the Helene Davis Pictures Co., Inc. The film was produced by Signe Hasso, who also stars. It marks the first of a planned series of pictures budgeted at $400,000 to be made abroad by a group headed by Miss Hasso and Arthur Davis, a report notes.

American Sets Eight

American Releasing Corp., new distribution company with 28 exchanges in the U.S., will release a minimum of eight pictures during 1955, according to James H. Nicholson, president. Four will be in color and one or more in the Vistarama anamorphic process, it was revealed. Titles includes "Five Guns West," "King Robot," "The Day the World Ended," "The Beast from 1,000,000 BC," "Far Cry," "One Mile Below," "African King" and "Johnny Big Gun."

Buena Vista Distribution

National Screen Service Corp. is taking over accessory and trailer distribution of Buena Vista product, according to Leo F. Samuels, Buena Vista general sales manager. The arrangement applies to all current as well as future Buena Vista releases, he noted. National Film Service will continue to perform billing, collection, physicial handling of prints and other local exchange functions for Buena Vista.

Gibraltar Exclusive Rights

Walter Gould's Gibraltar Productions, Inc., has been granted exclusive distribution rights to Hallmark's "Karamoja" and "Half-Way to Hell" in nine eastern exchange areas. Gibraltar's 57th St. office will become Hallmark's eastern divisional sales headquarters. Harold Sugarman has been named to spearhead the new eastern sales organization.

Universal Anamorphic Policy

Universal's first CinemaScope release, "The Black Shield of Falworth," has been played in standard prints in nearly 600 theatres not yet equipped with anamorphic equipment, the company has revealed. It noted that all of its CinemaScope pictures will continue to be available in both anamorphic and standard versions, as well as with magnetic and optical sound.

Film Stock Undervalued

Motion picture company stock, while having made gains, is still undervalued for eight of the 10 major companies, according to a Value Line Investment Survey, published by Arnold Bernhard & Co., Inc. The report notes that "the motion picture industry appears to have passed through the nadir of its depression." It expects "a gradual improvement in financial results over the next few years."

Schaefer Distributes "Day"

George J. Schaefer will distribute "Day of Triumph," an Eastman color production of the life of Christ. The film will be launched at various key centers during the coming holiday season. Principals include Lee J. Cobb, Joanne Dru as Mary Magdalene, and Robert Wilson as Jesus. Feature is a James K. Friedrich-Century Films production.



Jubilantly hailed

by the public, the press, the industry!

Variety reports:

"'WHITE CHRISTMAS,' FIRST IN VISTAVISION, IS NEW NATIONAL BOXOFFICE CHAMP!"

NE

VISTAVISION is wonderful!"
—Los Angeles Times

VISTAVISION is impressive."
—New York Daily News

VISTAVISION offers a boon!"
—Denver Post

VISTAVISION is breathtaking."
—Boston American

VISTAVISION is revolutionary."
—Akron Beacon Journal

VISTAVISION carries a big wallop!"
—The Exhibitor

VISTAVISION is simply spectacular!"
—Detroit Times

VISTAVISION gives depth and clarity."
—Memphis Commercial Appeal

VISTAVISION lives up to advance billing."
—Newsweek Magazine

VISTAVISION is wonderfully better than anything yet."
—New York Post

VISTAVISION gives the scope and realism of a full stage."
—Variety

VISTAVISION has fine pictorial value, rich luminous color."
—New York Times

VISTAVISION makes action as realistic as if it were flesh-and-blood."
—Boston Globe

VISTAVISION can project an enormous image with remarkable clarity."
—Life Magazine

VISTAVISION is marked with exceptional clarity and illusion of depth."
—Buffalo Courier-Express

VISTAVISION will play an important role in the future of the industry."
—The Independent

VISTAVISION is destined to be a magnetic word on theatre marquees!"
—M. P. Daily

VISTAVISION makes photographed people look like people, not photographs."
—Brooklyn Eagle

VISTAVISION gives a new vastness and quality not matched by other methods."
—Los Angeles News

"PARAMOUNT DELIVERS EVERYTHING IT PROMISED FOR VISTAVISION!"
—Film Daily

VISTAVISION

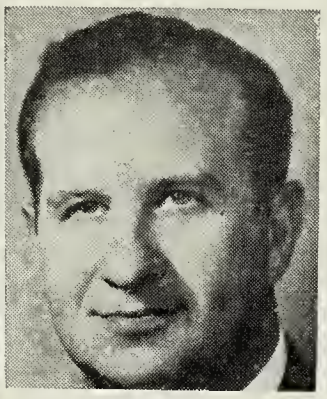
Paramount's Big Christmas-New Year Attraction—Hal Wallis' "3 Ring Circus," starring Martin & Lewis, in Technicolor . . .

NEW POSTS

JOHN B. BERTERO was elected president of Fox West Coast Theatres, succeeding the late Charles P. Skouras. Bertero had been senior vice-president and executive counsel of the principal subsidiary of National Theatres since 1943. He has been with the company for 24 years. Bertero was elected at a regular meeting of the board of directors.



BERTERO



TUNICK

GENE TUNICK was appointed branch manager of United Artists' Philadelphia exchange and will serve under the supervision of eastern and southern division manager Milton E. Cohen and eastern district manager John Turner. Tunick was formerly associated with a number of UA's current executives in his posts as Indianapolis and New York branch manager for Eagle-Lion. He is replacing Mort Magill, who resigned.

A re-alignment of Columbia Pictures' home office executive sales staff by general sales manager A. Montague gives LOUIS ASTOR, veteran circuit account executive, added responsibilities. GEORGE JOSEPHS, home office sales executive, becomes circuit account executive. VINCENT BORRELLI, formerly assistant to the circuit account executives, is now a circuit account executive.

In addition, DANIEL ROTHENBERG and MILTON GOODMAN are elevated to the posts of assistants to circuit account executives. Rothenberg had been serving as Joseph's assistant and Goodman previously was in charge of Columbia's 16mm. sales. JOSEPH FREIBERG, manager of the sales accounting department, assumes supervision of the home office bidding department, and MAURICE GRAD, short subjects sales manager, and SETH RAISLER, contract department manager, take on additional important duties.

RICHARD P. BROUS was named division president of Fox-Midwest Theatres, for which he has been legal chief for the past 10 years. Brous succeeds Elmer C. Rhoden, new president of National Theatres. SENN LAWLER was promoted to division manager in charge of theatre operations for FMW, and JOSEPH REDMAN follows Lawler as the new head of advertising and publicity.

NICK E. BRICKATES was promoted to Connecticut district manager of Stanley Warner, succeeding the late James F. McCarthy. Brickates will supervise 14 theatres in the Connecticut territory. He had been managing the Garde Theatre, New London.

TERRY O'NEILL was appointed representative in America for Associated British-Pathe. O'Neill will supervise the company's affairs in the U.S. and Canada. Pathe has announced plans to extend the selling of their product.

COMPO Chooses February Date For Audience Star Poll Launching

(*Continued from page* 8)

To help theatre owners in their campaign against state and local admission taxes, COMPO is distributing to all its members a booklet entitled "Block That Tax!" Coyne advises that "vigilance is needed if we are to preserve the hard-fought tax gains we won from Congress."

The booklet lists actions to be followed for the combatting of these local taxes, including a list of figures that theatremen are urged to cite when discussing the matter with civic and stae officials. Additional arguments that may be used have been included.

The warning that these taxes would have to be fought on the local level, with COMPO's role a relatively minor one in these cases, is expressed in the booklet. The report notes that "local conditions, however, will govern your plans, and your own theatre figures are worth more than a huge library of national statistics."

Local Tax Problem

Local taxes paid by the nation's theatres amount to a minimum of $36,000,000 a year, a report submitted to the COMPO board and executive committee noted. Coyne, who presented the report, insisted that it is COMPO's duty to help the theatres in their fights against local taxes wherever possible.

If municipalities take over all or part of the 20 percent Federal admission tax which the government gave up last April, "they will be putting a roadblock to local retail business which Congress went to great pains to remove," according to the 31st in the series of COMPO ads in "Editor & Publisher" magazine.

Citing figures to prove the local economic importance of theatres, the ad points out that in 1953 movie theatres spent in their local communities a total of $605,400,000. Some of these local expenditures were: $160.4 million for local staff payrolls; $216.8 million for rent or realty taxes; $103.2 million for service and utility expenses; and $72.3 million for advertising and promotion.

Indie Aid Bolstered

(*Continued from page* 4)

finance plays with a screen potential, Cohn declared. The plan was activated at a series of meetings between Cohn, Jerry Wald, executive producer, and home office executives. Columbia executives are now studying available play properties.

The company will finance new as well as name authors with productions to be done both on Broadway and abroad. The executive noted that "there is a great deal of undiscovered material" and that his company "will make every effort to discover and utilize this material."

Bader New AMPA Head

David Bader was elected president of Associated Motion Picture Advertisers at a closed meeting this week. Other new officers include Martin Davis, vice-president; Harold Danziger, secretary, and Hans Barnstyn, treasurer. Directors are Meriam F. Branden, Lige Brien, Gordon White, Blanche Livingston and Harry K. McWilliams. Ray Gallagher replaces Bader as trustee. Cy Eichman is head of public relations.

TOA Film Set-Up Bars Majors' Sales

(*Continued from page* 4)

weeks exhibitors will receive a brochure setting forth an explanation of the project and inviting them to subscribe.

Martin, who has just returned from local TOA meetings in St. Louis and Charlotte, N. C., stated that he was "overwhelmed with the enthusiastic response of exhibitors everywhere." He added that "exhibitors realize that something must be done, and done quickly, or they may well be faced with closed doors."

At the press conference, Martin declared that he is trying to follow up the recommendations made by Pat McGee in his keynote speech at the TOA Chicago convention. He stated that TOA will continue to plead with American producers to make more good pictures and is contacting all foreign producers to urge them to make more pictures slanted for the American market.

The TOA president stated that he is pleased with the progress being made by Distributors Corp. of America, Filmakers, and the Hal R. Makelim Plan. TOA will do everything in its power to encourage these and similar groups, Martin stated.

Filmakers Releasing Organization is reportedly seeking to extend its 1955 production schedule to 12 pictures with the financial aid of TOA. Filmakers president Irving H. Levin is said to have written to Martin asking for a meeting to work out plans for a co-financing deal.

Studio Preparing 39 Pictures, Seven In CS, Columbia Discloses

(*Continued from page* 12)

by Kohlmar; directed by Richard Murphy.

"THE BAMBOO PRISON," produced by Bryan Foy; directed by Lewis Seiler; starring Robert Francis.

"WOMEN'S PRISON," produced by Foy; directed by Seiler; starring Ida Lupino and Jan Sterling.

"CHICAGO SYNDICATE," to be produced by Sam Katzman; directed by Fred F. Sears; starring Abbe Lane and Xavier Cugat.

"TEN WANTED MEN," Technicolor, produced by Harry Joe Brown; directed by Bruce Humberstone; starring Randolph Scott.

"DUEL ON THE MISSISSIPPI," Technicolor, produced by Katzman; directed by William Castle; starring Patricia Medina.

"THE GILDED ROOSTER," produced by William Fadiman, starring Victor Mature.

"MASTERSON OF KANSAS," produced by Katzman; directed by Castle; starring George Montgomery.

"NEW ORLEANS UNCENSORED," produced by Katzman; directed by Castle; starring Arthur Franz.

"IT CAME FROM BENEATH THE SEA," produced by Charles Schneer; directed by Robert Gordon; starring Kenneth Tobey.

"WYOMING RENEGADES," Technicolor, produced by Wallace MacDonald; directed by Sears; starring Phil Carey.

"TERROR IN THE NIGHT," produced and directed by Andrew Stone.

"THE GUN THAT WON THE WEST," Technicolor, produced by Katzman; directed by Castle; starring Dennis Morgan.

"CREATURE WITH THE ATOM BRAIN," produced by Katzman; directed by Edward Cahn; starring Richard Denning.

Independent Trade Reviews

"Desiree"

(20th-Fox) CinemaScope-DeLuxe Color 110 Min.

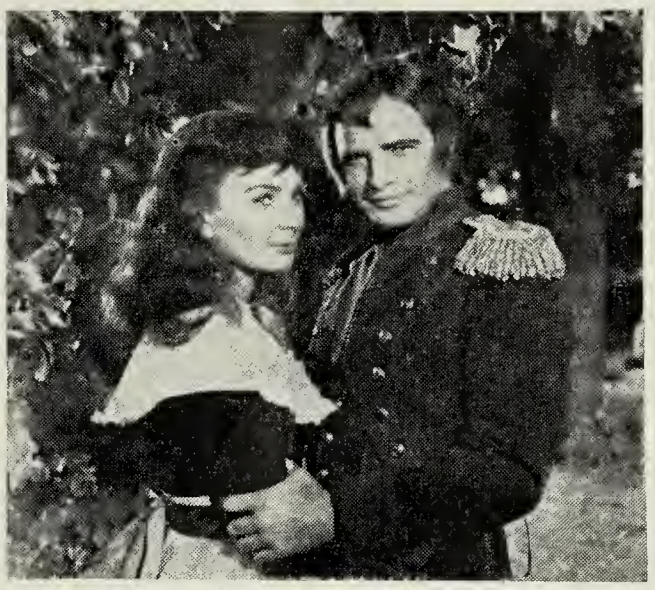
Cast: Marlon Brando, Jean Simmons, Merle Oberon, Michael Rennie, Cameron Mitchell, Elizabeth Sellars, Charlotte Austin, Cathleen Nesbitt, Evelyn Varden, Isobel Elsom, John Hoyt, Alan Napier.

Credits: Produced by Julian Blaustein; Directed by Henry Koster; Screen play by Daniel Taradash; From the novel by Annemarie Selinko.

A recreation of the best selling romantic novel by Annemarie Selinko, ''Desiree,'' is the basis for this CinemaScope-DeLuxe Color motion picture about the girl who was drawn to Napoleon Bonaparte during the years of his reign over France and most of Europe. As such, the film is loaded with romance, telling the story of the girl, Desiree, through feminine eyes. Concentration on beautiful sets, colorful costumes and related pageantry is the result. In the general market, attendance should be high with women turning out for ''Desiree'' in a big way. Spark-plugging the cast is Marlon Brando, whose popularity has been mounting steadily with each picture. ''Desiree'' should do much to skyrocket his appeal even further. Here he portrays Napoleon, etching his performance with a grim sense of destiny and determination—the qualities history tells us the French Emperor possessed. Playing opposite Brando is Jean Simmons, a capable actress who portrays the title character, the daughter of a Marseille silk merchant. Other stars who will help the box office in runs of ''Desiree'' are Merle Oberon, as the Empress Josephine, and Michael Rennie, as General Bernadotte, an aide of the Emperor.

The story begins with the young Napoleon meeting Desiree prior to his first conquest of France. His courtship of her is interrupted by the call of duty and only much later does Desiree learn that Napoleon has married Josephine. She reacts by attempting suicide but Bernadotte saves her and soon proposes marriage. Eventually Bernadotte splits with Napoleon over imperial policy and is sent to Sweden as a ruler. Desiree becomes instrumental at the court of Napoleon in France. She comforts Josephine when the latter is divorced by Napoleon, finally serves to convince Napoleon that he should surrender his sword for the benefit of France.

The plot covers the entire reign of Napoleon; the battles via summaries which Miss Simmons writes in her diary. Humor is occasionally injected to display the warmer sides of the Emperor's nature and pageantry is utilized for the sequence in which Napoleon crowns himself ruler of France. In CinemaScope, the settings register with handsome effect while the DeLuxe Color lends warmth and atmosphere to the romantic aspects of this tale.



Jean Simmons, Marlon Brando star in the CinemaScope DeLuxe color release, "Desiree."

"So This Is Paris"

(Univ.-Int'l.) Technicolor 96 Min.

Cast: Tony Curtis, Gloria DeHaven, Gene Nelson, Corinne Calvet, Paul Gilbert, Mara Corday, Allison Hayes.

Credits: Produced by Albert J. Cohen; Directed by Richard Quine; Screen play by Charles Hoffman; Story by Ray Buffum; Songs by Pony Sherrell and Phil Moody.

Younger members of the audience, adolescents particularly, will enjoy this U-I musical, in Technicolor, which boasts Tony Curtis in his first song-and-dance role. Accompanied by the talented Gene Nelson, dancer, Curtis spells out box office for ''So This Is Paris.'' The principals breeze through a routine story about three sailors on leave in the French capitol for a number of happy gags, tender situations and smart musical performing. Gloria DeHaven helps out in the vocal department while Paul Gilbert supplies comedy relief. When sneak previewed at the RKO 86th St. Theatre, N.Y.C., the audience cheered as the Curtis name flashed on the screen and reacted with obvious enjoyment to the proceedings.

Possessing a lilting score which offers a couple of medium production numbers, the picture moves off to a rapid start as the gobs arrive in the French capitol to try their luck with the mademoiselles. Curtis and Nelson compete for Miss DeHaven's affections, then stage a benefit show in order to raise funds to support the war orphans she has been befriending. Although minor complications crop up to frustrate the benefit, all works out to a happy conclusion as the sailors prepare to leave Paris. Curtis clinches with Miss DeHaven and Nelson with Corinne Calvert.

"Twist Of Fate"

(United Artists) 89 Min.

Cast: Ginger Rogers, Herbert Lom, Stanley Baker, Jacques Bergerac, Margaret Rawlings, Eddie Byrne, Coral Browne.

Credits: Produced by Maxwell Setton and John R. Sloan; Directed by David Miller; Screen play by Robert Westerby and Carl Nystrom; Story by Rip Van Ronkel and Miller.

''Twist of Fate,'' a suspense melodrama of smugglers and jealous lovers on the French Riviera, is smartly fashioned film fare that should give a good account of itself in the general market. There is plenty of glamour involved, with Ginger Rogers on hand as the female star and her real-life husband, Jacques Bergerac, cast as her romantic lead. Since this film marks Bergerac's introduction to American audiences, the combination ought to add an extra fillip to the picture's box office chances. Along with the sophistication of the film's love theme, there is a rough-and-tumble tale of a counterfeiting ring, with violence and murder thrown into the proceedings. The film alternates the two themes, at one time developing the romantic situation and then switching to scenes of the smuggling intrigue.

The scripters have taken advantage of Miss Rogers' fame for wearing spectacular clothes by placing her in luxurious settings and allowing her full scope in the wardrobe department. With wealthy Stanley Baker to pay the bills, Miss Rogers swims in her private pool and trails mink coats along her private villa. Trouble sets in when she meets, and falls in love with, Bergerac, a poor pottery maker. Baker is the head of a big-time smuggling operation, and insanely jealous of Miss Rogers. Mistakenly believing his rival to be Herbert Lom, Baker accosts him, only to be killed in the ensuing battle. The police believe Bergerac to be the murderer, but things are eventually put aright. Miss Rogers takes a physical beating in an argument with Baker, but she manages to come through it looking as lovely as ever.

"The Yellow Mountain"

(Univ.-Int'l.) Color 78 Min.

Cast: Lex Barker, Mala Powers, Howard Duff, William Demarest, John McIntire, Leo Gordon, Hal K. Dawson, Dayton Lummis.

Credits: Produced by Ross Hunter; Directed by Jesse Hibbs; Screen play by George Zuckerman and Russell Hughes; Based on the story by Harold Channing Wire; Adaptation by Robert Blees.

An entertaining outdoor melodrama, dealing with the exploits of a couple of quick-fisted pals who strike it rich with a Nevada gold mine, is unspoiled in ''The Yellow Mountain.'' Due to good scripting, smart casting and well-paced direction, the picture comes through better-than-average for its category. Action house marquee bait is present in the name of Lex Barker, the former ''Tarzan,'' and all in the cast contribute effectively to put the story across in solid, spanking fashion. Mala Powers is the girl in this one. Print was rendered in Technicolor from an undesignated color process and the result is strikingly good.

Fist fights, gun duels and other assorted activities provide ''Yellow Mountain'' with the usual amount of movement. Barker, partnered with Howard Duff in a gold mine in old Nevada, strikes a rich vein but finds trouble hiring miners when John McIntire, rival mine owner, offers the help more money. McIntire vainly tries to tie up with Duff, then succeeds in splitting their partnership. Events take a turn for the worse when Duff, in league with McIntire, wants out when violence against Barker is threatened. Climax takes the form of a gun battle with McIntire the loser. Duff and Barker make up and the latter clinches with Miss Powers.

"Cattle Queen Of Montana"

(RKO) Technicolor 88 Min.

Cast: Barbara Stanwyck, Ronald Regan, Gene Evans, Lance Fuller, Anthony Caruso, Jack Elam, Yvette Dugay, Morris Ankrum, Chubby Johnson.

Credits: Produced by Benedict Bogeaus; Directed by Allan Dwan; Screen play by Howard Estabrook and Robert Blees; Original story by Thomas Blackburn.

A regulation action drama, unfolded against location shots of the old Northwest, is presented in ''Cattle Queen of Montana'' with Barbara Stanwyck and Ronald Reagan toplining for potent marquee bait. Miss Stanwyck is cast in the title role and Reagan portrays a Federal agent masquerading as a gun-slinger in order to catch the gang supplying the Indians with rifles. Portions dealing with the redmen show how good members of the tribe vanquish those who team up with the gang to make war on white settlers. Here the action promise is fulfilled; a satisfactory elimactic battle, preceded by a test-of-strength tussle between two braves, provides effective exploitation material.

Story begins with a cattle stampede perpetrated by Indians in cahoots with the white heavies, led by Gene Evans, and the massacre of Miss Stanwyck's father. She vows revenge and, with the help of Lance Fuller, a friendly Indian, sets about to regain the land and cattle stolen from her by Evans. Latter employs Reagan, a gun-slinger, to kill her. Unknown to Evans, Reagan is a Federal agent trying to get the goods on Evans' activities in supplying guns to the Indians. Reagan reveals his hand to Miss Stanwyck and together they frustrate Evans' plans. Fuller meanwhile defeats Evans' Indian comrades to help save the day.

"The Heart Of The Matter"

(Associated Artists) 100 Min.

Cast: Trevor Howard, Elizabeth Allan, Maria Schell, Denholm Elliott, Peter Finch.

(Continued on page 30)

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Universal's PRE$OLD PRODUCT



20 top nation



the colorful pre-selling



gay musical romance

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l magazines will see



d campaign on U-I's



On Montana Location With "Timberjack"



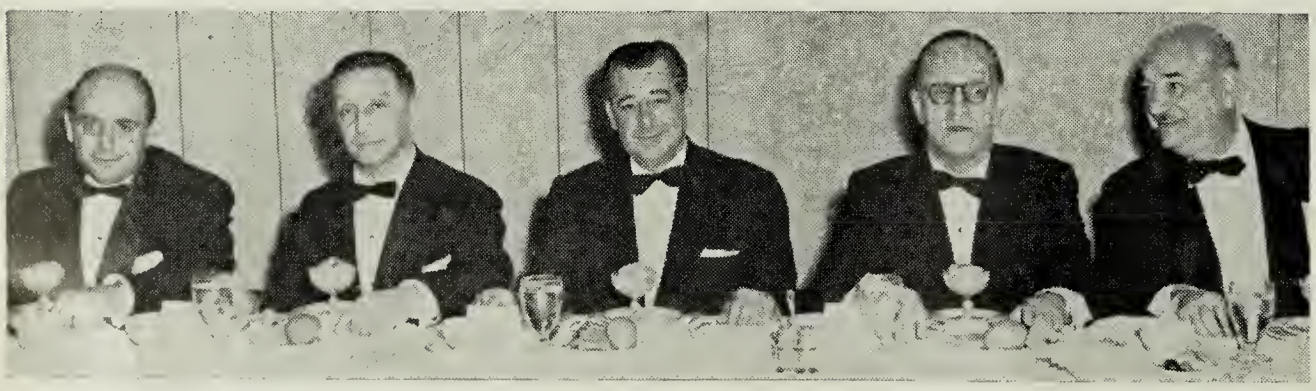




Near Missoula, Montana, a Republic production crew and a host of stars are filming "Timberjack," an epic of the outdoors in Trucolor. Aboard an old logging train (above) are (l to r): Chill Wills, Adolphe Menjou, Sterling Hayden, Vera Ralston, Hoagy Carmichael, David Brain and Howard Petrie, the film's principal players. Chatting on location (below left) are Herbert J. Yates, president of Republic, and Hayden while (below right) Miss Ralston has her coiffure attended to by Hazel Keithley of the studio staff. Picture, which Joe Kane served on as associate producer and director, was filmed with the co-operation of the Anaconda Copper Mining Co. and the Chicago, Milwaukee and St. Paul Railroad.



The National Conference of Christians and Jews Silver Plaque was awarded to Emanuel Frisch, (fourth from left), who served as chairman of the 1954 Brotherhood campaign. The presentation was made by Sol Schwartz, (second from right), RKO Theatres president who headed the 1953 campaign. 1955 chairman is John H. Harris, (second from left). Others present at the presentation were J. Robert Rubin, (holding plaque), amusements industry general chairman; Charles M. Reagan, (l.), M-G-M vice-president, and Ned E. Depinet (r.), 1951 chairman.



On the dais at the President's Banquet of the TOA convention in Chicago are (l. to r.): Bert Nathan, IPA president; Alfred Starr, TOA executive committee chairman; Herbert H. Greenblatt, RKO Radio Pictures domestic sales manager; Charles J. Feldman, Universal general sales manager, and Samuel Pinanski, TOA honorary board chairman.

NEWS BRIEFS

Bishops "Concerned"

WASHINGTON.—The Catholic U.S. bishops assembled here for their annual convention have expressed "grave concern" over the lowering of decency standards in motion picture advertising during the past year. The bishops further expressed the hope that the Production Code Authority will not relax its standards under its new head Geoffrey Shurlock.

The bishops reminded the Catholic filmgoing public of the seriousness of the Legion of Decency pledge and urged that it be complied with. In 1953 the Legion condemned two of 279 domestic films reviewed. The bishops noted that 43.01 percent of the films were classified A-I, and 36.13 percent A-II.

Slate Exhib Leaders

OKLAHOMA CITY.—The annual convention of Theatre Owners of Oklahoma, scheduled for Dec. 5-7 here, will be attended by a group of national exhibitor leaders. Scheduled to attend are Pat McGee, R. J. O'Donnell, S. H. Fabian, and E. D. Martin, TOA president. All these men are slated to talk at the meetings, according to Morris Lowenstein, TOO president.

"Show Business" Benefit

The gala world premiere of Irving Berlin's "There's No Business Like Show Business," a 20th Century-Fox release, will be a benefit performance for the Actors' Fund of America, its president Walter Vincent announced this week. The CinemaScope-DeLuxe color musical is scheduled to open at the Roxy Theatre, N. Y. C. sometime before the Christmas holidays, according to the film company.

Allied organizations which will also be aided by the premiere include the Episcopal Actors' Guild, the Catholic Actors' Guild, the Jewish Theatrical Guild, the Negro Actors' Guild, the Lambs Welfare Fund and the American Theatre Wing, Vincent pointed out. Spyros P. Skouras, 20th-Fox president, said that the motion picture industry is honored to show its appreciation to the entertainers.

DCA Stock Pledges

More than $800,000 of Distributors Corp. of America stock has been subscribed already, according to Charles E. Boasberg, DCA distribution vice-president. The executive explained that that figure represents stock sold, and that additional pledges cover the entire $1,000,000 for which the company is being capitalized.

Dividends Remain Same

WASHINGTON.—Film industry corporation publicly declared dividends at $1,241,000 in October were almost unchanged from the $1,244,000 in the same month last year. Total industry publicly declared dividends in the first 10 months of this year reached $20,214,000, far outstripping the $17,501,000 paid in the same period last year.

Republic Pictures paid $100,000 in October of both years, and District Theatres was also unchanged at $15,000. The slight difference was accounted for by American Broadcasting-Paramount Theatres which paid $1,129,000 in October last year, and this October paid $1,126,000.

Slate "Zanzibar" Campaign Bally

Small town and large city exhibitors will be matching talents in the new national exhibitor showmanship contest that Universal Pictures Co. is conducting in connection with the American release of the J. Arthur Rank Organization production "West of Zanzibar," it was announced by Charles J. Feldman, Universal vice-president and general sales manager.

The executive stressed that every U. S. exhibitor who develops a campaign on the pieture will have an equal opportunity to win the prize, which is a trip for two to Africa, locale of the film. The trip for the best eampaign includes visits to major South Afriean cities as well as to the wild game preserves used in the film.

Judged On Originality

Feldman explained that eampaigns and other activity developed by eaeh exhibitor will be judged solely on the originality of the ideas and by the effeetive way they are developed, regardless of the size of the theatre or the status of the exhibitor.

Certain basic eampaign materials will be provided to all exhibitors who play the picture, he noted, but it will be the initiative of the individual theatre man in developing his eampaign whieh will eount most with the judges. The latter will eonsist of the editors of the Ameriean motion pieture trade publications.

The contest will get under way with the January national release of the Teehnieolor produetion, whieh stars Anthony Steel and Sheila Sim. The eontest will eonclude June 1, 1955, with the winners to be announeed shortly after that time.

"Carmen Jones" Rose Sets Tone For Drive

A brilliant erimson splash of light flashed across the Broadway sky the eve of the premiere of 20th-Fox's "Carmen Jones" at the Rivoli Theatre, and that eolor, representing Carmen's famous rose, has become the symbol for ballying the picture. The "Carmen" rose has appeared in advertising, window displays and other promotions for the CinemaScope-DeLuxe color produetion.

Gimbel's department store paid tribute to the produetion with double-page spreads in five of the metropolitan newspapers. The ads saluted the Otto Preminger produetion, giving full credits to the playdate. In addition, Gimbles ereated a window display based on film stills and the RCA-Victor album of the seore.

Complementing the musical theme of the picture, Montague Salmon, the Rivoli's managing direetor, arranged a display of the photographie studies of a number of musieal notables photographed by Dr. I. W. Schmidt. Famous eonductors, singers and composers are to be seen in the 60 camera studies hung in the theatre's mezzanine for the run of the picture.

National publicity has come to the produetion via a eover page story that "Life" ran on Doroothy Dandridge, who plays the female lead. The magazine celebrated the eoming to stardom of this performer and published seenes from the picture.

IFE's Biggest Campaign:

National, Local Co-Operative Ads Herald Openings Of "Aida" Dates



Models demonstrate Carolyn Schnurer "Aida" fashion creations for IFE execs (l to r): Jonas Rosenfield, Jr., E. R. Zorgniotti, Bernard Jacon and Bernard Lewis.

The most far-reaching exploitation and promotion eampaign in I.F.E. Releasing Corp.'s history will presage the Deeember national release of the Ferraniaeolor operafilm "Aida." Suited to the needs of exhibitors, the eomplete paekage is backed by extensive national and local advertising on the part of the numerous manufacturers—all of whom have utilized the exotie Egyptian background of "Aida" in styling new produets.

Coineidental with the December national release of "Aida," the Deeember issue of "Vogue" magazine, one of the foremost women's prestige fashion books, will highlight the eampaign with a speeial "Aida" section. Contained in this special section are full-page color ads selling the picture.

Serving as the format for these ads, stills from the film and the musie pages of Verdi's famous score are employed. In addition, two eomplete pages of editorial comment will be devoted to the film and its influenee on the American woman. Everfast Fabries, Carolyn Sehnurer and Will Steinman, three national advertisers, are among those represented in the issue.

Egyptian Theme Used

Everfast has created new designs and eolors inspired by the Egyptian theme in "Aida." The company has originated five new "Aida" designs and five new color variations, all on polished eotton approximating the eottons and linens of aneient Egypt.

A new line of daytime dresses, bathing suits, playtogs, eruise and resort wear, all in Everfast's "Aida" fabrics, have been ereated by Carolyn Sehnurer. In addition, this designer has ereated a line of eostume jewelry patterned after the intrieate Egyptian braeelets, rings and necklaces worn in the film.

Will Steinman has coneeived and executed a collection of cocktail and evening dresses based on the flowing, yet form-revealing costumes worn in "Aida." All three eompanies have planned extensive eo-operative advertising eampaigns on both the local and national levels.

The Ameriean premiere of "Aida" in New York's Little Carnegie Theatre may serve as a eampaign model for openings throughout the country. Built-in exploitation and promotion opportunities for exhibitors is provided by the variety of merchandise involved in tie-ins, plus the co-op ads furnished by both manufaeturers and retailers.

Gimbel's department store, in conjunction with the Valentine Doll Co., creator of the "Aida" daneing doll, ran a number of half-page ads in the daily papers selling the dolls. Along with the ads, Gimbels set up a window display plugging the doll and the "Aida" premiere.

In setting-up the colorful display, Gimbels used stills from the picture, window cards and one-sheets. On Fifth Avenue, Lord and Taylor is providing a major outlet for window and interior displays. This store is also supplying large scale newspaper ads plugging the New York playdate.

Lord and Taylor will display Carolyn Sehnurer and Will Steinman dresses and Everfast fabrics. Playing a prominent part in the Lord and Taylor "Aida" promotion, Arnov of California, one of the nation's largest shoe manufaeturers, will display their eollection of "Aida" footwear for women.

Windows Decorated

As part of the pre-selling campaign in New York and Philadelphia, beauty salon tie-ins were used. The Fifth Avenue beauty salon of Vineent and Joseph, ereated a Cheops Hairdo as inspired by "Aida." They took a series of large ads in New York and Philadelphia papers, and used stills from "Aida" to decorate their windows and the interior of the salon.

Faberge, the noted perfumer, has ereated a new seent—Tigress of the Nile—whieh will be sold in department stores, perfume shops, and drug stores everywhere. This perfume will be launched with national and local advertising.

On the men's side, tie-ins have been effeeted with MacGregor Sportswear and Swank Jewelry. MacGregor has designed an "Aida" inspired "Scarab" sports shirt and a new line of beachwear in a variety of new color shadings.

Inspired by the Egyptian background of the picture, Swank presents euff links, tie clasps and pins, and other aceessories in a variety of colors, shapes and materials.

Numerous other tie-ins have been eoncluded by Bernard Lewis, exploitation and promotion manager for I.F.E.

DORIS DAY A
FRANK SINATR

TOGETHER FOR THE
FIRST TIME! TERRIFIC
FROM THE FIRST
MOMENT!



J
A H

ALSO STARRING

GIG YOUNG



ETHEL BARRYMORE



DOROTHY

P!



Barney was fresh and moody and unpredictable—
and the most lovable guy she ever met!

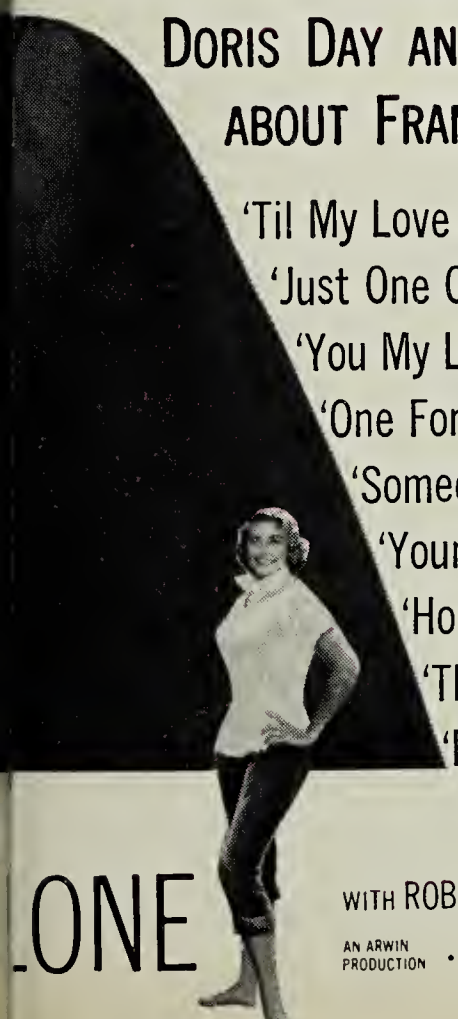
ung at Heart"

XMAS-PRESENTED BY WARNER BROS.

GING STORY WITH ALL THAT'S SO SWELL ABOUT
DORIS DAY AND ALL THAT'S SO SPECIAL
ABOUT FRANK SINATRA!

IN WARNERCOLOR

'Til My Love Comes To Me'
'Just One Of Those Things'
'You My Love'
'One For My Baby'
'Someone To Watch Over Me'
'Young At Heart'
'Hold Me In Your Arms'
'There's A Rising Moon'
'Ready Willing And Able'



LONE

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REGIONEWS

ALBANY

In addition to an outdoor theatre being planned for a location off Southern Blvd., near an entrance to the new State Thruway outside the city line, there are rumors of another to be built on upper Central Ave., along so-called "Used Car Row." . . . Fabian's Leland, managed by Santon Patterson, installed a wide screen and CinemaScope; also the circuit's State and Erie, Schenectady, managed by Lou Rapp. Capitol M. P. Supply of N.Y. did the job. . . . Charles A. Smakwitz, Stanley-Warner zone mgr., and Harry Lamont, pres. of Lamont Theatres, joined the Motion Picture Pioneers at their dinner in N.Y., honoring Si Fabian.

The Delmar Theatre in Delmar, operated by Mrs. Mary Jarvis, is celebrating its 25th anniversary. . . . Closing the year at the Auto Vision Drive-In, E. Greenbush, Alan V. Iselin announced that a modernization program for the 15-year-old ozoner would include a 120′ screen. . . .The Board of Regents postponed until their Dec. 16-17 meeting, announcement on the appeal for reversal of the ruling of chief censor Dr. Hugh M. Flick, that the birth sequence in "Mom and Dad" be deleted as a condition for licensing the picture. . . . A safe, carried from the Albany office of Tri-State Automatic Candy Corp., was found near Cedar Hill with the door ripped off and $400 missing, reports branch mgr. George H. Schenck.

ATLANTA

Mark J. Emden and associates have taken a long term lease on a 12½ acre site on 34th St. between 39th and 40th Aves. in St. Petersburg, Fla. and will start work on a $100,000 drive-in around Dec. 1. . . . J. P. Lindsley, long time employee of Martin Theas. in Ga., Ala. and Fla., appointed mgr. of the Martin Theatre in Florala, Ala. . . . Ralph B. Mann, mgr. of McLendon's Monroe Theatre and Hub Drive-In at Monroeville, Ala., transferred to the Frisco in Frisco, Ala., as mgr. . . . Jim Bolus, former M-G-M booker is now sales representative for Republic. Buying and booking for the Woodsville Drive-In at Greenville, Tenn. is being handled by Exhibitor Service. . . . Mack Jackson, owner of theatres in Alexander City, Ala., entered a Birmingham hospital for an eye operation.

Republic branch mgr. Eddie Brauer has added Jim Bolus to his sales force. . . . J. W. Fletcher, new owner of the Lakewood Theatre in Augusta, Ga., which he took over from Jack Boto, installed a wide screen. . . . Georgia Theatre Owners & Operators will sponsor a float in the inaugural parade for Gov. Marvin Griffin on Jan. 11. . . . J. C. Cartledge, city mgr. in Macon, Ga. for Georgia Theas., transferred to Augusta in similar capacity.

Bill Humphries, Warner office mgr. in Jacksonville, Fla., has been transferred to the Atlanta office as sales representative in Ala. Henry Goldberg, former Paramount auditor, takes over the Jacksonville post. . . . Phyllis Hardin of National Screen will marry Roy Williams in the spring. . . . Betty Landers of Allied Artists booking dept., moved up to secy. to pres. Arthur C. Bromberg. . . . Green Point Drive-In at Metter, Ga. was closed and dismantled. . . . The Marrh Theatre, N. Augusta, Ga., closed for lack of business. . . . Martin & Thompson announced the closing of their 7 Drive-In at Fort Valley, Ga. . . . Allied Artists' booker George Cothran will marry Patricia Akins of Decatur, Ga. . . . Elks Theatre, Huntsville, Ala., under lease to Lyric Amuse. Co. until recently, has been converted into office space.

The WOMPIs will hold their annual Xmas Party Dec. 22 at Atlanta Variety Club. . . . J. B. Myers closed his Ritz Theatre, LaGrange, Ga., because of poor business. . . . Tommy Simpson appointed booker at Toddy Pictures. The company is currently releasing as a double bill 'City Jungle" and "Devil in the Flesh." . . . Simplex magnetic sound, anamorphic lenses and wide screen were installed at the Princess, Huntsville, Ala., and the Bessememer, Ala. drive-in owned by Dr. B. H. Johnson. . . . Capitol City Supply reports CinemaScope installations in the Parkview Drive-In Sheffield, Ala.; Comer, Comer, Ala.; Bonifay, Bonifay, Fla.; wide screen in the Starlight Drive-In, Murfreesboro, Tenn.; Lyric, Whitwell, Tenn., and Holly, Dahlonega, Ga. . . . CS also installed in P. E. Shaye's Rose Theatre, Forsyth, Ga.; Ritz, Bartow, Fla., managed by Carlton Bowden; Joseph R. Sirugo's Islander Drive-In, Key West, Fla.



Attending the gala New York premiere at M-G-M's "The Last Time I Saw Paris" at the Capitol Theatre are (top, l. to r.): Nicholas M. Schenck, Loew's president, Mrs. Schenck, Debbie Reynolds and Eddie Fisher; (center, l. to r.): Mrs. Sol Schwartz, Joseph R. Vogel, Loew's Theatres head and Sol Schwartz, RKO Theatres president; (bottom, l. to r.): Herman Ripps, asst. to the eastern M-G-M sales manager; George Murphy and Silas F. Seadler, M-G-M ad manager.

BOSTON

American Theatres sold the parcel of stores in East Milton, housing the State Theatre, to Aaron Shindler. The new owner will reopen the State, which has been dark for months, under management of Morris Sidman, who is planning to install CinemaScope equipment. . . . George Roberts, pres., and Michael Redstone, trustee of the Sentry Lodge of B'nai B'rith, each received citations from the Paralyzed Veterans of America at the Nov. meeting. . . . The Paramount and Fenway theatres broke all existing records for attendance and money with "White Christmas" and added another record for attracting elderly patrons. Mgr. Arthur Morton of the Paramount put on special ushers to aid them in finding seats.

A new booker at Republic will soon be announced to replace Arthur Fraser, who has gone over to Screen Guild. . . . The Newsreel Theatre at South Station Terminal is no longer a shorts subject house. It has been taken over by the Catholic Archdiocese of Boston for use as a chapel. . . . This city entertained five Hollywood celebs in one week. Debbie Reynolds, M-G-M star, arrived

BOSTON (cont'd.)

to receive the award of "Woman of the Year" from the Harvard Hasty Pudding Club; Dorothy Dandrige, starring in 20th-Fox's "Carmen Jones," met the press at a luncheon; Ginger Rogers, starring in UA's "Twist of Fate" spent two days for the ballyhoo, while Julian Blaustein, producer, and Daniel Tadarash, screen writer of "Desiree" met the press at a luncheon.

Richard Edwards, owner-operator of the Lowell Drive-In, Lowell, staged a benefit evening for the Will Rogers Memorial Hospital, which was presented with a check for $125. The two films shown, donated by the companies, were U-I's "World in his Arms" and AA's "Bowery Battalion." . . . Harry Goldstein, former salesman for RKO, has opened a gift and stationery shop next door to the Coolidge Theatre, Watertown. . . . A spot booking of 'The Spell of Ireland" was put in at the Copley Theatre by Harry Dugan and Danny Devlin. The Copley, dark for over a year, is leased to CBS for TV presentations, which have not as yet been started. . . . The University, Cambridge, an independent theatre managed by Stanley Sumner, is cooperating with its local Community Services by offering elderly patrons who apply to one of the Red Feather or Community Service offices for identification cards, greatly reduced rates of admission.

CHARLOTTE

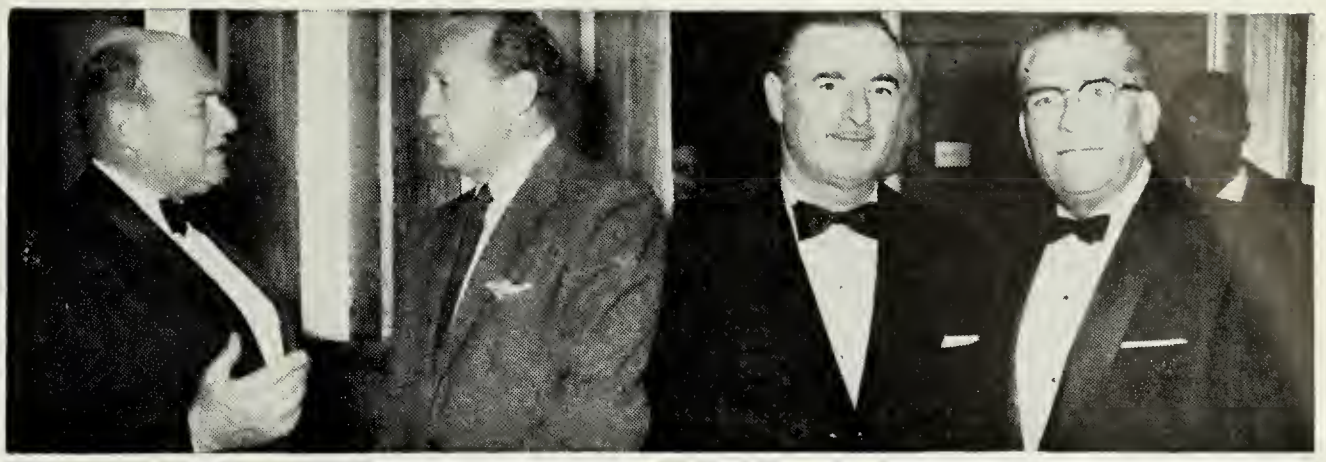
The Ritz Theatre, Tabor City N.C. recently gutted by fire, is to be rebuilt. . . . J. Reeves was appointed booker at Fox, to replace Don Knell, who is now with Uncle Sam. . . . The Elm Theatre at Bladesboro is closing the end of Nov. . . . Sky-Vue and Midway Drive-Ins at Durham, blown down by Hurricane Hazel, are being rebuilt and will reopen soon. . . . Paul C. Cockrill, Harris Theatre Supply, in the hospital in Charlotte. Mrs. Cockrill recently returned from a stay at the Will Rogers Hospital.

The new Ellington Drive-In at Ellington, N.C. permanently closed. . . . Coastal Theatre, Ridgeland, S.C., was destroyed by fire. . . . Mitchell Little, Republic office mgr., resigned to go with Buena Vista and will travel North and South Carolina. . . . CinemaScope installations were recently made at the following ozoners: Walterboro, Walterboro; Kingstree, Kingstree; East Main, Lake City; and the Allen Theatre, Wilkesboro.

CHICAGO

Park Ave. Theatre Co. will reopen the long-closed 900-seat Park Ridge Theatre in Park Ridge around the 1st of the year, after completion of improvements. Stanley Kohlberg and Alex Dolnick will operate the house. . . . Sante Fe R.R. has an 18-minute film available, named "Indian Ceremonials." . . . Woodlawn Theatre, operated by Jack Billish, was seriously damaged by fire during showing of "Gone With the Wind." . . . Abe Teitel, owner of the loop World Playhouse, is celebrating his 40th year in the industry. . . . Director Fred Sears and cameraman Henry Freulich are in town shooting scenes for "The Chicago Story," now being filmed for Columbia distribution. . . . Suzanne Rose, daughter of Jack Rose of Indiana-Illinois Theatres, is engaged to Bernard Robert Spak of W. Hutchinson.

Jack Kirsch announced that Allied of Illinois' 24th anniversary celebration, an annual event, will be held on Dec. 29 at the Chez Paree in Chicago. Incidentally, Kirsch was recently elected chief barker of Variety Tent 26. On the slate with him are Nat Nathanson



At the gala premiere of 20th Century-Fox's "Desiree" at the Roxy Theatre, N. Y. C., were (left) Charls Einfeld, 20th-Fox vice-president, and Jack Benny and (right) Sid Rogell, studio production manager, and W. C. Gehring, executive asst. general sales manager.

of Allied Artists, as 1st. asst.; Lou Reinheimer, Rose-Bowl, 2nd asst.; Harry Balaban of H&E Balaban Theas., dough guy; Jack Rose, Indiana-Ill. Theas., property master. . . . James Coston of Coston Theatres was on the arrangements committee for the Cardinal Stritch dinner, at which $270,000 was raised for the Stritch Medical School. . . . Atty. Seymour Simon retained by management of the Manor Theatre to fight the percentage suits filed against them. . . . Chicago Tribune has resumed its Tower Ticker column featuring amusement news, with former B&K publicist Herbert Lyon as editor. . . . Charles Klafter, mgr. of the World Playhouse, is back on the job after injuries received in an auto collision.

B&K's Riviera Theatre is now equipped for CinemaScope showings. . . . Steve Benns, veteran theatre owner of Lincoln, Ill., passed away. . . . A Saturday morning parade, lead by Mickey Rooney, sparked opening of Xmas season festivities in which State St. theatres are participating. . . . Universal instituted a special drive in this territory honoring Walter Hyland, dean of Chicago bookers, who has been with the exchange for 40 years. . . . Van Nomikos circuit ordered 1230 Pushbak seats from Griggs Equipment Co. for its loop Grand, and will recarpet the Olympic Theatre in Cicero, Ill.

Herb Kaufman will represent Makelim in this territory, making his office at the Dezel Exchange. . . . Chicago Theatre will resume stage shows after the present run of "Star Is Born." Harris Dudelson, mgr. of the Disney office here, in Michael Reese Hospital for checkup. . . . S. J. Gregory, pres. of Alliance Theatre Circuit, and V.P. James Gregory, were guests at the farewell dinner given by Milwaukee industryites to Harold Fitzgerald, who is leaving Fox-Wisconsin to look after other business interests. . . . The Glen Ellyn Theatre in Glen Ellyn is bringing back organ music into its programs.

CINCINNATI

Old Newspaper Boys Day garnered some $22,500 for benefit of the Variety Club Foundation for Retarded Children. This year the Post bore all expenses of issuing the special editions. Herman Hunt was general chairman of the event. . . . James E. Ward is reopening the Winfield Theatre, Winfield, W. Va. on Dec. 3. Also reopening is the Roxy Theatre, Lockland, O. by J&R Ents. House, which was closed since last May, has been equipped with new wide screen and CinemaScope. Both theatres are handled by Frank L. Weitzel Booking Service.

Theatre Owners Corp., headed by James McDonald, added the following to its buying and booking service: Associated Theatres of Cincinnati, owned by F. W. Huss, Jr.; The Park, Imperial, Royal and Dixie, Cincinnati, and the Hiland, Ft. Thomas, Ky., also Gordon Carroll's Columbia at Coldwater, O. . . . Mrs. Stuart Jacobson and Mrs. Abe Mains were chairman and co-chairman respectively of the Variety Club Ladies' Auxiliary Thanksgiving dinner-dance at the Summit Hills Country Club. . . . Eugene Tunick, former owner of Tunick Releasing Co. and Lippet branch mgr., has been appointed branch mgr. of the United Artists exchange in Philadelphia, Pa., effective Nov. 29.

Wm. Borack reports that Tri-State Theatre Service has added to its clientele Max Matz's Colonial Theatre, Bluefield, W. Va.; Eulah Clemens' Beckley Open Air Theatre, Beckley, W. Va., and Dale Bowyer's Pioneer, Glenville, W. Va. . . . Jack Kirschbaum, Paramount booker, is receiving congratulations on the arrival of a son, his second child.

CLEVELAND

Jack Silverthorne, gen. mgr. of the Hippodrome Theatre was reelected chief barker of the local Variety Club. Others elected include Thomas McCleaster, 20th-Fox div. mgr., 1st asst. chief barker; Dan Rosenthal, UA branch mgr., 2nd asst.; Nat Barach, National Screen mgr., secy., and Eddie Bergman of U-I, as his asst., with I. J. Schmertz, 20th-Fox branch mgr., as treas. Elected to the board were Will Dougherty of WKOK, Peter F. Rosian of U-I, Leonard Greenberger of Fairmount Theatre, Abe Kramer and Marshall Fine of Associated Theas., Harry Greenberger of Community Circuit, William Gordon of WHK, Milton Grant of Silk Screen Process Co., Nate Schultz of Allied Artists and Irwin Shenker of Berlo Vending. Shenker and Silverthorne were named delegates to the March convention in Los Angeles.

United Artists will hold its Christmas party at Alpine Village on Dec. 11. . . . Jerome Safron succeeds the late Oscar Ruby as mgr. of the Columbia exchange, coming here from a similar post in Minneapolis. . . . The Paramount screening room is being equipped for Vista-Vision showings by National Theatre Supply. . . . Ernie Sands, Warner mgr. will enter Harkness Pavilion in N. Y. early in Dec. for a gall bladder operation.

DALLAS

The Ewing Theatre was reopened by A. J. Vineyard, purchaser, who formerly owned the White Theatre. Remodeling includes new seating, curved screen, latest sound equpiment. . . . Walter Bibo, pres. of Excelsior Pictures, wired Alfred Sack of Sack Amusement Co., and other distributors that he will be in Dallas to negotiate run of his controversial film, "Garden of Eden." . . . For Cinerama, in its fifth month at the Melba Theatre, over 200,000

(*Continued on page* 28)

ANOTHER WONDERFUL ROMANCE FRO



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Produced and Directed by **HERBERT WILCOX**

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DALLAS (cont'd.)

tickets were sold by mid-Nov. Paul Swater is managing director. A log book records attendance from every State, many foreign countries, and other Texas cities. Bus lines ran excursions from cities within 150-mile radius, and additional tours are planned.

Metropolitan Opera First Night, shown by TNT at the Tower Theatre, filled the 1,200 seats to near capacity, with box office gross of $3,000. About the same attendance and receipts reported by the Kirby Theatre, Houston. . . . A Walt Disney True Life Festival was held over a second week at tthe Coronet. A survey taken at the theatre showed three adults to every child attending. "The Living Desert" still holds the long run record for the city, with 18 weeks at the Esequire. . . . Tom Vincent, former asst. mgr. of Southwestern Theatre Equip. Co., was transferred to Houston as the new store manager there. Vernon Collins, salesman, was promoted to asst. mgr. of the Dallas store, while Alex McKenzie, former Houston store manager, was made gen. sales mgr.

Joyce Smith, chairman of the Extension Committee for the Dallas Women in Motion Picture Industry, reports that a new club is organizing in Toronto, Canada. A group of local WOMPIs will go to Oklahoma City, Dec. 4 to aid in organizing a club there. Plans for the Home for Aged which the WOMPI will sponsor are being extended to a larger project than at first outlined. . . . Don Douglas, in charge of publicity for Rowley United Theatres, was elected by Variety Club Tent 17 to be delegate to the international convention in Los Angeles next May.

DENVER

Fox Inter-Mountain has sold the Rialto, formerly a first-run theatre, to Norman Probstein, who owns two other Denver houses, the New State and Palace, all on Curtis St. In the past few decades, five theatres on Curtis have been demolished, three to make way for parking lots, two taken up by stores. . . . J. Phillip Conway, Denver ad man, has been named Buena Vista publicist by Marvin Goldfarb, dist. supervisor. Conway's territory will conform to the area supervised by Goldfarb and includes Denver, Salt Lake City, Kansas City, Omaha and Des Moines.

The President of Korea, Syngman Rhee, has taken the title of his book, "Korea Flaming High," from a poem written by Milford Shields, Durango projectionist and poet laureate of Colo., who received an autographed copy of the book. . . . Al Brandon, former salesman with major companies and lately doing booking, buying and independent film distribution, went with RKO as salesman, covering the northern territory. This moves Harold Copeland to the central district, where he will sell Denver, eastern and northwestern Colo. . . . The Gem, Campo, Colo., owned by Bernard Newman, burned to the ground. . . . Robert Hill, Columbia branch mgr., to Chicago for sales meeting.

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Harry Brandt, representing the board of directors for Trans-Lux Corp., and Morey Goldstein, Allied Artists vice-president and gen. sales manager, finalize contract for run of AA's "Tonight's the Night" at the Trans-Lux 52nd St. Theatre.

C. U. Yaeger, Atlas Theas. prexy, says he will build a 700-seat stadium-type theatre at Brighton, Colo. to replace the Rex, recently destroyed by fire. He will spend about $150,000 and every seat will be loge-type. The house will be the most modern in the area and will open in early spring. . . . Frank H. Ricketson, Jr., Fox-Intermountain head, took off on a swing around the theatres that have been added to his supervision by Elmer Rhoden, pres. of National Theas. Ricketson's trip takes him to Milwaukee, Detroit, Philadelphia and New York. . . . Lou Kolocheski, Paramount booker, doing jury duty. . . . "Moon Is Blue," stage show, has been booked into the Tabor for three days in Jan.

Seventeen attended the fall meeting of the board of Allied Rocky Mountain Independent Theas. and okayed all actions of the national Allied Milwaukee convention. . . . Bruce Marshall, Columbia, and John Vos, Paramount, film salesmen, were delegates to the Colosseum meeting in Chicago. . . . Robbers broke into the South Drive-In the last night of operation for the season. They got nothing but left $400 worth of damages to a wall they broke through. . . . Ozoners in and near Denver with heaters and staying open all winter include the Evans, Wadsworth, Valley and Lakeshore. . . . Lee Dollison, owner of theatres in New Mexico, moved his headquarters from Santa Rosa, N. M. to the Denham Bldg. in Denver.

DES MOINES

Sale of the Schaller Theatre Bldg. in Schaller to J. D. Currie was recently announced. Previous owner was Mrs. Abbie Feldhas, widow of Joe Feldhas, who operated the theatre for several years. The house was closed Sept. 1 after about a year's operation by the Schaller Chamber of Commerce. Currie has not yet disclosed his plans for the building. . . . Elmer Svendsen marked his 13th anniversary as operator of the Roxy Theatre in Alta last week and says he has shown some 2,275 films since he started there in 1941.

$1,000 in cash was taken from the safe of the Zephyr Theatre by a thief who had apparently remained in the theatre following the last show. Gene F. Cramm is mgr. of the house. . . . Bill Farrell purchased the Rex Theatre in Scranton from the Security Savings Bank. He plans to operate the house along with his TV, radio and appliance business. . . . J. E. Montgomery, veteran businessman from Corydon, has purchased the theatre in Eldon and will operate it himself.

The Mahaska Theatre in Oskaloosa announced that it soon will be showing VistaVision. It will make its debut with the showing of "White Christmas." . . . Two more installations of CinemaScope have been announced in Iowa. A new 31-foot screen and new projection equipment are in place at the Uptown in Sioux City, managed by Robert Krueger, and the other house is the Orpheum in North English, operated by Vance and Dean Smith. The Smiths have also put in stereophonic sound.

DETROIT

Edward Hohler, owner of the Civic Theatre in Farmington, and Ralph Ruben, partner in Amusement Supply Co., have teamed up to take over the P&A Theatre at Plymouth and to reopen the P&A at nearby Northville. The latter was closed for several years. Samuel Stremich returns to his old post as mgr. at Northville, while Oscar Kuhn is the new mgr. at Plymouth. Harry Lush, who operated both houses for years, retains control of the Penn in Plymouth. . . . Ben Wachnansy is mgr. of the Fort Drive-In for Nick George, with Everett Clem managing the Michigan D-I. Alexander Thomas has been named mgr. of Nick's latest addition, the big Jolly Roger Drive-In.

Filmites gathered at Marine City for the 15th anniversary of IATSE Local 737, with John Baker of the local Mariner Theatre as guest of honor—after 50 years in show business. . . . Sam Ackerman, recently retired as owner of the East Side Theatre which he ran for 40 years, bought a new home on Marlowe Avenue. His son, Alfred, now runs the East Side. . . . Bill Green, exploitation chief for the Music Hall, was Detroit delegate to the National Showmen's Assn. banquet in New York. . . . Alice Gorham, ad chief for United Detroit, was busy commuting to Chicago and N.Y. on promotional chores, including her job as head of COMPO's special patron poll project.

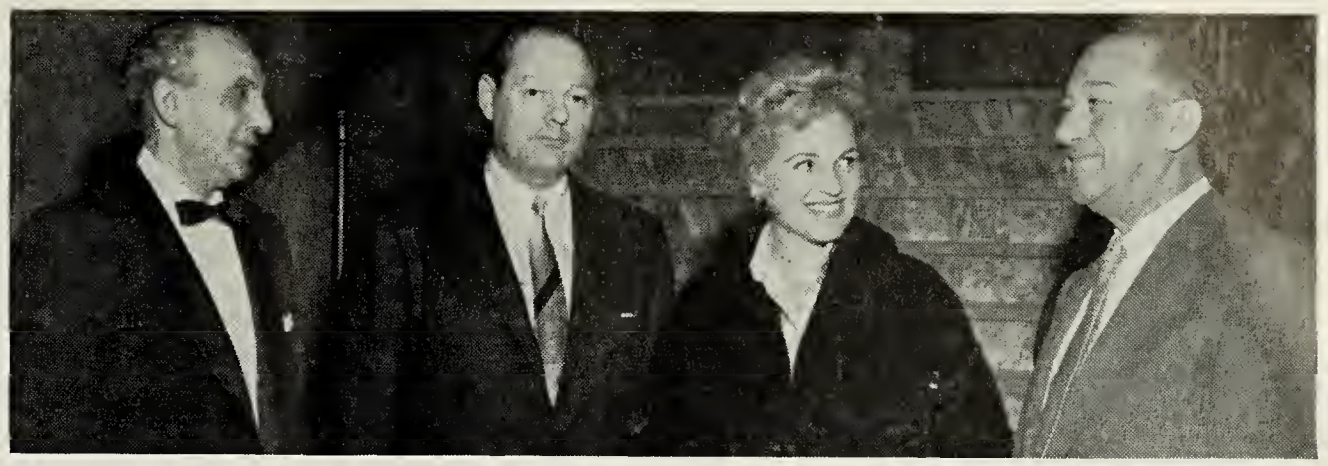
Attempts of Arthur and Roger Robinson to construct a 1,500-car ozoner, to be called the Evergreen, were blocked when the City Council acted to zone against drive-in construction within the city limits after neigh-



Ginger Rogers, who stars with her husband Jacques Bergerac (r.), in United Artists' "Twist of Fate," purchases first Christmas seal stamps from Chicago's George Dixon during round of personal appearances boosting American premiere of the picture at the Monroe Theatre.

DETROIT (cont'd.)

bors protested. . . . Sy Schechter, mgr. of the art Cinema, is serving coffee to his patrons in the new salon which doubles as an art gallery. Current exhibition is from Wayne University. . . . The film exchange Projection Studio installed equipment to handle CinemaScope productions. . . . Frank R. Spangle, Utica, Mich. exhibitor, is converting his closed Capitol Theatre into a store but will continue to run the DeLux Theatre. . . . George Pittsley, formerly with Wisper & Westman, is now managing the Nortown for John Tatu and John Metes who, incidentally, plan to keep the Casino closed for a while yet.



Star Judy Holiday is welcomed to Loew's State, N. Y. C., by James Bruno, house manager; Gene Picker, Loew's vice-president, and William Phillips, district manager, for premiere of Columbia's "Phffft."

KANSAS CITY

Cinema K. C., a group to view 16 mm films of artistic value, has been organized here with membership limit of 150 at $8 for 12 programs beginning with "Seigfried." . . . A memorial fund for Chas. P. Skouras has been established, with Elmer Rhoden of Fox Midwest as director. . . . Bob Bailey is assisting Gene Walden at Roxy Theatre. . . . Rockhill Theatre, now used for revival meetings, is to be sold. . . . A 300-car ozoner is under construction at Piggott, Ark. . . . Fred Lambert of Lambert Theatre in Princeton, Mo., suffered a heart attack while visiting Mrs. Lambert in a K. C. Hospital. Their daughter, a physician in Princeton, is in K. C. for special courses.

McDonald, Kans. Theatre has been reopened by Clarence Halligan. . . . Mr. and Mrs. Geo. Moore are reopening the Moore at Plainville, Kans. . . . Carl Murphy has reopening plans for the Jo at St. Joseph, Mo. . . . Don Roads succeeded Ben Barney as mgr. of Valencia at Macon, Mo. . . . The 350-seat Roxy at Leawood, Mo. was damaged by fire. . . . Henry Beardsley's Chief at Oberlin, Kans. has new equipment. . . . Republic Theatre at Republic, Mo. is being equipped for CinemaScope by C. L. Martin. . . . Green Theatre at LaPlante has new wide screen. . . . Courter Theatre at Gallatin, Mo is reopening with CinemaScope.

Ritz Theatre, K. C. has new wide screen and lenses. . . . Jack Frost, formerly with U.A., has joined Buena Vista. . . Mrs. Paul Montgomery, owner of Hortsman Theatre at Chaffee, Mo., plans a $75,000 ozoner. . . . David Harding, builder and owner of local theatres, died at 77. . . . "Man With a Million" began its fourth week at the Kimo.

MIAMI

Curtis H. Miller of the Claughton chain, Ray Schechter, Elmer Hecht and Marc Chartbrand of Wometco were in Jacksonville for the Florida Exhibitors meeting. . . . Ralph Puckhaber of Florida State Theas. announced the arrival of Ralph, Jr. David Payne of the same circuit boasts arrival of John Davis. . . . Claughton's Embassy and Trail have completed CinemaScope installations. . . . Sam Rowland of the Boulevard Theatre preparing for larger parking area since new shopping center is being built on street near theatre. . . . Olympia Theatre, after closing without fanfare, now advertises all the attractions of Florida State Theas. in the area. . . . William Johnson, former asst. mgr. at the Olympia, now in same job at the Sheridan. . . . Ed. Claughton, owner of the Claughton chain, in Jackson Hospital for surgery.

MILWAUKEE

Harold J. Fitzgerald was honored at a testimonial dinner in the Crystal Ballroom of the Schroeder Hotel on his retirement as head of Fox-Wisconsin and the beginning of a new career in several other fields, as well as for his countless civic and charitable projects. Among the many tributes paid him was presentation of a $5,000 check to Marquette University for establishment of a scholarship fund in memory of his son, Lt. Richard H. Fitzgerald, killed in World War II. Gordon Hewitt, who succeeds Fitzgerald as pres. of Fox-Wisconsin, was toastmaster.

The local Royal Theatre reopened with CinemaScope and Robert Hoffman as mgr. . . . Estelle Steinbach is now head of the public relations dept. for Fox-Wisconsin. . . . Every Friday night, the Atlantic Theatre shows movies until 6 A.M. for nightclub patrons and performers. . . . The Rio Theatre in Appleton, Wis., managed by Gerald Luedtke, celebrated its 25th birthday recently. A huge birthday cake with floral decorations and telegrams from Hollywood stars were on display in the lobby. . . . On the sick list here: Jack Frackman, Republic branch mgr., who was rushed to the hospital for a ruptured apdix; Mrs. Tony LaPorte, Franklin Theatre, in Mercy Hospital; Ed Vallendort, booker for Theatre Service, a heart condition.

MINNEAPOLIS

David E. Feinberg, pres. of U. S. Air Conditioning Corp., announced that a decision in favor of his company in a patent infringement suit has been handed down by the U. S. Circuit Court of Appeals. The suit, which also charged unfair competition, was instituted by Governair Corp. of Oklahoma City, Okla. . . . Frank Lesmeister, operator of the Blair at Blair, Wis., is completing a remodeling project which will cost several thousand dollars. Improvements include installation of CinemaScope and some new booth equipment. . . . Merchants at Caledonia, Minn. are sponsoring free movies every Saturday afternoon at the State Theatre there. . . . Irving Braverman, Columbia salesman, was married to Eleanor Herman. Braverman is a brother-in-law of 20th-Fox branch mgr. Saul Malisow.

Byron D. (Buck) Stoner, Paramount midwest div. mgr., was in negotiating with Minn. Amuse. Co. for new product. . . . Mike Guttman, operator of the Orpheum at Aberdeen, S. D., elected a director of the Aberdeen Chamber of Commerce. . . . Deadline for the "Julius Caesar" promotional contest in this territory was extended from Dec. 15 to Jan. 15, according to Harry Sears, M-G-M press representative. . . . Kroger Babb, gen. mgr. for Hallmark Productions, was principal speaker at the manager's meeting of Berger circuit. . . . Film exchange personnel jammed Alma's Cafe for its grand opening. This is the first large restaurant to open near the exchanges in many years.

The Village Council of Bloomington, a Mpls. suburb, rescinded a drive-in theatre license it had granted to Minn. Ent. Ents. and passed an ordinance prohibiting future construction of any similar projects. . . . Dick Kolling, Columbia booker, is recuperating from an operation. . . . Herman Frajola, operator of the Lyceum at Gilbert, is recuperating at home from a heart attack. . . . Ray Pitts of Pitts Film Service also suffered a heart attack and is hospitalized. . . . Gene Meredith, Warner office mgr. is sporting a new Oldsmobile. . . . I. M. Brown, Ballantyne's head engineer, recently supervised improvements in 20th-Fox's screening room CinemaScope equipment. Front and recreation room of the exchange have been painted and new chairs were installed in the recreation room.

(*Continued on page 32*)

FILMS TELEVISED NOV. 13 to 28

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	*Cast*	*Original release date*
Death In A Mockery		
King of the Bandits	Gilbert Roland	Monog. 3-1-47
Letter From An Unknown Woman	Joan Fontaine	Univ. 5-1-48
Moonlight and Melody	Johnny Downs	
No Room At The Inn	Freda Jackson	Stratford Pic. 12-25-49
The Senator Was Indiscreet	William Powell	Univ. 12-11-47
Sierra Passage	Wayne Morris	Mong. 1-7-51
Sword of D'Artagnan	John Hubbard	

Independent Trade Reviews

(*Continued from page* 17)

Credits: Produced and written by Ian Dalrymple; Directed by George More O'Ferrall; Based upon the novel by Graham Greene.

Art house runs are in order for this British filmization of Graham Greene's best-selling novel portraying the struggle of a Catholic sinner to save his soul. The film should attract all the many admirers of this famous Catholic novelist, and runs will undoubtedly be helped by the current surge of interest in his work. Other Greene stories are currently being filmed and played on the leading stages of the world. "The Heart of the Matter" has been given a detailed, careful production, as demanded by the seriousness of the novel. An international cast headed by British stars Trevor Howard and Elizabeth Allan and the Austrian Maria Schell, has been assembled to play the story. It has been filmed on location in the West African locale of the novel, and the authentic atmosphere does much to create the desired mood of foreboding generated by the plot.

The script attempts to combine the two elements of the Greene novel: a suspense story involving diamond smuggling and romantic intrigue and a philosophical discussion of what sin means to a Catholic. These diverse elements sometimes get in each other's way in the film, with the philosophy slowing down the suspense. However, an excellent performance by Howard helps to keep the picture moving, while getting Greene's point across. Howard plays a British police officer on duty in West Africa. He becomes involved in a diamond smuggling intrigue when he needs the money to send his wife on vacation. While she is away, he befriends and then falls in love with Miss Schell, a refugee from the war. Overwhelmed by his sin, Howard finally commits the final sin, that of seeking his own death.

"The Black Knight"

(Columbia) Technicolor 87 Min.

Cast: Alan Ladd, Patricia Medina, Andre Morell, Harry Andrews, Peter Cushing, Anthony Bushnell, Laurence Naismith, Patrick Troughton, Bill Brandon, Ronald Adam, Basil Appelby, Thomas Moore, Jean Lodge, Pauline Jameson, John Kelly, Elton Hayes, John Laurie, Alwen Brookes, David Paltenghi.

Credits: A Warwick Production; Produced by Irving Allen and A. R. Broccoli; Directed by Tay Garnett; Screen play and story by Alec Coppel.

"The Black Knight" is a lavish swashbuckler which will do top business. Filled with pageantry and based on King Arthur and his Knights, the film also boasts Alan Ladd, a potent box office action star. In this tale of when knights were bold, Ladd has all the trappings and is given a story that will appeal to adults and children. Film is loaded with exploitation values; fair maidens, especially Patricia Medina, are around and plenty of knights, all spoiling to prove their worth. And there are the plotters, the Saracens who want to re-establish the Druid religion in England. This is an exciting motion picture, filled with adventure and romance. The supporting cast, made up of English actors, is well picked and handle their chores creditably. The film's title is an addition asset as is the Technicolor photography and the big battle scenes.

A swordmaker, Alan Ladd is sent out into the world by Harry Andrews, when he a commoner, for kissing the Earl's daughter, Patricia Medina. Knight Andre Morell advises Ladd to raise his station in life with his sword. The Saracens, disguished as Vikings and led by Peter Cushing of King Arthur's court, without the King's knowledge, pose as Vikings and sack Andrews' castle. Andrews loses his mind and Patricia stays to care for him. Meanwhile, Ladd takes lessons on knight jousting from Morell, after he has had a bad encounter with Cushing. Ladd rides out into the world posing as a knight. Cushing, with King Patrick Troughton, is trying to destroy the Christian religion and re-establish the Druid faith. Ladd's adventures as the Black Knight are the talk of Camelot and King Arthur's court after he saves some monks from death. The Black Knight foils quite a few of Cushing's plans and finally captures Patricia, feeling that they will trap Ladd when he comes to save her. Cushing is wrong and when Ladd saves Patricia, it costs Cushing and Troughton their lives. King Arthur knights Ladd and gives him Patricia's hand in marriage.

Title Changes

Univ.-Int'l.: **"Land of Fury"** is the new title for "The Seekers." (Stars Jack Hawkins; J, Arthur Rank Organization produced).

Allied Artists: **"God's Angry Man"** is the new title for "John Brown's Raiders." (Stars Raymond Massey; Charles Marquis Warren directed).

Columbia: **"It Came From Beneath the Sea"** will be the release title of "Monster Beneath the Sea." (Sam Katzman produced).



"Tonight's The Night"

(Allied Artists) Technicolor 88 Min.

Cast: David Niven, Yvonne De Carlo, Barry Fitzgerald, George Cole, Robert Urquhart.

Credits: An Associated British Pictures Corp. Production; Produced and Directed by Mario Zampi; Screen play and original story by Jack Davies and Michael Pertwee.

This is a terrifically funny British comedy that should do top business everywhere. An Associated British Pictures production, the film boasts a lot of American marquee strength in the names of David Niven, Yvonne De Carlo and Barry Fitzgerald. The studio preview audience rocked with laughter throughout the film. Although it will do top business in the general market, this film can be booked into art houses and stay as long as it wants. Word of mouth on the film should insure it long runs. The picture is lensed in some beautiful Technicolor and is an achievement for Mario Zampi, already a celebrated film figure, who has topped his previous work with his production and directing on this one. The three topliners are all expert and deliver their comedy lines with great skill. The story premise, based on the ghost of O'Leary Night as well as a heel, Niven, inheriting the lands and possessions of his well-loved uncle, has hilarious upon hilarious sequences.

At 83, Gen. A. E. Matthews is killed and the villagers and his servants mourn him. David Niven, his nephew, inherits the estate but is disliked by Yvonne De Carlo, who sets out to prove him a heel. All the villagers, including Barry Fitzgerald, George Cole and Joseph Tomelty, plot separately to drive Niven from the estate. On traditional O'Leary Night, when the ghost of the first O'Leary walks the halls of the manor, bedlam breaks loose. At the height of the hysteria, a new will is brought in by the village priest, naming Major Michael Shepley as the real heir. Because Shepley is as well liked as the late general, the villagers rejoice and Niven and Yvonne leave together.

"Cry Vengeance"

(Allied Artists) 81 Min.

Cast: Mark Stevens, Martha Hyer, Skip Homeier, Joan Vohs, Douglas Kennedy, Don Haggerty, Cheryl Callaway, Warren Douglas, Mort Mills, John Doucette, Lewis Martin, Dorothy Kennedy.

Credits: Produced by Lindsley Parsons; Directed by Mark Stevens; Screen play by Warren Douglas and George Bricker.

"Cry Vengeance" is a very good melodrama that has above average box office potential. The story of a former policeman who has been framed and whose family was killed in a mob bombing, the film is the first directorial effort of Mark Stevens and it is a top credit for him. An action feature, the film moves fast throughout with Stevens serving as his best actor. He injects a lot of top thesping in the part of the vengeful cop, whose face is scarred as a result of the bombing. The screen play deftly welds the action together, encompassing both San Francisco atmosphere and the Alaskan tang of Ketchikan in the film. Martha Hyer delivers solidly as the femme lead, while Skip Homeier is strong support as the key heavy. The film's strong title should be a good marquee help along with Stevens' name.

Stevens is released from prison with urge for revenge still burning within him. Joan Vohs, the gun moll of Skip Homeier, who killed Stevens' family, tips him off that the man he is seeking to avenge himself on, Douglas Kennedy, is in Ketchikan, Alaska. An ex-gangster, Kennedy, with his daughter, Cheryl Gallaway, and his henchman, Mort Mills, is a respectable citizen of Ketchikan. Stevens arrives in town and meets Martha Hyer, a saloon owner, who is attracted to him. Homeier arrives right after Stevens and kills Kennedy making it look as if Stevens did it. Then Homeier shoots Joan, who with her dying confession tells Stevens that Homeier is responsible for all his grief. In a frantic chase to flee Stevens, Homeier is killed and Stevens flies off with Martha waiting for him, telling Cheryl that he will be back.

Producing Costs Rise Abroad, Lopert Says

Ilya Lopert, exhibitor-distributor who recently finished producing "Summertime" in Italy under City Investing Co. and Lopert Films Distributing Corp. financing, has disclosed that production costs for an independent foreigner in that Mediterranean country have climbed approximately 400 percent in the past five years.

His picture, filmed in English and starring Katherine Hepburn, was "canned" in 100 days but it could have been done in half that time if it were shot in the U.S., Lopert ventured. He is planning to make at least one film a year on his own, he revealed, with a domestic locale possible for the next.

Lopert noted that his company, together with City Investing, is now finishing a three-picture deal with Six Alexander Korda.

Loew's Quarter Dividend

Directors of Loew's Inc., have declared a regular quarterly dividend of 25 cents on outstanding common stock, payable Dec. 24 to holders of record Dec. 7.

ents

BURT LANCASTER

CRUZ"

LOR BY TECHNICOLOR

with
RGE MACREADY
EST BORGNINE

and introducing
SARITA MONTIEL

Story by
RDEN CHASE · JAMES HILL

Produced by
ECHT-LANCASTER PRODUCTION



NEW HAVEN

Nick E. Brickates has been upped from managership of S-W's Garde, New London, to the post of Conn. dist. mgr., succeeding the late James F. McCarthy. . . . Robert Francis and May Wynn, stars of Columbia's "They Rode West," will meet Hartford press representatives at a luncheon at the Statler Hotel on Dec. 2. Event is being arranged by George E. Landers, Hartford div. mgr. for E. M. Loew, and John Markle, Columbia exploiter. . . . Albert M. Pickus, owner of the Stratford Theatre, has been named to the board of directors of the Stratford Chamber of Commerce.

Conn. drive-ins which closed for the winter include Manchester, Bolton Notch; East Hartford, S. Windsor; Sky-Vue, Torrington; Rogers Corner, New Hartford; Portland, Portland. . . . Ray McNamara, Allyn, Hartford, sent an aide through lobbies of six downtown hotels paging Bing Crosby on opening night of "White Christmas." . . . Andy McDonald, Conn. dist. mgr. for Brandt Theatres, tied up with a Stamford music store on "Star Is Born," playing at the Palace, with ticket stubs worth 75¢ toward purchase of the record album.

Leonard Sampson, Bob Spodick and Norman Bialek turned over their Empress Theatre, Norwalk, to the Elks for a benefit vaudeville revue one night recently. . . . George E. Landers, Hartford div. mgr. for E. M. Loew, became a grandfather for the third time, with birth of a baby girl to Dr. and Mrs. Ben Vicas in San Francisco.

NEW ORLEANS

Bill Arnold, veteran Hallmark roadshowman, has taken over the franchise distribution of Hallmark's "Karamoja" and "Half-Way to Hell" in the New Orleans exchange area. Arnold will make his headquarters at 1103 Bellvue Place, Jackson, Miss. . . . CinemaScope equipment was recently installed in the Gonzales Drive-In, Gonzales, La., owned by Percy Guitreau and Irving Zeller. . . . The local WOMPI organization is sponsoring distribution of the New Orleans Tuberculosis Assn. Christmas Seal trailers. . . . Dr. W. Tate sold his Regal Theatre at Gulfport, Miss. to Lonnie Hooker. . . . Mrs. W. Smith completed a CinemaScope installation in the Smith Theatre, Picayune, Miss.

NEW YORK

A long term lease was consummated by brokers Berk & Krumgold for the 1,600-seat Corona Theatre in Jackson Hts. The lessee, G. S. and D Amusement Corp., headed by Goldman and Dubin, have already started rehabilitation of the theatre, to include large screen, CinemaScope and a new air-conditioning system. Lessor is Interboro Circuit, headed by Solomon M. Strausberg. . . . "Hell's Gate," winner of the grand prize at the 1954 Cannes International Film Festival and first Japanese film in color to be shown here, will have its American premiere at the Guild Theatre as the Christmas holiday attraction, according to Norman W. Elson, pres. of Guild Ents. Edward Harrison is distributing the film in the U. S. . . . "Lili" will take its leave from the Trans-Lux 52nd St. Theatre after an unprecedented 95-week run.

PHILADELPHIA

Universal, Paramount and Columbia have filed separate actions against Amusement Enterprises, Mt. Carmel, Pa.; Imperial Amusement Co. and others, alleging false attendance figures reported on percentage films. . . . Ben Harris, American Films, is handling the combination of "Westerner" and "Dead Ends Kids," scheduled to break in 35 key runs on a day-and-date basis. . . . Leonard Mintz will sell Walt Disney product locally, while Mort Magill is resigning as UA branch mgr. to become division sales mgr. for Disney in this area. . . . Rumored on Vine St. that Mickey Greenwalt is becoming associated with Exploitation Pictures.

Edwin A. Karpen's Edgement Theatre changed its name to the Bridesburg. . . . Isadore Sley is out of the hospital following surgery. Also home after a minor operation is Moe Verbin, gen. mgr. for Charles Stiefel's theatres. . . . Charles Goldfine's South Philadelphia Drive-In is on weekend operation for the winter. . . . New members of Variety Tent 13 are S. David Friedman, Joseph R. Friedman and Benjamin Katz. . . . At Lansdale, Pa., the marquee of the Lansdale Theatre was damaged when hit by a tractor-trailer truck. . . . Joe Crowl, veteran exhibitor of Oxford, Pa., passed away.

Stan Friedman is now booking for the Harrison Theatre in Westchester, and the Lawndale in Philly. . . . Wm. Greenfield is inaugurating a policy of vaudeville for the recently reopened Riviera. Greenfield also plans a burlesque policy for the Carmen Theatre. . . . The Egyptian Theatre will close Dec. 1 for three weeks of renovations. . . . The Lyric in Landisville is going on a Spanish film policy. . . . The Strand at 12th & Girard now has CinemaScope.

Victor Amusement Co. closed the Tamaqua at Tamaqua, Pa. John F. Gillespie, pres. of the company, was elected pres. of Northumberland County Unit of the American Cancer Society. . . . Norman Kaplan reopened the Buttonwood in Buttonwood, Pa. . . . James and Rocco Castrignano's Midway Drive-In near Wilkes-Barre settled its suit against the major film companies and was granted a run of 30 days after Wilkes-Barre.



Helping to map strategy for the 1954-55 Federation of Jewish Philanthropies of New York's fund in the amusement division are (seated, l. to r.): Sam Rosen, Adolph Schimel, drive chairman; S. H. Fabian and Joseph Willen, Federation executive director. Standing (l. to r.) are: George F. Dembow, Irving Caesar, William G. Brenner, Samuel Rinzler, Saul Jaffee, Solomon Strausberg, Harold Rinzler and Malcolm Kingsberg.

Watch These Dates!

Dec. 5-7: Oklahoma City—Theatre Owners of Oklahoma convention.

Dec. 6-8: Memphis, Tenn.—MPTO of Arkansas, Mississippi and Tennessee — Gayoso Hotel.

Dec. 7: Boston — Independent Exhibitors, Inc. Convention—Hotel Bradford.

Dec 29: Chicago—Allied Theatres of Illinois 24th anniversary celebration—Chez Paree.

PROVIDENCE

The Bay State Drive-In is featuring "Early-Bird" shows on Saturdays and Sundays, with doors opening at 4:30 P.M. and the show starting at 5. . . . Following the lead recently set by the Quonset Drive-In, the Boro Drive-In on the Boston-Providence Road in N. Attleboro, has been experimenting with triple-feature shows. On the first program was "About Mrs. Leslie," "Crazy Legs," and "Badman's Territory." . . . Saturday afternoon bargain matinees are being promoted at the Community, Centredale, neighborhood house. For 25¢, adults and children are treated to a solid hour of colored cartoons, a serial and a feature presentation. . . . The Uptown, Broadway nabe, is offering the 1955 edition of the Encyclopedia-Dictionary-History book with an adult admission plus a 50¢ service charge at all Thursday and Friday shows.

PORTLAND

Portland Film Club closed its headquarters at 1965 NW Lovejoy because booking procedures have reduced the number of people on Film Row. . . . Mgr. Martin M. Foster advises that "Vanishing Prairie" broke a house record when it went into its 7th week at the Guild Theatre. . . . Portland Paramount Theatre Corp., headed by Mrs. H. Jenson and son, has been dissolved. . . . "Symphony On Skiis," a 2-hour film, was shown at Portland's Bagdad Theatre, with proceeds going to the development of Mt. Hood skiing.

The Northwest's first combination indoor-outdoor theatre, the Auto Drive-In, was opened four miles west of Moscow, Idaho, on the Pullman-Moscow Hyway. Owned and operated by Edgar H. Metzgar, it will operate during the summer as an outdoor unit, and in bad weather and the winter months as an indoor theatre, with CinemaScope for 518 patrons. . . . Simplex X-L stereophonic sound and CinemaScope were installed in the Liberty Theatre, Orgeon City, Ore. . . . The Eugene Drive-In at Eugene, Ore., installed Simplex X-L stereophonic sound.

F. K. Haskell, IFJ correspondent for the

(*Continued on page* 62)



TOP EXHIBITOR RATINGS

of

1953-1954

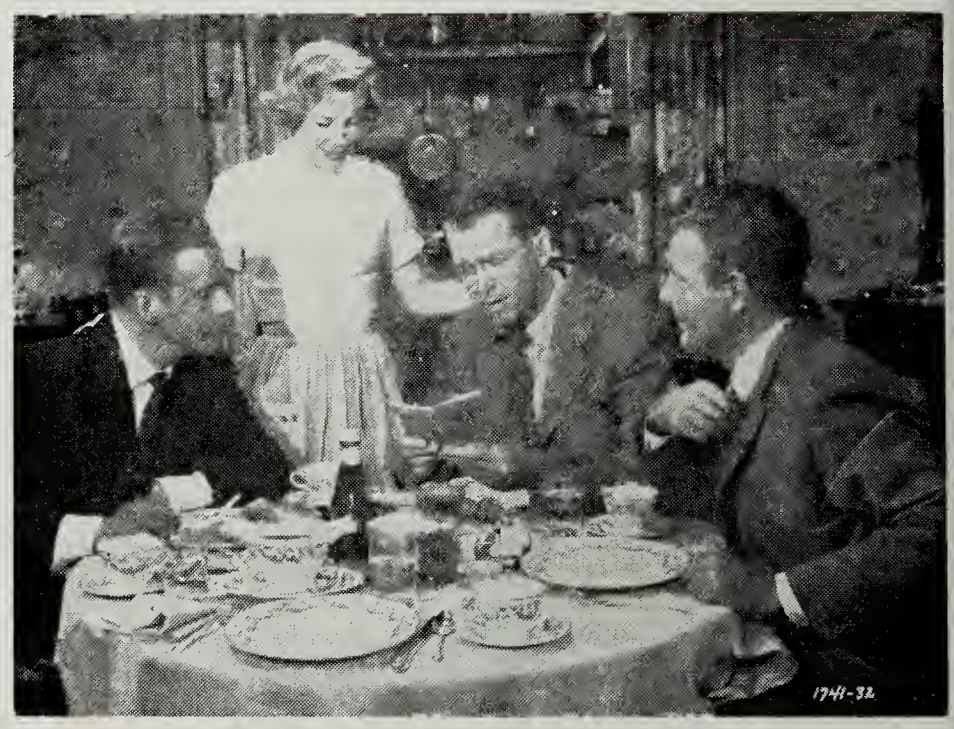
ten money



1 FROM HERE TO ETERNITY
(Columbia)



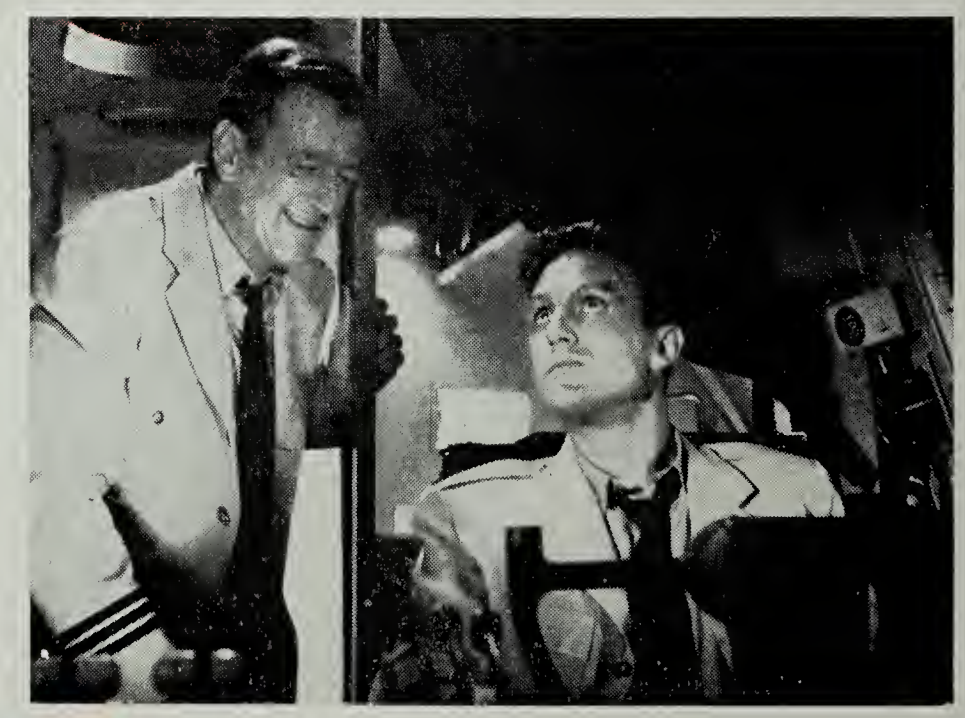
3 THREE COINS IN THE FOUNTAIN
(20th-Fox)



4 THE GLENN MILLER STORY
(Universal)



7 HOW TO MARRY A MILLIONAIRE
(20th-Fox)



8 THE HIGH AND THE MIGHTY
(Wayne-Fellows-Warners)

top pictures



2

THE ROBE
(20th-Fox)



5

STALAG 17
(Paramount)



6

THE LONG, LONG TRAILER
(M-G-M)



9

HONDO
(Wayne-Fellows-Warners)



10

THE MOON IS BLUE
(Preminger-United Artists)

ten money



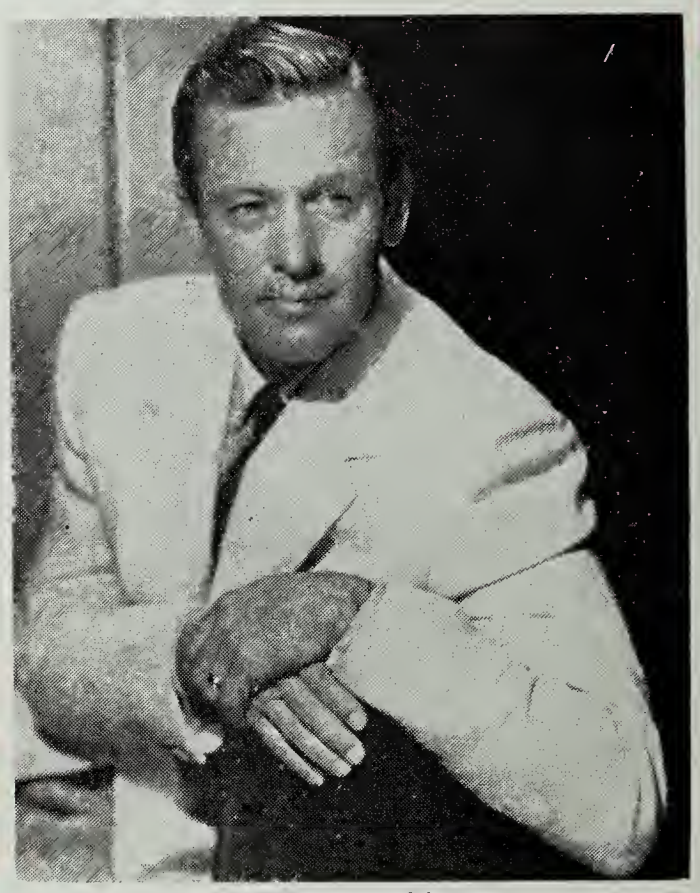
1

John Wayne



3

James Stewart



4

William Holden



7

Gary Cooper



8

Gregory Peck

top actors



2

Burt Lancester



5

Dean Martin & Jerry Lewis



6

Marlon Brando



9

Danny Kaye



10

Clark Gable

ten money

1



Marilyn Monroe



3

Audrey Hepburn



4

June Allyson



7

Jane Russell



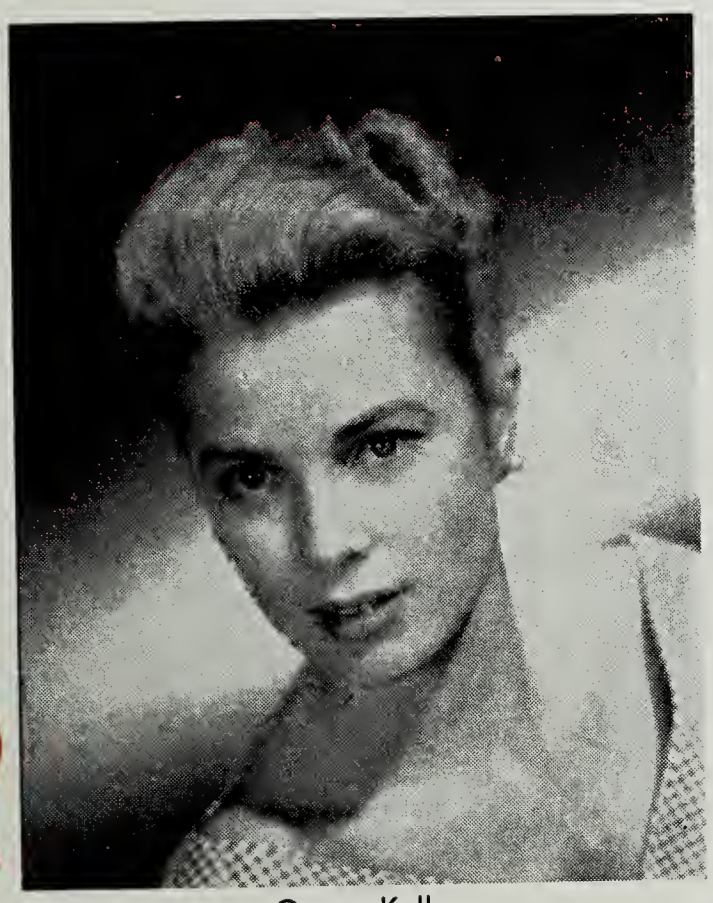
8

Susan Hayward

top actresses



2 Ava Gardner



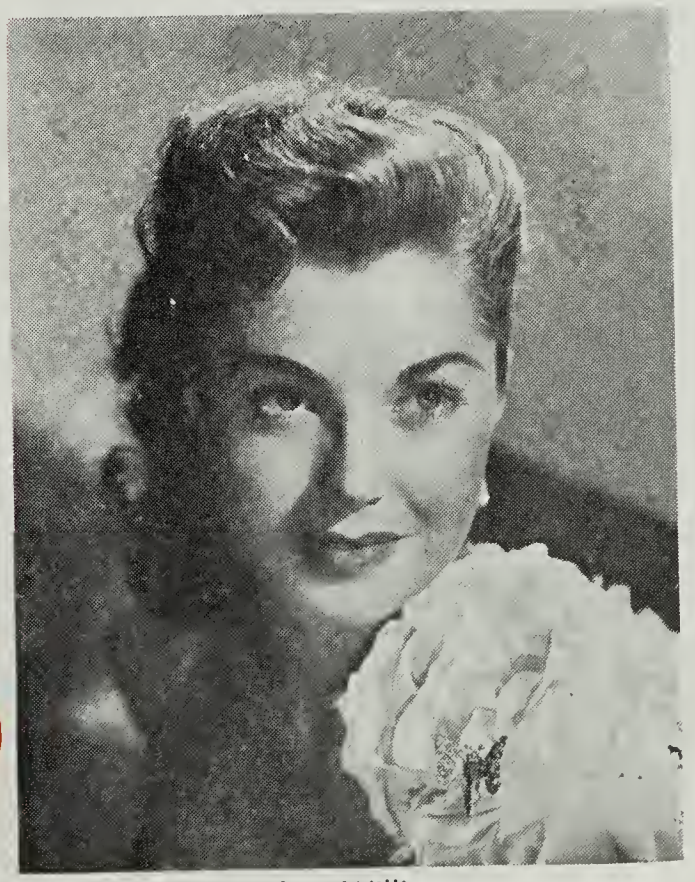
5 Grace Kelly



6 Jane Wyman

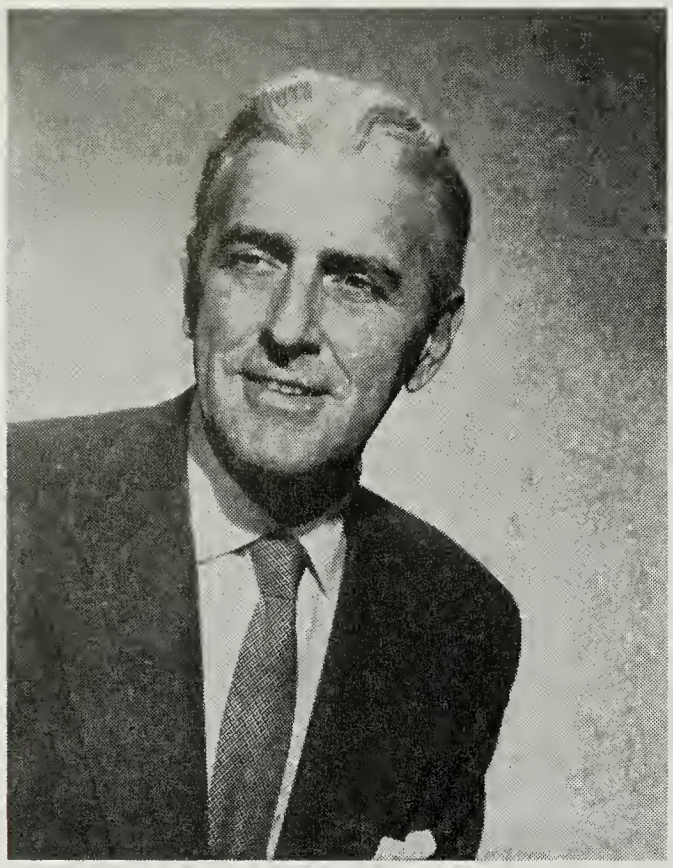


9 Elizabeth Taylor



10 Esther Williams

ten money



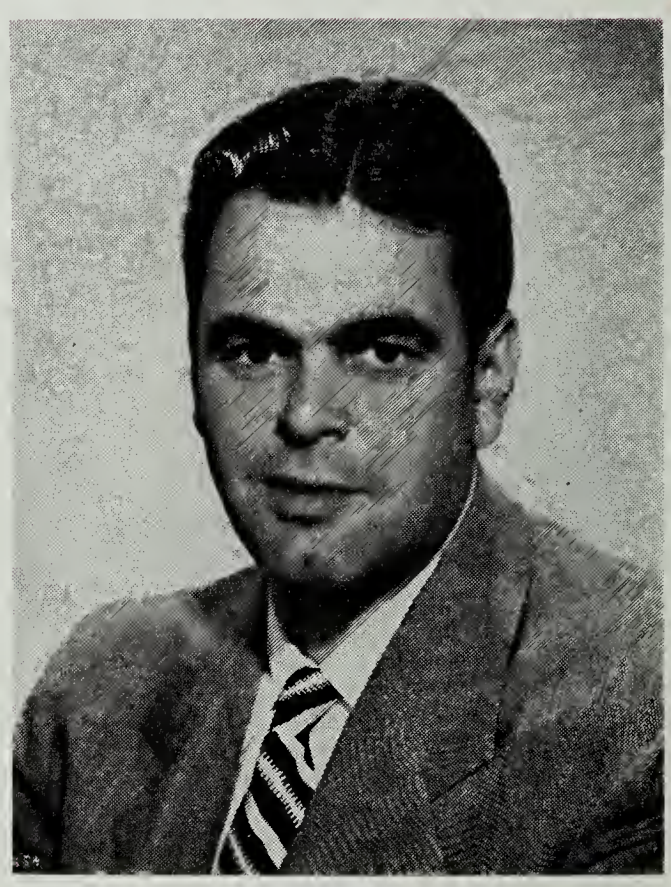
1

Buddy Adler



3

Fank Ross



4

Pandro Berman



7

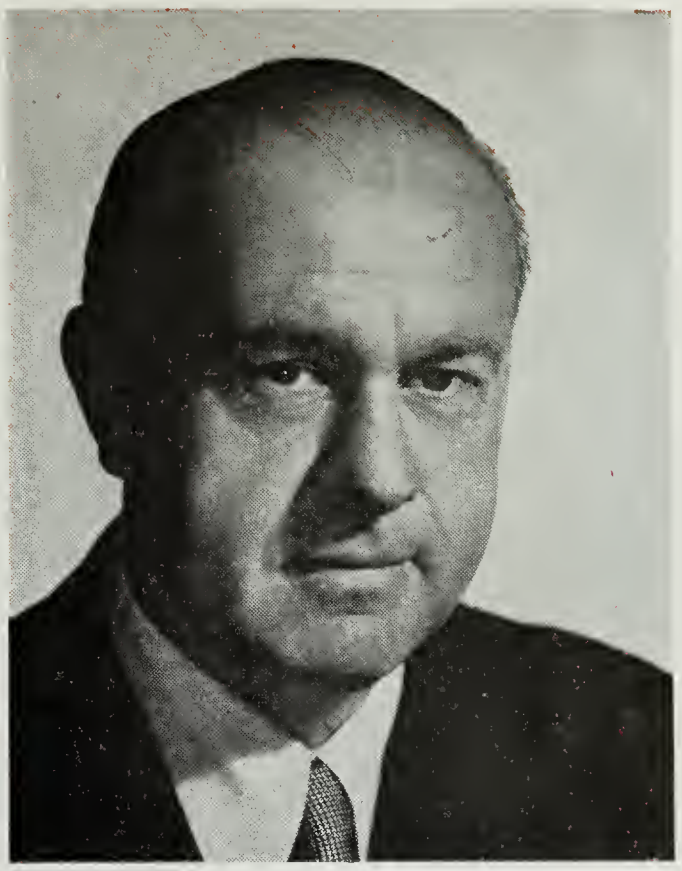
Nunnally Johnson



8

Walt Disney

top producers



2

Sol C. Siegel



5

Hal Wallis



6

Robert Fellows



9

Aaron Rosenberg



10

Joe Pasternak

ten money



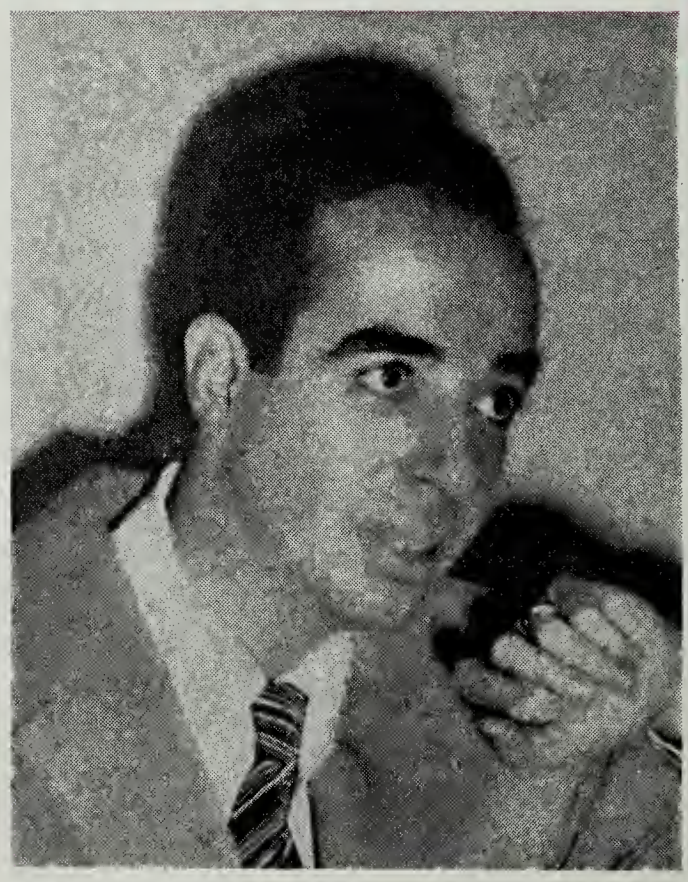
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Fred Zinnemann



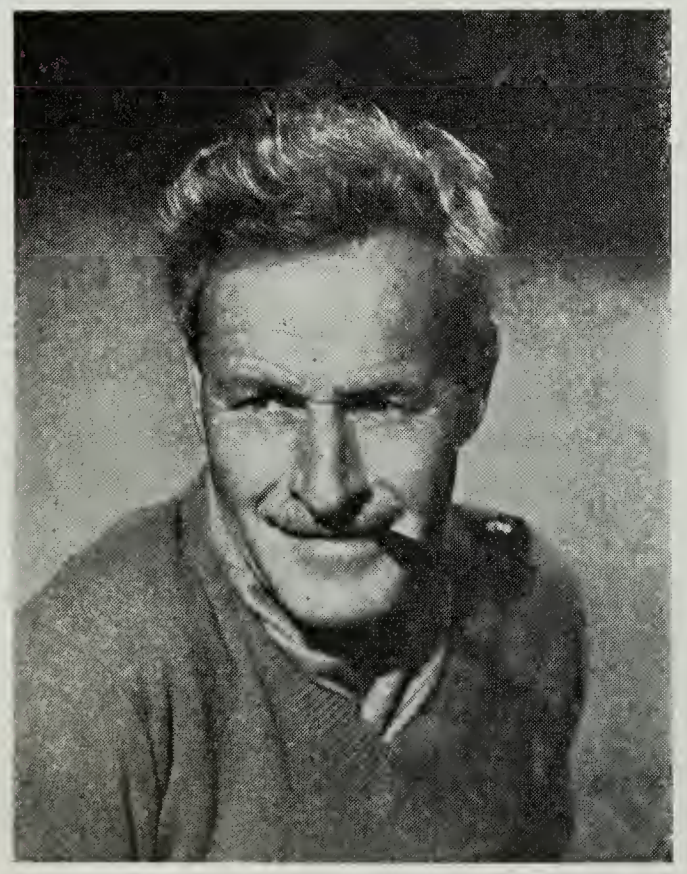
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Henry Koster



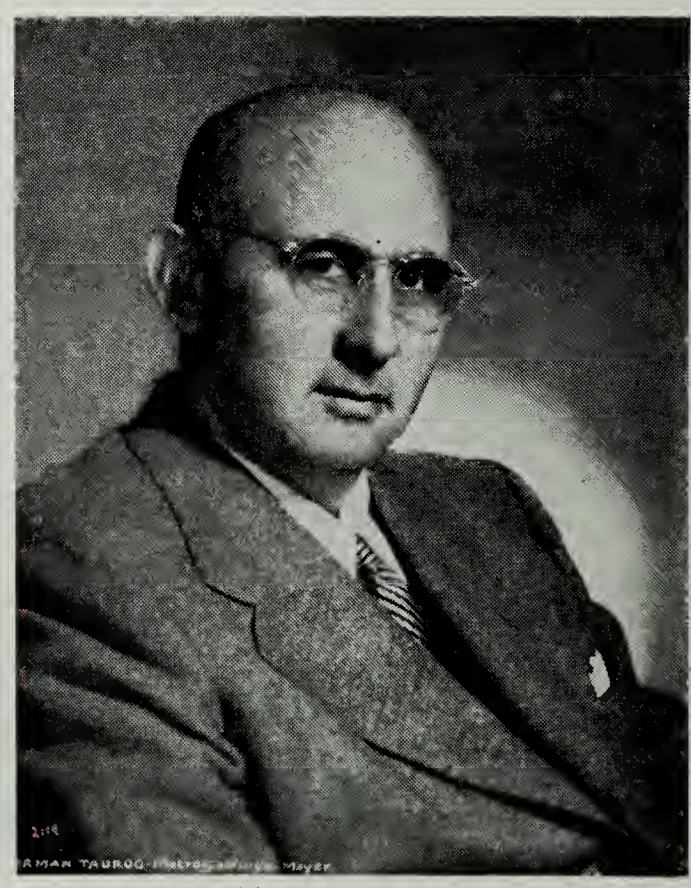
4

Vincente Minnelli



7

William Wellman



8

Norman Taurog

top directors

2

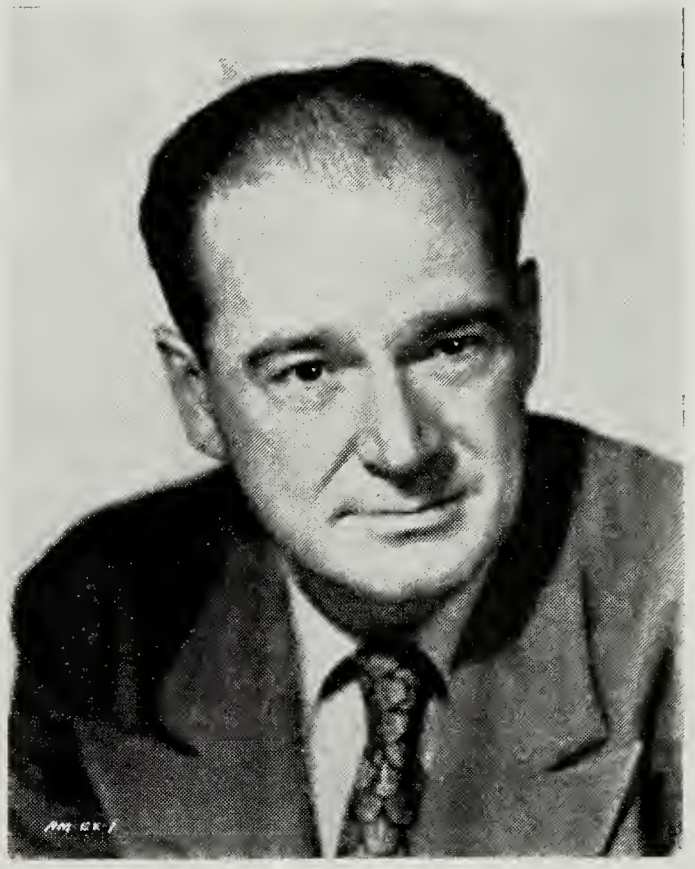


Jean Negulesco



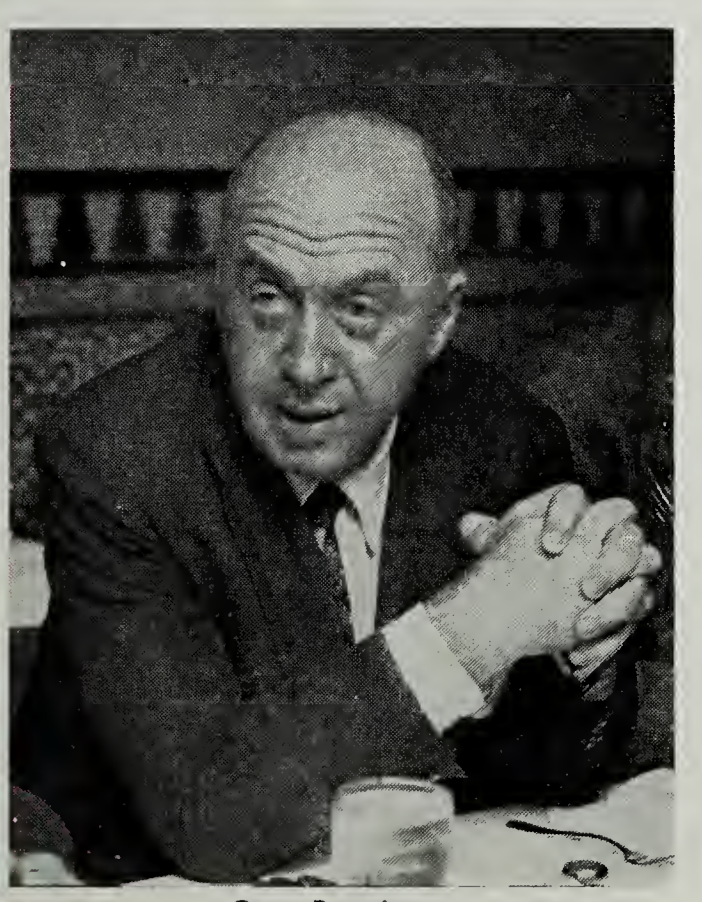
5

John Ford



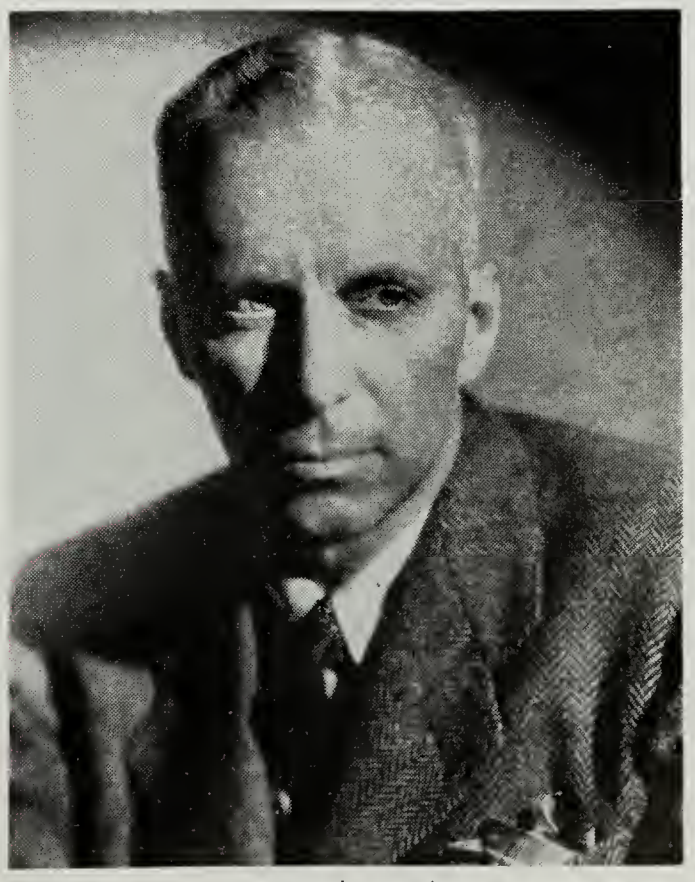
6

Anthony Mann



9

Otto Preminger



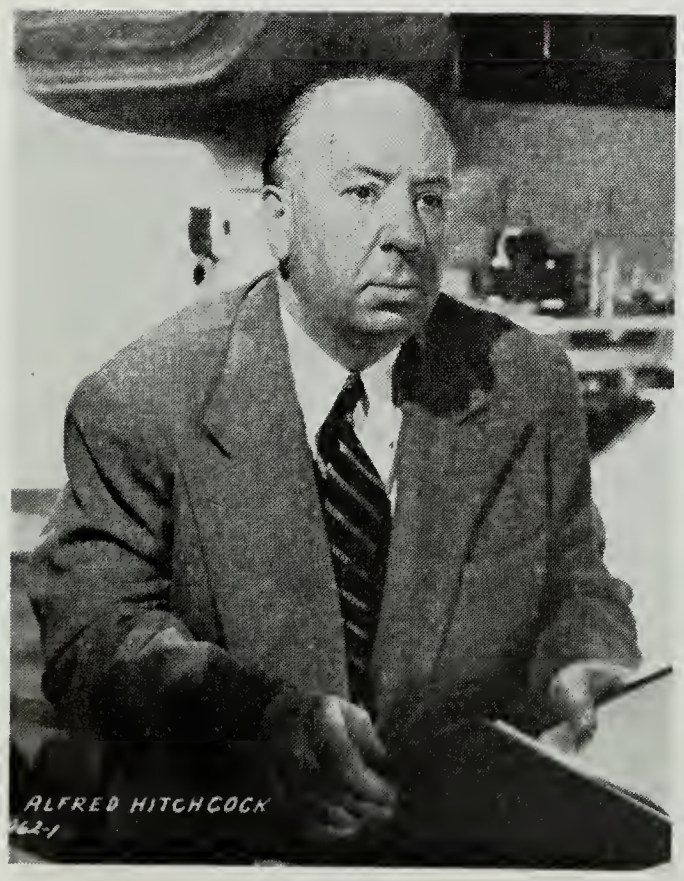
10

Howard Hawks

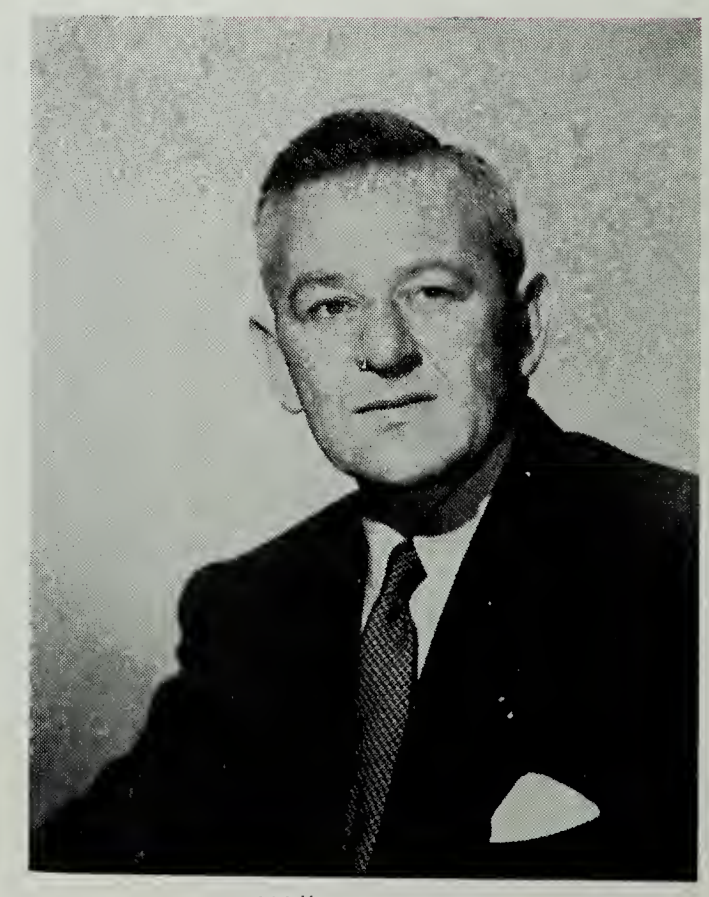
top money producer–directors



Billy Wilder



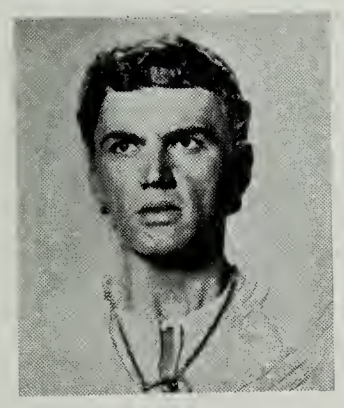
Alfred Hitchcock



William Wyler

most promising personalities

MALE


Edmund Purdom


Richard Burton


Jack Lemmon


Keefe Brasselle


Jay Robinson

FEMALE


Maggie McNamara


Sheree North


Pat Crowley


Suzan Ball


Anne Bancroft

top dramatic performance

Actor


William Holden


Marlon Brando


Montgomery Clift

Actress


Audrey Hepburn


Deborah Kerr


Shirley Booth

top comedy performance

Actor


Danny Kaye


Martin & Lewis


Alec Guinness

Actress


Lucille Ball


Maggie McNamara


Judy Holliday

top cowboy stars

1



Roy Rogers

2



Audie Murphy

3



Charles Starrett

4



William Elliott

5



Gene Autry

TOP MONEY ART FILMS



1. LILI

2. GENEVIEVE

4. THE LIVING DESERT

3. THE CAPTAIN'S PARADISE

5. THE CRUEL SEA

top money foreign language films

1. SEVEN DEADLY SINS
2. FANFAN THE TULIP
3. LE PLAISIR

top money shorts

1. TOOT, WHISTLE, PLUNK AND BOOM
2. TOM AND JERRY
3. BUGS BUNNY
4. MAGOO SERIES
5. VESUVIUS EXPRESS

Special Editors' Awards

METRO-GOLDWYN-MAYER — For contributing a much-needed show business innovation via the inauguration of its Ticket-Selling Workshops for the benefit of exhibitors throughout the land.

DISTRIBUTORS CORPORATION OF AMERICA — A fortunate combination of key exhibitor-distributor personnel under the supervision of Fred J. Schwartz, this new outfit by its announced plans augurs to release a host of top-line attractions to theatres.

SPYROS P. SKOURAS — For maintaining an enterprising pace in his leadership of the industry in CinemaScope.

DON HARTMAN — For leading the creative efforts of his studio, Paramount, into one of the most successful years in its history.

ALLIED ARTISTS — Under the presidency of Steve Broidy, this corporation has taken rapid steps in signing top creative artists such as William Wyler, Billy Wilder and John Huston in order to break into the major releasing arena.

HELEN DEUTSCH — For working artistic magic in her creation of the original screen play of "Lili."

HECHT-LANCASTER PRODUCTIONS — For the combined contributions of Harold Hecht and Burt Lancaster, long a successful independent team and now releasing through United Artists as a prime unit; in days when a dearth of quality films looms ominously, H-L furnish product which meets the quantity and quality specifications of the moment.

JERRY WALD — For the string of money attractions emerging from Columbia Studios, where he is executive producer.

NUNNALLY JOHNSON — Whose efforts at producing, directing and writing are consistently in the fore of Hollywood's creative artists.

SAM ZIMBALIST — For continuing to travel the far-flung and exotic corners of the globe, in "Mogambo," to produce exciting and lucrative motion pictures.

DANIEL TARADASH — For a masterful job of transforming a best-selling novel into an important and electrifying screen play with "From Here to Eternity."

GEORGE PAL — For his imaginative use of the medium to combine fantasy, drama and sensation in "The Naked Jungle."

SPENCER TRACY — For adding another niche to his memorable gallery of screen performances with his role in "The Aetress."

FRANK SINATRA — For a solid performance in "From Here To Eternity," which portends a new dramatic career for this entertainer, who rose to the fore as a vocalist.

HARRIET PARSONS — For producing "Susan Slept Here," one of the most vivacious and popular comedies of the motion picture year.

"EXECUTIVE SUITE" — For the artists, craftsmen and executives at M-G-M who collaborated on a highly momentous, tasteful and successful dramatic film.

SAM KATZMAN — For his continuing devotion to the serial, an entertainment form which is still the mainstay of matinees the world over.

KIM NOVAK — A rising star on the horizon, Miss Novak is designated as the actress who has displayed the maximum of promise since the Exhibitorating Poll was completed.

BING CROSBY — Who consistently proves in his screen performances that he is one of the most talented and versatile performers of this or any other day.

ALEC GUINNESS — Whose comic performances are supplying growing numbers of patrons with priceless moments of joy.

BOB HOPE — Who has provided millions of movie-goers with entertainment and countless exhibitors with box office support.

WALTER WANGER — For re-emerging full-force as a vanguard industry producer, as evidenced in the dramatic power and financial success of "Riot in Cell Block 11."

DALE EVANS — For being once again the foremost feminine western star; due to her acting skill and magnetic personality as "Queen of the West," Miss Evans has had no difficulty in holding her throne.

FRITZ LANG — For demonstrating still another time his mastery at directing the sizzling and suspenseful — "The Big Heat."

ROBERT L. LIPPERT—A Showmanship Award for recognizing the absorbing documentary value of "The Cowboy" and promoting the picture with his own unique brand of showmanship.

"Thanks to the

INDEPENDENT EXHIBITORS"

John Wayne



ROY ROGERS *"King of the Cowboys"*

and TRIGGER *"Smartest Horse in the Movies"*

RADIO—*NBC Network—Sponsor, Dodge Motors*

TV—*NBC Network—Sponsor, Post Cereals*
A Division of General Foods

Rodeos and Personal Appearances

Little Golden Records and Bell Label Recording Artist

Merchandise Tie-ups:
Roy Rogers Enterprises
1418 N. Highland Ave.
Hollywood 28, Calif.

Exclusive Management
Art Rush, Inc.
1418 N. Highland Ave.
Hollywood 28, Calif.

Public Relations
A. L. Rackin
1418 N. Highland Ave.
Hollywood 28, Calif.



DALE EVANS *"Queen of the West"*

RADIO—*NBC Network—Sponsor, Dodge Motors*

TV—*NBC Network—Sponsor, Post Cereals*
A Division of General Foods

Rodeos and Personal Appearances

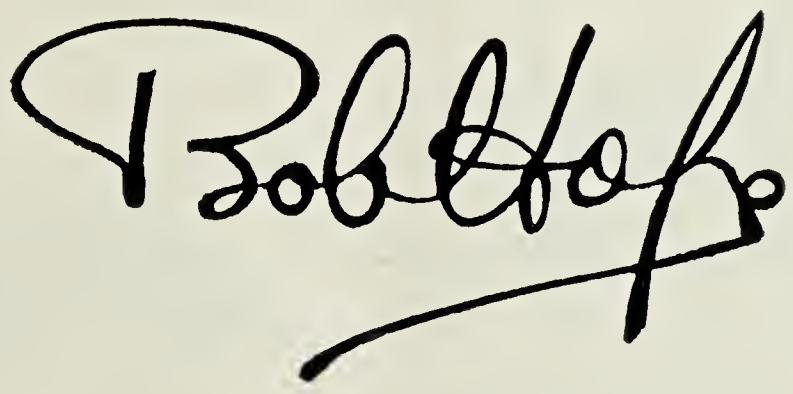
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1418 N. Highland Ave.
Hollywood 28, Calif.

Bing



Again our sincere thanks
to the exhibitors
for their continuing support



DEAN



JERRY



COLUMBIA PICTURES

looks forward

with confidence

and pride in its product

as the unprecedented

boxoffice success of

"FROM HERE TO ETERNITY"

"THE CAINE MUTINY"

and

"ON THE WATERFRONT"

is being followed by

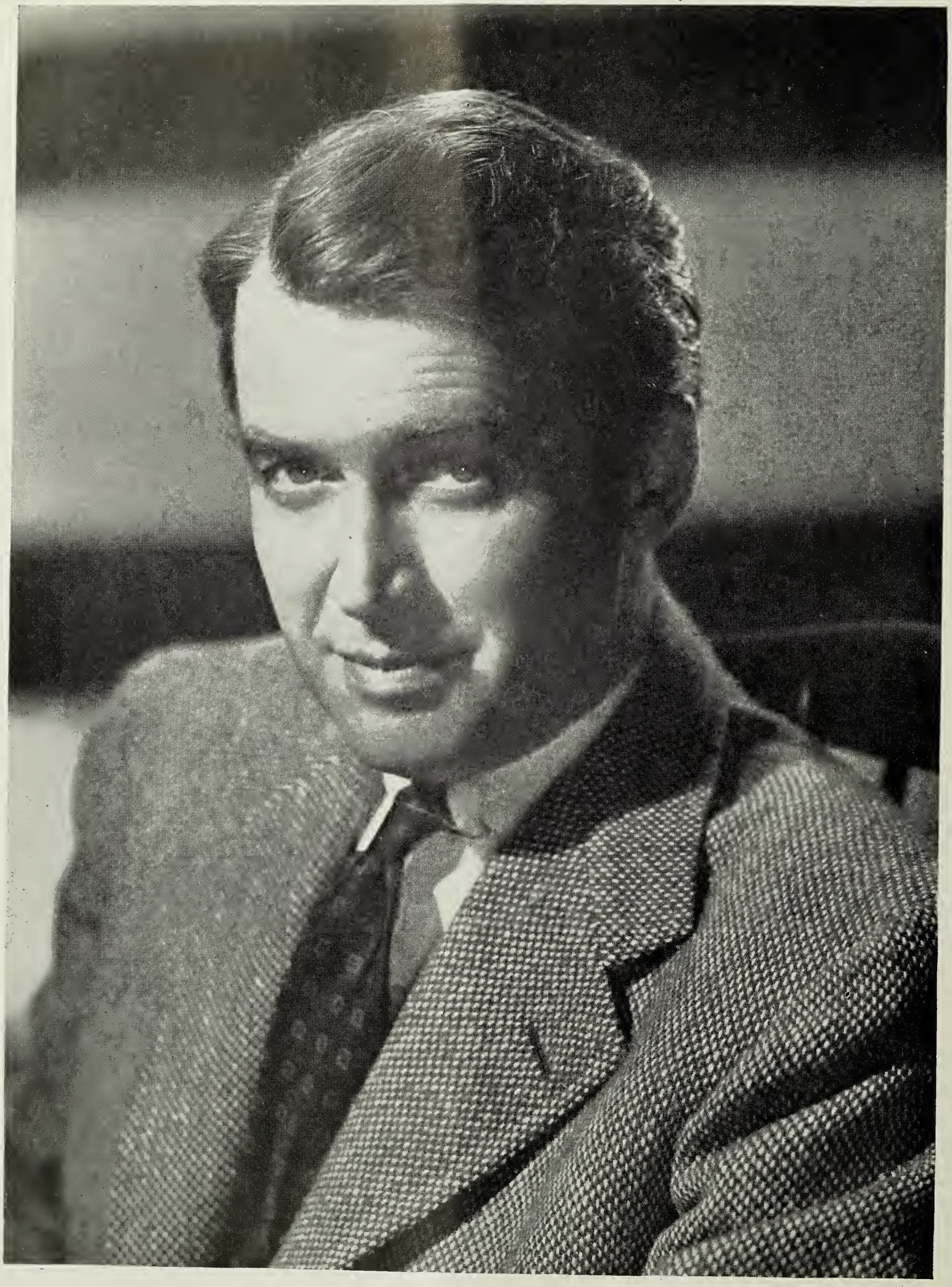
"PHFFFT"

"THE VIOLENT MEN"

"THREE FOR THE SHOW"

and coming soon

"THE LONG GRAY LINE"



JAMES STEWART

thanks, exhibitors

burt lancaster -:- harold hecht

and the

hecht-lancaster organization

BILLY WILDER

THE SEVEN YEAR ITCH

THE SPIRIT OF ST. LOUIS

Thank You, Exhibitors

FRANK SINATRA

Thank you for the

Showmanship Award for

"THE COWBOY"

• ● •

Watch for

"THEY WERE SO YOUNG"

January release

ROBERT L. LIPPERT

My deepest appreciation to the Independent Theatre Owners of America for voting me NO. 1 TOP MONEY PRODUCER *and "From Here to Eternity"* NO. 1 TOP MONEY PICTURE *in the 1953-54 poll.*

It is with the same high hopes for our mutual success in 1954-55 that I am now devoting myself to these productions at 20th-Century-Fox:

SOLDIER OF FORTUNE

starring

CLARK GABLE

Directed by Edward Dmytryk. From the novel and screen play by Ernest F. Gann, author of "The High and the Mighty."

THE TOKYO STORY

Directed by Samuel Fuller. Screen play by Harry Kleiner.

VIOLENT SATURDAY

From the forthcoming novel by William L. Heath, published by Harper & Bros.

THE LEFT HAND OF GOD

Directed by Edward Dmytryk. From the novel and serial by William E. Barrett. Screen play by Alfred Hayes.

. . . Buddy Adler

PERSONALITIES

. . . in the news



Signing the first run contract for Universal-International's "High and Dry" at the Coronet and Studio Theatres, Detroit, are (l. to r.): film's star Paul Douglas, Albert Dezel, Coronet; Joseph Rosen, U-I manager; and William Flemion, Studio Theatre.



The Coast press preview of Universal-International's "So This Is Paris" attracted a glittering contingent of film personalities to Graumman's Chinese Theatre. Shown here are Morris Weiner, U-I head of industry relations, George Douglas, manager of operations, and their wives.



Watching them shoot Republic's "Magic Fire" on location in Bavaria is Richard W. Altschuler, company's director of world-wide sales, with Academy-Award winning cameraman Ernie Haller, star Rita Gam, associate producer-director William Dieterle, and actress Valentina Cortesa.



Just returned from a business tour of Europe is prominent New York exhibitor Jack Heyman, together with Mrs. Heyman. Heyman is operator of the Alden Theatre, N. Y. C., and an active member of the Independent Theatre Owners Association since its inception.

Keep Your Boxoffice Eye On These Money Pictures For The 1955 Exhibitoratings Poll!

"TONIGHT'S THE NIGHT"

Color by Technicolor

starring DAVID NIVEN · YVONNE DeCARLO · BARRY FITZGERALD

☆

"THE WARRIOR"

Photographed in Cinemascope

starring ERROL FLYNN · JOANNE DRU · PETER FINCH

☆

"THE ANNAPOLIS STORY"

Color by Technicolor

starring JOHN DEREK · DIANA LYNN · KEVIN McCARTHY

☆

"SHOTGUN"

Print by Technicolor

starring STERLING HAYDEN · YVONNE DeCARLO · ZACHARY SCOTT

☆

"GOD'S ANGRY MAN"

starring RAYMOND MASSEY · DEBRA PAGET · JEFFREY HUNTER

☆

"THE BIG COMBO"

starring CORNEL WILDE · RICHARD CONTE · BRIAN DONLEVY

Coming From The Company That's Moving Ahead!

ALLIED ARTISTS

PORTLAND (cont'd.)

(*Continued from page 32*)

Portland area, recently had his novel "Valley of the Santiam," accepted for publication by Vantage Press of N.Y. and manuscript is now in the hands of the story dept. of U-I. . . . Chuck Charles has been appointed city mgr. for the Jesse Jones theatres at Sweet Home, Ore. . . . Ivan Hore appointed mgr. of J. J. Parker's Riviera Theatre, Astoria. . . . Mrs. Kenneth W. Cockerline recently installed CinemaScope in her Moreland Theatre, Portland, as did Ike Geller in his Walnut Park Theatre. . . . Don Hassod, former asst. mgr. at Evergreen's Fox Theatre is now with the U.S. Color Co. as asst. to Dean Child.

ST. LOUIS

Lester R. Kropp, co-gen. mgr. of Wehrenberg Circuit, was reelected pres. of the Missouri-Ill. Theatre Owners and installed at the closing banquet of the organization's 36th annual convention along with Thomas James as v.p.; Joseph Ansell, treas.; L. J. Williams, secy.; John Meinardi, sgt.-at-arms; and Myra Stroud, managing secy. Regional v.p.'s elected were Paul Krueger for St. Louis, T. D. Medley for Missouri and Eddie Clark for Ill. Mrs. Rose Hearle of Columbia Pictures was crowned "Miss Film Row of 1954" at the largest convention in MITO history. . . . About 180 theatres in this film area are now equipped to show all the new processes.

The 756-seat Lafayette in St. L., owned by St. L. Amuse. Co., reopened. It was shut in July because of breakdown of the cooling system. . . . Mr. and Mrs. Roy Hess donated their Girard Theatre in Girard, Ill. for a show sponsored by the local Chamber of Commerce for the children of Unit School District No. 3. . . . Just outside this city, in Berkeley, plans are underway for a 50-acre amusement center by Wm. H. Zimmerman, who heads the $300,000 project. It will include a swimming pool, driving ranges, tennis courts, playground and many other novelty gimmicks. . . . Frisina's 615-seat Avalon Theatre at Lawrenceville, Ill., managed by Earl Stevens, is being modernized to include a 14x27 screen and new Super Panatar lenses.

St. Louis Lodge 10, CMPS of America, will meet Dec. 4 at the Hotel Melbourne to hear a report on the recent national convention of film salesman in Chicago. Officers will also be elected. . . . Chrisman, Ill. is the smallest community in the State showing CinemaScope features—at the Empire Theatre. . . Tom Bailey, M-G-M mgr., presided at a meeting of exchange managers to arrange for this area's participation in distribution of "This Is Your Army." . . . Edwin Meyer of the Rockne Theatre, Palmyra, Ill., appointed postmaster of that town. . . . The 260-seat Neoga Theatre at Neoga, Ill. was reopened by Kermit A. Busbur under a plan that provides cooperation from local merchants.

Mr. and Mrs. Fred M. Young closed the 275-seat Norton Theatre at Mascoutah, Ill. because of poor business. . . The Richard Wades closed their Pike Theatre at Griggsville, Ill. Other interests are said to be considering reopening of this 300-seater. . . . George Pliakos, Regal Theatre owner, was in Jewish Hospital for a physical checkup. . . . Burglars broke into the Sharon Theatre at Bunker Hill, Ill. and made away with $260. Thos. Baker is the owner. . . . The Esquire Theatre at Springfield, Ill., operated jointly by Frisina and Kerasotes, was reopened after being dark for six months. Jim Reavy is mgr.



Joint promotional campaigns on Universal-International's picture and the Dial Press book by Roger Fuller, both entitled "Sign of the Pagan," are here being discussed by Charles J. Feldman (seated), Universal v.p. and gen. sales mgr.; Jim Silberman (left), Dial Press; and Ray Moon, Universal asst. gen. sales mgr.

SALT LAKE CITY

Sale of the 640-seat Bonnie Theatre at Helper, Utah, by Naida Montes to Mario Marchino of Price, Utah, was recently announced. Mrs. Montes is a daughter of Wm. and Elsie Littlejohn, and it will be the first time in 27 years that a member of the Littlejohn family is not associated with the theatre business. . . . A fund is being raised for the family of Bob Shaw, M-G-M shipper, who succumbed to polio a few weeks ago. . . . It is reported that the Lippert franchise is closing out in Salt Lake City.

Lou Sorensen, mgr. of the Utah Theatre, has set "20,000 Leagues Under the Sea" as the Christmas attraction here. . . . Harry Belafonte, star of "Carmen Jones," saw the film here for the first time at a special screening. It will be shown soon at the Villa and Rialto theatres day and date. . . . The Villa Theatre in Malta, Mont. will open around the 1st of Jan. with 80 Heywood-Wakefield Relax-Recliners.

A new Walker American screen has been placed in operation at the Orpheum Theatre in Whitefish, Mont. . . . The Star Theatre of Fairfield, Mont. installed a new screen in anticipation of CinemaScope. . . . CinemaScope and Simplex S-L stereophonic sound were installed in the Fergus Theatre at Lewistown, Mont. . . . The Survant Theatre of Glasgow, Mont. now has CinemaScope.

SAN FRANCISCO

Blumenfeld Theatres have indefinitely postponed opening of the Esquire at Stockton. The circuit's Park in Lafayette will be closed for an indefinite period on Dec. 19. . . . David Bolton, pres. of Trans-California Theas., installed a CinemaScope screen at the Belmont Drive-In, Belmont. An RCA stereophonic mixer and Carl Ziess anamorphic lenses are part of the equipment. . . . The Paramount just completed repainting its marquee and vertical sign. . . . Loew's Warfield will spend $50,000 on a new vertical that will be seen from both sides of Market St.

The N.Y. office of Cinerama has engaged Louis L. Williams to take over management of the local theatre. Williams' former post as mgr. of Fox West Coast's Cinema Theatre, goes to Wayne Glasgow, who steps up from asst. . . . Norman Copple was upped from doorman to student asst. at the Warfield. . . . The NewsVue on Market St., formerly owned by General Theatrical, is now owned and operated by William Captain, an independent. The house is a 280-seat grind.

The benefit premiere of "Desiree" at the 4651-seat Fox Theatre grossed $13,320 and it is estimated that when expenses have been deducted, the charity to be designated by the Newspaper Guild will receive between $3,000 and $4,000. 20th-Fox paid for the live telecast of the premiere and Fox West Coast Theas. paid for the dinner at Trader Vics. . . . The National Labor Relations Board has granted the Office Workers International Union a hearing on Nov. 30 to decide whether they will give IATSE Local F-17 permission to transfer.

SEATTLE

Tokay Theatre in Raymond, Wash., owned and operated by Dwight Spracher, has been redecorated and now boasts complete Simplex X-L stereophonic sound, new screen, drapes and carpeting. Job was supervised by John A. Riley of National Theatre Supply. . . . Joseph Danz, owner of the Embassy Theatre, Seattle, passed away. . . . Recent CinemaScope installations were made at the Avalon Theatre, Bellingham; McCleary Theatre, McCleary; Leavenworth Theatre, Leavenworth, Wash., and the Blue Fox in Grangeville, Idaho. . . . The Brown Theatre at Snohomish, Wash. reopened under management of Ken Leckvold.

CinemaScope and a Walker screen were installed at the Uptown Theatre, Port Townsend, and a new Walker American screen at the Tonasket Theatre, Tonasket. . . . Simplex sound system and projectors were installed in the Coliseum Theatre at Skagway, Alaska. . . . The Coliseum Theatre in Seattle now has CinemaScope and stereophonic sound. . . . National Theatre Supply installed new Alexander Smith carpeting in the Fifth Ave. Theatre, Seattle.

RKO To Demonstrate Latest Production Aid

RKO-Pathe will demonstrate a test of a procedure which utilizes television as a means of cutting time and costs in movie-making at the annual convention of the Public Relations Society of America at the Roosevelt Hotel next week. The new process, still in an early stage, allegedly combines Dumont Laboratories' latest invention, the Dumont Teleye, a miniature television camera, with a standard 35mm. Mitchell movie camera.

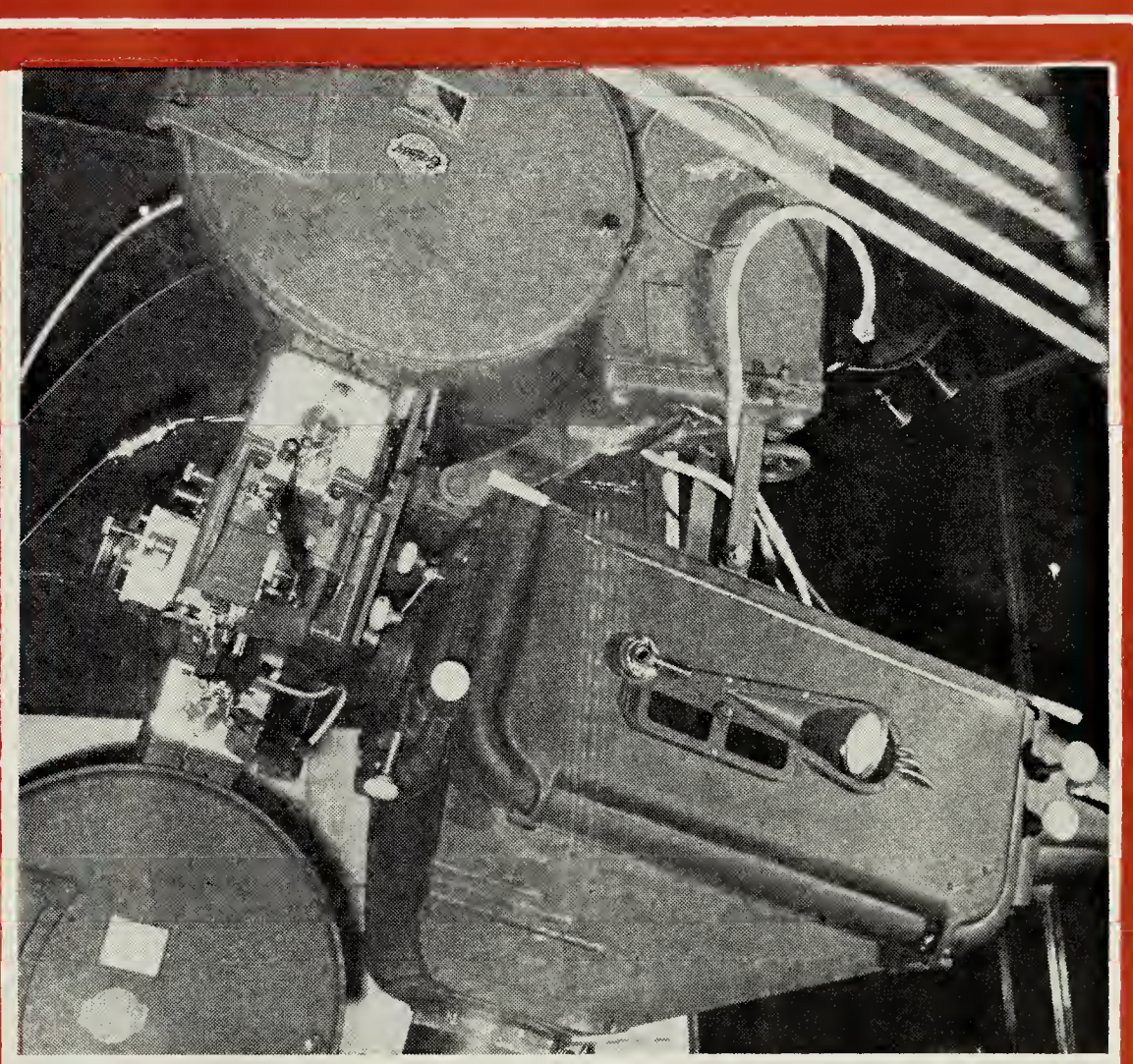


Welcoming Sol C. Siegel to Paramount where he will make a number of top pictures are Y. Frank Freeman (right), Paramount vice-president and studio head, and Don Hartman (center), executive producer.

DEVOTED TO THE BEST INTERESTS OF

YOUR THEATRE





Horizontal VistaVision Projector

Safety Hints Offered

Altec Services Explained

New Popper Introduced

England Goes Perspecta

latest Super Snaplites
Will Varied Demands

WIDER OZONER SCREENS URGED

TESMA-TEDA Trade Show Highspots





Highspots at the recent TESMA-TEDA trade show, held in Chicago in conjunction with the annual Theatre Owners of America convention, included the meeting (above) of L. A. Mitchell of Monarch Theatre Supply, Memphis, (right) with Vera-Ellen, actress and convention guest. E. D. Martin, newly elected TOA president, looks on. Attracting industry visitors to the trade show was (below) the Radiant Super Panatar booth, at which that company's products were displayed.

Wider Airer Screens Advocated

The Motiograph Co. has prepared a circular designed particularly for drive-in theatres, in which the advantages of wider screens for ozoners are explained. The brochure gives a run-down of the equipment needs of the drive-in exhibitor who plans to make the suggested improvements.

While recommending that the drive-in screen be increased both in height and width, the Motiograph folder notes that the size and proportion of the screen is to some extent a matter of individual taste and advises exhibitors to seek the guidance of equipment dealers.

Equipment needs are categorized under the headings of lenses, arc lamps, filters, power source, current supply, sound equipment and projectors. Under the first heading, Motiograph recommends that "fast anti-reflection coated lenses be purchased as the use of cheap slow lenses could nullify some of the light gained from the use of higher amperage arc lamps."

The brochure states that "the most important item of equipment needed are new arc lamps," adding that "it is absolutely essential that arc lamps giving the most screen illumination be purchased." The company recommends reflector-type arc lamps with rotating positive carbon mechanisms operating at 85 to 135 amperes and condensor-type lamps operating at 160 to 180 amperes.

In discussing sound equipment, the brochure recommends the purchase of equipment for the playing of four-track magnetic sound. The company claims that the extra expense is compensated for by the superior results obtained. The Motiograph Co. itself manufactures a line of equipment to meet the needs of theatre owners. Some of this equipment is described in the brochure.

New Cretors Poppers Introduced To Trade

NASHVILLE.—The new Cretors Corp. popcorn machine, designed by Raymond Loewy Associates, has been introduced to the trade by the company in Cretors distributor showrooms. The machine is finished in white enamel on the front and red on the sides, and has been designed to give a three-dimensional effect.

The top consists of two Lucite sections, the lower one in white and the upper half in yellow. Production features include an 18-oz. steel kettle with replaceable heating elements; a four-cubic ft. stainless steel elevator well; an automatic pushbutton seasoning pump, and forced air heat circulation to keep the corn fresh and crisp regardless of atmospheric moisture.

Popper case doors are of tempered glass with magnetic catches to keep the doors closed without the aid of mechanical fasteners. A stainless steel drop shelf with magnetic catches is also provided. All controls except the elevator crank are grouped at eye level in the Lucite top.

RCA Handles Chairs, Plastics

CAMDEN, N. J.—The Griggs line of theatre chairs and "Cinemaplastic," a new vinyl plastic compound for brightening and weatherproofing drive-in theatre screens, have been added to the line of theatre products distributed by the engineering products division of RCA, according to company reports.

The Griggs line includes five basic chair types, each with several variations, to meet the budget, design and climate requirements of indoor and drive-in theatres, according to J. F. O'Brien, RCA theatre equipment sales manager. Types range from fully upholstered chairs to all-veneer hardwood seats designed for use in warm, damp climates.

"Push-Back" Seat

Feature of the line is the "push-back" chair which moves out of the way of patrons passing through the aisles. With a slight backward pressure by the occupant, the chair slides back to provide adequate passing space. The chair returns to normal position when the pressure is relaxed. It was developed by the Krochler Public Seating Division and later acquired by the Griggs Equipment Co.

Both new products will be distributed by RCA theatre supply dealers with installations of the chairs handled by Griggs personnel, according to the report. All upholstered chairs are available in a wide choice of fabrics and leatherette coverings for matching indoor motifs, according to O'Brien.

Cinemaplastic, manufactured by Protective Coatings, Inc., is said to be applicable also for indoor screens. It allegedly has a light reflectance exceeding 93 percent and represents an economical solution to the light and brightness problems of drive-in operators who are converting to wide screen, according to O'Brien.

Spray Application

The report adds that the solution is easily applied by spray, brush or roller and waterproofs and weatherproofs the theatre screen while providing extra depth, clarity and brightness to the projected picture. Further advantages claimed include durability, no flaking, chipping or peeling and the ability to withstand temperature extremes ranging from 40 degrees below zero to 180 degrees above, Fahrenheit.

The vinyl plastic material is applied in two coats. The base silver coat contains ingredients for depth and reflectiveness. The top white coating retains the characteristics of the base coat and enhances the brightness and clarity, the company claims.

Altec Services Explained In Firm's New Booklet

The story of the Altec Service Organization is told in a new booklet, "The Altec Service Man," published this month by the company and being distributed to theatres throughout the country. The illustrated booklet outlines the advantages the company feels is brought with an Altec service contract.

The company points to its force of 200 field engineers who service the more than 6,000 exhibitors currently maintaining an Altec service contract. It notes that its research and development engineering division is constantly directing and evaluating new sound techniques.



GIVE IT ALL YOU CAN with

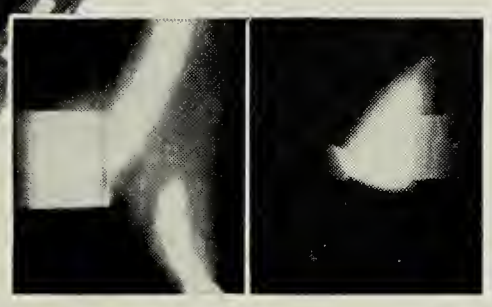
NATIONAL
TRADE-MARK

PROJECTOR CARBONS

■ Bigger screens, faster optics, the latest in sound systems — all these are important, audience-building additions. But no one can reasonably expect them to do more than embellish and support the *picture* — which is *light.*

Make sure your presentations give the full value that's on the film by using a "National" carbon trim best suited to your screen requirements.

See your supply-house representative or write to National Carbon Company for advice. Either one will be more than glad to help.



THE PICTURE IS LIGHT...
GIVE IT ALL YOU CAN
with "NATIONAL" CARBONS

The term "National" is a registered trade-mark of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY

A Division of Union Carbide and Carbon Corporation • 30 East 42nd Street, New York 17, N.Y.

Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

IN CANADA: Union Carbide Canada Limited, Toronto

Two New Lenses

Latest Kollmorgen Super Snaplites Fulfill Varied Projection Demands

Two new, fast Super Snaplite f/1.7 projection lenses have been announced by the Kollmorgen Optical Corp. The company claims that the lenses have a true speed of f/1.7 in all sizes, thus producing maximum light and the greatest possible uniformity in screen illumination. The lenses are allegedly high grade anastigmats, affording excellent image sharpness and contrast.

The Super Snaplite f/1.7 lens is intended for applications where vignetting, caused by the projector mechanism, causes no problem. The Super Snaplite f/1.7X has been designed for use in projectors where the lens mount encroaches on the light path when short focal length lenses are used. This lens is designed to eliminate most of the vignetting.

Both the Super Snaplight f/1.7 and f/1.7X lenses are available in focal lengths from two to four inches inclusive, in one-quarter inch steps. When used as recommended with old or new projectors, no changes in lamp house or projector mechanism are necessary, the company claims.



f/1.7 MODEL

The company has just published a new catalog on its Super Snaplight projection lenses, with a screen chart included for the figuring of proper focal length lenses for any installation. The catalog describes in full the f/1.7 and f/1.7X lenses, explaining that both are one-piece mounts, with coated optics throughout and an anodized finish.

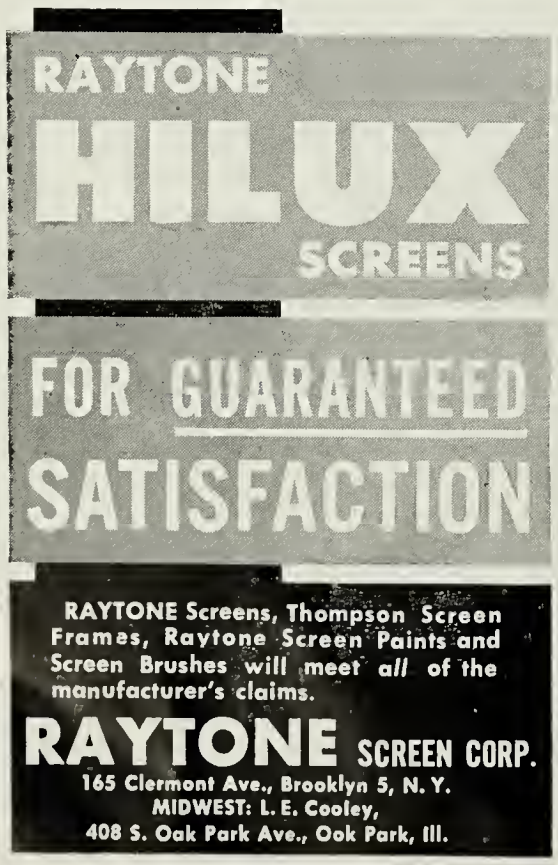
This last quality has been incorporated to prevent rusting, chipping and peeling. Fittings are said to be available to adapt these lenses to all currently manufactured professional projectors.

The catalog includes also descriptions of the company's Super Snaplite f/1.9 and f/2.0 lenses. The f/1.9 lens is also available with a four-inch diameter for extra long-throw projection. These latter lenses are available on special order only.

Theatre Safety Hints FurnishedInBooklet

An illustrated booklet entitled "Your Guide to Safety as a Theatre Employee" has been published by the accident prevention department of Association of Casualty and Surety Companies. The association is a non-profit organization wholly maintained by 68 casualty and surety insurance companies to perform public service.

The booklet consists of a series of do's and don'ts for theatre employees in their daily operation of a motion picture theatre. Information such as the safest way to change marquee signs, points of inspection in the projection booth, cautions against gadgets, etc., are included in the booklet. It concludes with some advice on off the job safety.



Hires' Refrigerators Can Store Hot Dogs

The Charles E. Hires Co., manufacturers of Hires root beer, is making a 1600 or 1800 frankfurter capacity refrigerator an integral part of the eight and ten-foot units of their Snack Bar, designed for use by theatre concessions, the company reports. The snack bar comes also in six-foot length for use in smaller houses.

The Hires snack bar can be provided for either ice or electrical cooling, the company notes. It is complete with a sink for hot and cold running water and is allegedly easily connected to a supply line. Sales appeal is stressed in the design, which is a combination of stainless steel and oak.

Available with a 50 roll capacity moist heating unit, it has a 150 roll storage bin, built-in cup dispenser, waste containers, frankfurter grill, fluorescent lighting and a revolving sign. The unit includes also the Hires keg, which has become a symbol of the company's product.

McAuley Urges Screen Suit Theatre's Needs

CHICAGO.—Use of a screen which particularly suits the individual requirements of the theatre is advised by J. E. McAuley Mfg. Co., makers of Peerless projection apparatus, in a statement of policy outlined to "set right" any misleading claims about reflective surfaces.

The company maintains that it takes "no arbitrary stand on the question of the superiority of flat, curved, non-reflective or reflective surface screens" and that "there are many very fine and distinctly different types of screen available . . . it is only a matter of selecting the right one to suit his (exhibitor's) projection conditions."

Magnasync Aides Offered Exhibs

A three-color decalcomania carrying the message "This Theatre Equipped with Four-Track Magnetic CinemaScope Stereophonic Sound" is being offered, free of charge, to all theatres so equipped by the Magnasync Manufacturing Co. The decal, planned for box office windows, is part of the all-industry stereo sound promotional campaign announced by D. J. White, Magnasync president.

This display piece, as well as all other material connected with the campaign, carries no reference to Magnasync. The plan is to stimulate general public interest in stereophonic sound, with no brand name mention of the several sound systems being offered by manufacturers.

The company has also developed a "Stereoette" display, designed to impress the public with the advantages of stereophonic sound. The package, consisting of the display and a supply of the descriptive folders, could be made available to theatres for approximately $150, the company estimates.

Triple Enclosure

The Stereoette display consists of a triple speaker enclosure incorporated into a lobby display. The stereo sound is piped into the speakers from the booth during the screening of four-track magnetic stereophonic pictures. A push-button and timing device in the display make possible a two-minute demonstration. In some instances, the exhibitor could choose to let the sound play continuously.

The patron is invited to "hear the wonder of CinemaScope stereophonic sound." He is asked to push the button in order to get a demonstration of the sound. He is asked also to take a copy of the descriptive folder, with which the display is equipped. The illustrated folder gives a simple explanation of the working of stereo sound.

White contends that exhibitors equipped with full stereophonic sound should be encouraged to stress that fact with every means at their disposal. He emphasized that the Magnasync name appears nowhere in this promotion, with the purpose being to sell the public on stereo sound and letting his company's product compete in the open market.

Three British Houses Gain Perspecta Units

Following New York's pattern — which recently saw pictures with Perspecta Stereophonic Sound simultaneously in the Radio City Music Hall, Capitol and State Theatres and in 49 in-town Loew's Theatres — London, England is also going Perspecta, according to word received by Perspecta Sound, Inc.

In the West End, the Empire Theatre (M-G-M), Warner Theatre (Warner Bros.) and the Plaza Theatre (Paramount Pictures), with a total seating of 6,413, are currently presenting product with Perspecta Stereophonic Sound. The figure compares with 10,170 seats which comprise the rest of the premiere and first run theatres in London's West End.

Born to be re-born
. . . again and again



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New Altec Stereophonic Package Provides Full Sound Control Unit

A new package stereophonic amplifier system has been announced by Altec, which is calling the package the Altec S-15 stereophonic system. The package provides complete amplification, changeover facilities and all controls necessary for either three or four channel stereophonic installations, the company declares.

The Altec S-15 is available in two models: the S-15A and S-15B. The S-15A contains amplifiers for three channels only but is wired so the fourth surround channel may be added at any time. The S-15B is fully equipped for four channel stereophonic sound.

Simple switching provides either magnetic equalization or optical equalization for use with Perspecta Sound, according to the report. The S-15 allegedly has sufficient power for theatres seating as many as 1,200 and can be used with additional power amplifiers for larger theatres.

Easily Mounted

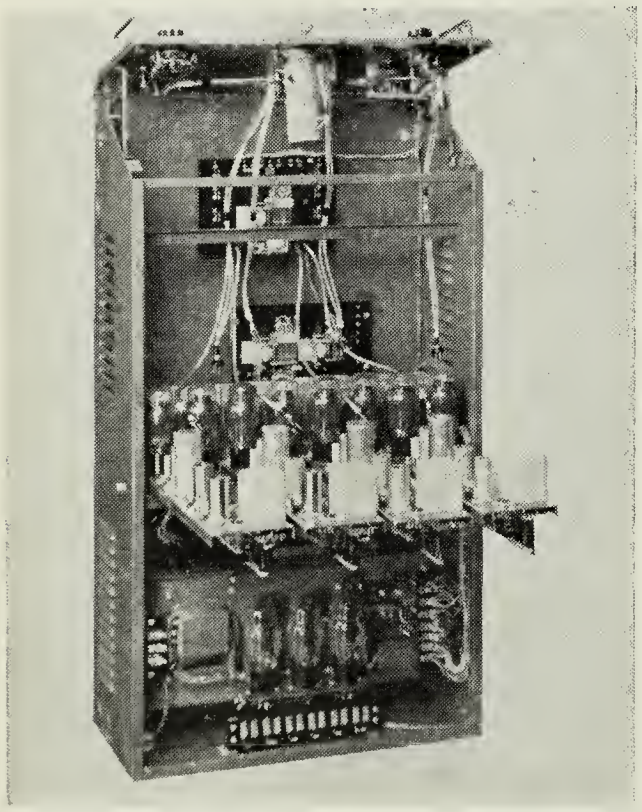
The unit is said to be compact enough for mounting between machines or anywhere in the booth, either on the floor or attached to the wall. Since the entire system is complete, connection of the input to penthouse reproducers, output to stage, auditorium and monitor speakers, and power supply to AC connection places the system in immediate operating condition.

To assure maximum quality for every theatre, simple screwdriver adjustments for low and high frequency equalization are provided on each amplifier, the company claims.

Operating controls consist of: main power switch, fuse and pilot light; changeover switch; Stereo and optical switch with indicator lamps; main gain control (Daven step type with three sections driven by common shaft); surround speaker gain control and monitor speaker selector.

Push button stations with indicator lights are provided for remote machine and system changeover. The top panel, containing all controls, is slanted for good visibility. It is hinged for access and permits removal of the cabinet front for amplifier servicing. Each channel amplifier is constructed on a separate chassis and may be independently pivoted to a horizontal position for complete access to tubes and components.

In addition the amplifiers allegedly can be removed and replaced in three minutes. The power supply, common to all amplifiers, has a coke input filter for good regulation, with three parallel rectifier tubes providing a large safety factor and long life.



View of the new Altec Lansing S-15 stereophonic system for theatres with capacities up to 1,200 seats demonstrates what the manufacturer terms quick accessibility to all components and circuits for inspection and testing purposes. Each channel amplifier, constructed on a separate chassis, may be independently pivoted to horizontal position for fast access to tubes and components. Altec Lansing designed the S-15 for houses requiring high quality, low maintenance and simple installation in a popular price range.

Ampex Stereosound Suits Many Tracks

Redwood City, Calif.—A motion picture theater sound system capable of reproducing CinemaScope magnetic stereophonic sound, single track magnetic sound, single track optical sound and PerspectaSound is now being marketed by the Ampex Corporation.

In announcing the availability of the new combined optical-magnetic system, Jim Mahon, theater equipment sales manager, said the price for a complete system, including all facilities for three-track CinemaScope sound, was about equal to the cost of simply replacing the aging single track optical sound systems still used in many theaters.

"For little more than what he spends in replacing worn-out optical sound equipment with modern high fidelity amplifiers and speakers, the theater owner can now have facilities for playing every type sound track in existence," Mahon said. "The new Ampex optical-magnetic system replaces all sound equipment currently in the booth except the optical soundheads and the power supplies for the photo-electric cells."

As supplied by Ampex, unless specially ordered, the system does not include the integrator needed for PerspectaSound. However, complete switching facilities for Perspecta are provided so that only the addition of the integrator is necessary, should the theater owner wish to use that medium. The integrator is available from Ampex at extra cost.

A single box mounted on the front wall of the projection booth provides facilities for selecting magnetic, optical, Perspecta or phonograph sound; for changeover between projectors, and for controlling sound volume.

Alexander Plans Bonus

J. Don Alexander, president of Alexander Film Co., Colorado Springs, has announced that his firm will pay a $76,000 year-end bonus to the more than 500 members employed at the home studios. In addition, the firm will pay a cash dividend of one dollar per share to common holders of record Nov. 26. Alexander also stated that his organization will have paid nearly $3,000,000 in screening payments to Alexander theatre partners during the year 1954.

Healthy Trend Noted In Sales By Kodak; Quarterly Net Listed

Eastman Kodak Company's third-quarter sales showed an improving trend and in total almost equaled the high level of the 1953 third quarter, the company has reported. Net earnings in the quarter showed a very good gain over the 1953 figure, according to Thomas J. Hargrave, chairman, and Albert K. Chapman, president.

Sales in the third quarter were $152,714,860 or just two-tenths of one percent below $152,958,756 for the corresponding 1953 quarter. Consolidated net earnings were $18,824,501 up 51 percent over the $12,434,802 in the 1953 quarter. Third-quarter earnings equaled $1.07 per common share in 1954 on 17,402,261 shares outstanding compared with 71 cents in 1953 on 17,374,496 shares.

Sales of $430,846,992 for the 1954 three quarters (36 weeks ending Sept. 5) were off 1.9 percent compared with $439,340,926 for the same period last year.

Earnings before taxes for the three quarters were $100,458,076, down 11 percent from $112,949,175 for the same period in 1953. After taxes net earnings for the three quarters were $46,958,693 or $2.68 a share. This compares with $34,966,635 or $1.99 a share a year ago.

The increase in net earnings was due primarily to the removal of the excess profits tax, Hargrave and Chapman said.

The board declared a cash dividend of 50 cents a share and an extra dividend of 20 cents a share on the common stock and the regular 1½ percent dividend ($1.50) on preferred stock. Both dividends will be paid Jan. 3, 1955, to holders of record Dec. 3, 1954. The total cash dividends per share declared on the common stock in 1954 amounted to $2.05. This is 20 cents more than in 1953.

FWC Opens Theatre

Trona, Calif.—Fox West Coast Theatres has unveiled its newest showcase in Southern California, the $200,000 Fox Theatre, with a 636-seat capacity, located 35 miles east of Inyokern within the Mojave Desert.

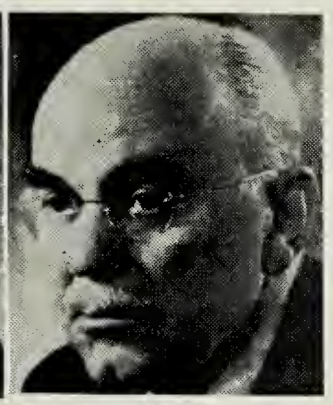
The new Fox house features a 45-foot CinemaScope screen and directional stereophonic sound. It is equipped with glass wool acoustical treatment. Interior is decorated with plush carpeting and modern appointments. The exterior is of cement block and flagstone.

COVER PHOTO — *The horizontal VistaVision projector, an engineering accomplishment of Paramount Pictures, Century Projector Co. and the Radio City Music Hall, in the projection booth of the Music Hall. From this side view, the film can be seen entering the enlarged frame projector horizontally. VistaVision positives are almost three times the size of conventional 35mm. frames. Ultimate screen effect is a picture possessing a maximum of clarity and image definition.*

NEW POSTS



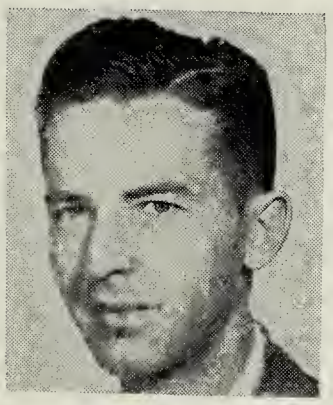
HALLAUER



TAYLOR

Top-level elections at Bausch & Lomb Optical Co., Rochester, bring CARL S. HALLAUER to the presidency and JOSEPH F. TAYLOR to the board chairmanship. Hallauer has been executive vice-president of the concern since 1952. He joined Bausch and Lomb as industrial relations director in 1918. He also is president of Bausch & Lomb, Ltd., of Canada and Bausch & Lomb of Brasil Ltd., the firm's South American subsidiary. Taylor, president of the firm since 1949, began his career with the company in 1910 when he was hired as an errand boy.

ROBERT J. MARSHALL, possessing a varied background in both motion picture and audio work and holder of a number of patents in these fields, was upped from chief engineer to be head of the recently established new product development group of the Fairchild Recording Equipment Co. while FRANK G. MULLINS, JR. joined the company as manager of engineering and special counsel.



FORREST J. BEARD

FORREST J. BEARD was named assistant advertising manager of the Ampex Corp., manufacturer of magnetic recording equipment. Beard was formerly advertising manager for Ray Oil Burner Co. and sales promotion manager for Pabco Products, both in San Francisco. He will work from the Ampex Redwood City, Calif. headquarters.

LOUIS K. EILERS, former administrative assistant to the general manager at the Kodak Park Works division of Eastman Kodak Co., was promoted to assistant general manager as one of the five new appointments at the company. Eilers succeeds Gerould T. Lane, retired.

In other appointments, AUSTIN J. GOULD, formerly assistant manager of the film manufacturing organization, was named to succeed Eilers as administrative assistant. RICHARD M. WILSON took Gould's place as assistant manager of film manufacturing. LESTER C. FAULKENBERRY was named superintendent of film emulsion coating division, and CARLETON R. SANFORD, assistant superintendent of the division.

HARLOW R. BRIGHAM, in addition to his present duties as an assistant director of the firm's color technology division, will now assist Ralph M. Evans, director, in the overall supervision of the division and will be acting director in Evans' absence. DR. W. LYLE BREWER was appointed an assistant director of the division.



5

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HOLLYWOOD

...on the wire

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Gordon Simmons, owner of the North Star Drive-In at Aldergrove, near Vancouver, British Columbia, and Mrs. Simmons, are greeted by Diana Lynn on the set of Paramount's "You're Never Too Young."

Universal Schedules Coast Sales Meeting

HOLLYWOOD.—Universal Pictures Co. will hold a week-long sales conference at the U-I studios here starting Dec. 6th, to be attended by the company's executives from both New York and the studios, it was announced by Charles J. Feldman, vice-president and general sales manager.

Following the U-I Studio meetings, the division sales managers will hold a series of district sales meetings with their district and branch managers and salesmen participating. A promotional executive is scheduled to attend each of these seven individual meetings, it was further announced by Feldman.

The executives stressed that the combined studio conference and division-district managers meetings would have strong impact.

Dismiss Trust Cases

HOLLYWOOD.—A settlement said to be the largest ever made in a California film case resulted when three anti-trust cases totaling $9,133,944, were dismissed in Federal Court. Suits were brought by Hawaii Theatres, Inc., operator of the Hawaii Theatre; Galston & Sutton Theatres, Inc., operator of the Marcal, and the Wolverine Investment Co., co-operator with G&S of Beverly Music Hall.



Gordon Scott left), the latest "Tarzan," strolls on the set of Tarzan's Hidden Jungle," his first picture, with Sol Lesser, who is producing the film for RKO release.

Columbia purchased the film rights to the Broadway hit comedy, "The Solid Gold Cadillac," as the next starring vehicle for Judy Holliday. . . . Frank Sinatra has been signed to play the lead role of Woody Mahoney in "Finian's Rainbow," it was announced by Maurice Binder, who is co-producing the musical cartoon feature with Distributors Corp. of America. Sinatra joins Barry Fitzgerald who plays the title role of Finian. Binder also announced that Ella Fitzgerald has been signed to sing a special production number in the film. Ella Logan plays one of the leads in the picture, which starts recording under Lynn Murray's direction in about six weeks. Sinatra will sing a number of hit tunes in the production including "How Are Things in Glocca Morra," "That Old Devil Moon" and "If This Isn't Love."

* * *

Anne Baxter was signed by Edward Muhl, U-I vice-president in charge of production, to star in Rex Beach's "The Spoilers," one of the all-time great movie stories which U-I made in 1940 with Marlene Dietrich, John Wayne and Randolph Scott in leading roles. The studio is now searching for two top male stars for the roles played by Wayne and Scott. Robert Arthur will produce "The Spoilers," which will go into production Jan. 15, shortly after Miss Baxter finishes U-I's "Tacey," in which she co-stars with Rock Hudson and Julie Adams. Upon completion of "The Spoilers," she will report to Cecil B. DeMille to begin her role in "The Ten Commandments."

* * *

Ann Blyth has been signed to a new long-term M-G-M contract and as her first film since "The Student Prince," she will again co-star with Edmund Purdom in "The King's Thief." The picture brings Miss Blyth back to the screen following the birth of her son. Hugo Fregonese will direct the film, to be produced by Edwin H. Knopf. Christopher Knopf wrote the screen play. . . . Joe Newman has started shooting on "Kiss of Fire" at U-I. Jack Palance and Barbara Rush co-star.

* * *

Yvonne de Carlo is en route to Cairo where she will appear in Cecil B. DeMille's "The Ten Commandments" opposite Yul Brynner. . . . Milton Sperling returned from Washington and New York in connection with the military story he plans to produce at Warner Bros. Sperling conferred in the capital with Department of Defense officials.

* * *

Robert L. Lippert has postponed his swing of the country with "They Were So Young" until early 1955, after setting back the national release date to late January. Lippert will fly out Jan. 3 on a four-week tour covering offices of all 28 Lippert Pictures distributors, for screenings and sales discussions on the Kurt Neumann feature, which stars Scott Brady and Raymond Burr with Johanna Matz. Meanwhile, Lippert has picked up his option for a second film with Miss Matz, to be produced in 1955. "They Were So Young" marks the English-speaking debut by the actress, who was in Hollywood last year for the German version of "The Moon is Blue."

* * *

Zsa Zsa Gabor set out on a series of personal appearances. The actress recently returned from France and Germany, where she made three pictures, "Ball of Nations," "Public Enemy Number One," with France's top comedian Fernandel, and "Glittering Death." . . . Roger Corman will direct his Palo Alto production of "Five Guns West," as well as produce. The film, which will be released by American Releasing Corp., will star John Lund and Dorothy Malone.

* * *

Allison Hayes has been signed for one of the femme leads in "Chicago Syndicate," which Sam Katzman will produce at Columbia. The film, which stars Dennis O'Keefe, Abbe Lane and Xavier Cugat, has Fred F. Sears directing. A great deal of the film is being shot in Chicago. . . . Borden Chase, U-I contract writer has been assigned the screen play for "Wind From Suva," his own original story which the studio bought several months ago. Robert Arthur will produce the picture. Chase just completed a treatment of a story based on the life of Charles Russell, noted western artist, which will be produced by Aaron Rosenberg.

* * *

Lauren Bacall and Charles Boyer were signed by M-G-M to co-star in "The Cobweb," which John Houseman will produce with Vincente Minnelli directing. "The Cobweb," based on William Gibson's best-selling novel, marks Boyer's first picture for M-G-M since "Gaslight," produced 10 years ago. It is scheduled to go before the cameras early in Dec.

* * *

"General Hospital," an original story by Henry Juros Donor, has been put on Producer Hayes Goetz's schedule as his next picture for Allied Artists. A spring start is slated. Goetz is currently in negotiation with Jan Sterling to enact the femme lead in the film. . . . Joan Collins has secured an amicable release from her contract with the J. Arthur Rank Organization, and signed a seven-year contract with 20th Century-Fox. She has just completed a co-star role in Warner's "Land of the Pharaohs."

* * *

Gig Young was signed to replace Arthur Franz in "The Desperate Hours," which William Wyler is producing and directing at Paramount with Humphrey Bogart and Fredric March. The part is the romantic lead. At the same studio, Gloria DeHaven was signed for the second femme lead in Frederick Brisson's "The Girl Rush," which goes before the VistaVision cameras Dec. 6 with Robert Pirosh directing.

* * *

Pollexfen Productions has started shooting "The Indestructible Man," at Fairbanks Studios with Lon Chaney Jr. starring and Marian Carr playing the femme lead. Also in the cast is Ross Elliott. Jack Pollexfen is producing and directing. . . . Over at Republic, Associate Producer William O'Sullivan has set "I Cover The Underworld," as his

Inside Production

Shavelson, Rose Reveal Story Behind Eddie Foy Biography Film

By Richard Bernstein

"Comedy comes from realism," Melville Shavelson and Jack Rose said on the set of their first Scribe Production for Paramount release, "Eddie Foy and the Seven Little Foys," which stars Bob Hope.

Shavelson and Rose, two of the top screen writers in motion pictures, wrote the film with Hope in mind. The feature, which is being shot in Vista-Vision and Technicolor, is being produced by Rose with Shavelson directing.

How this film idea started is almost a screen story in itself. Mel and Jack heard the fabulous story of Eddie Foy and decided that it was the most interesting biography of anyone in show business. It was, as they put it, more a family story with a show business background.

Natural Comedy Used

"We feel that this is one of Hope's strongest stories," the duo explained. "It calls for characterization from Hope. The humor in the picture is natural comedy that springs from situations and is not forced. The best comedy comes from life, we have found out."

Three months after they told Bob Hope the story, the twosome were on the sound stages of Paramount, shooting. The film has a production schedule of 42 days with five days rehearsal and seven production numbers in the film.

It is Shavelson's first directing effort, as well as Rose's first as a producer; however, it has been no chore adapting to this for the two, who know motion pictures and production from A to Z.

Regarding Shavelson's directing, Rose said: "It makes it easier. It delegates the authority to the writer. The writer knows how to and what should be put on the screen."

Foy, currently starring in the Broadway hit, "The Pajama Game," has been signed to do the narration for the film biography of his late father. Foy will have a much more important role than that usually assigned the narrator of a movie in that he will deliver a running commentary rather than the usual introduction or forword.

Past Era Recreated

His narration will lend authenticity to the film and will help recreate the golden era of vaudeville of which his famous father played such a key role.

One of the big scenes in the film is the Iroquois Theatre fire in 1903 at which Foy was a hero. The horrible fire, which had 600 fatalities, was responsible for theatres closing until new fire laws were installed. Foy heroically tried to calm the audience at the Iroquois.

"The film," Rose and Shavelson stated, "covers the period from 1898 to 1913. It tells of Foy's marriage to an Italian ballerina, played by Milly Vitale, who co-starred with Kirk Douglas in 'The Juggler.' Upon her death, Foy is left with seven little ones to care for."

Charlie Foy, well known night club operator, is acting as technical advisor on the film and the producer and director also have consulted with Bryan Foy, the well-known producer.

Shavelson pointed out that an unusual aspect of the picture is that the songs are standards of the period and not written especially for the film. Shavelson and Rose are responsible for the writing of such hit screen properties as "Room For One More," "I'll See You In My Dreams," the story of Gus Kahn, and the current Martin and Lewis hit, "Living It Up."

In the Foy film, James Cagney plays George M. Cohan. As to why there is a scarcity of comedy properties, the twosome said: "It is tough to develop comedy stories. Off beat stories are good for comics."

"The best thing I can do as a director is to get what I have in the script on the screen," Shavelson said. He also pointed out that a writer-director knows why a line was written and how it should be read. It was also cited that in the twosome, production, writing and directing are encompassed making Shavelson and Rose a motion picture company in themselves.

"It's quite an economical setup," Shavelson said. "Today, the story is becoming more important in motion pictures. The guys who wrote the stories should have something to say as to how they are put on the screen."

He stressed that his biggest problem as a director was to learn to handle people. He also found out that a director has to make sacrifices to the camera in regard to the telling of a film story.

After completing the Eddie Foy picture, Shavelson and Rose will start work on their next film, "Kitty Hawk," the story of the Wright Brothers.

Breen Heads WGA

HOLLYWOOD.—Richard Breen, screenwriter, has been elected president of the over-all council of the newly organized Writers Guild of America, West. The screen division elected Ivan Goff president of that unit, with Herb Merdon, vice-president, and Winston Miller, secretary-treasurer.

HOLLYWOOD...

next production. . . . Cameron Mitchell was signed for a co-starring role at M-G-M in the CinemaScope musical drama, "Love Me or Leave Me," which Joe Pasternak will produce and Charles Vidor direct. James Cagney and Doris Day are his co-stars.

* * *

Frank McCarthy anounced that he and William Lowe have secured an option on the motion picture rights to the untitled African novel which Ernest Hemingway is writing in Cuba. Following a two-day visit with the Nobel Prize winner Hemingway at his home near Havana, McCarthy said the novel is expected to serve as a story basis for a motion picture safari project which he and the author and Lowe set up in September. The film will be produced independently by McCarthy, who is a 20th Century-Fox executive. Lowe is a former editor of "Look" magazine.

* * *

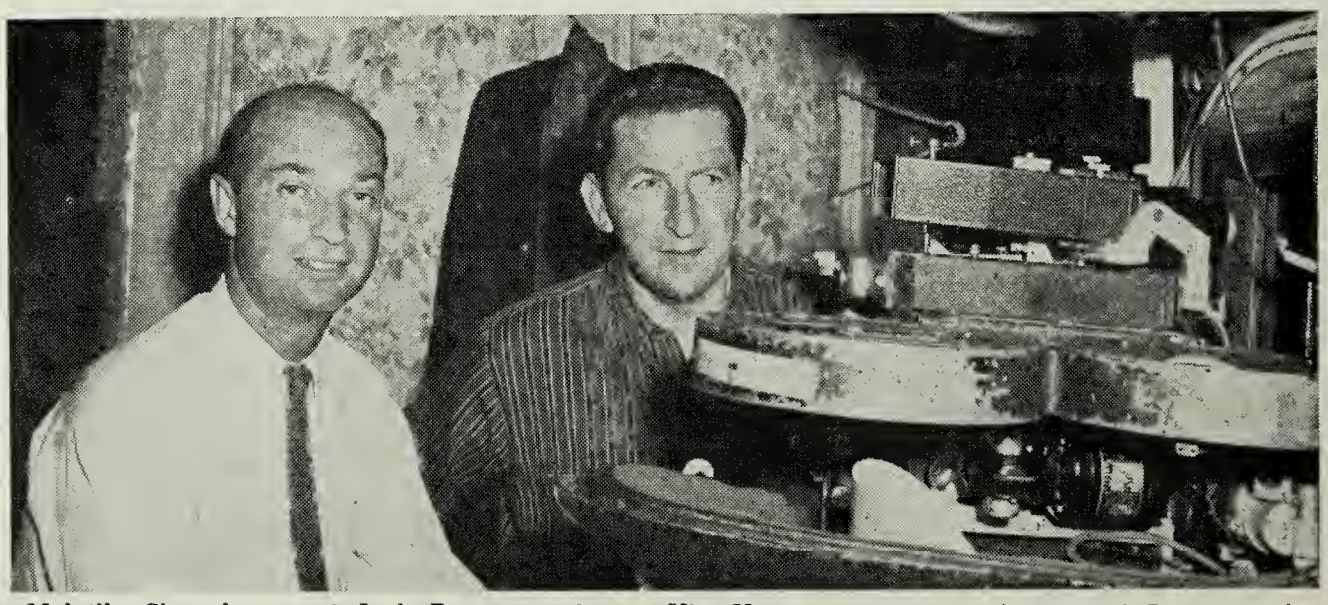
Julius Epstein has been signed by Hal Wallis to prepare the screen play of his original story, "All Around The Town," which the Wallis company has purchased. . . . Dimitri Tiomkin will do the score for Mervyn LeRoy's Warner Bros. production, "Strange Lady in Town," which stars Greer Garson and Dana Andrews. . . . Edward G. Robinson was signed by Warner Bros. for the star role in "Illegal," which Frank Rosenberg will produce. It is slated for a mid-January start under the direction of Lewis Allen. W. R. Burnett is currently writing the screen play. . . . Richard Conte will star in "Twilight Alley" for Producer William Broidy. Frank McDonald will direct the feature for Allied Artists.

* * *

Another Allied Artists item is one that Richard Basehart, who is in John Huston's "Moby Dick," will co-star with Neville Brand in "Hold Back The Night," which will go into production in early 1955. The screen play for the film was written by Walter Doniger based on the Pat Frank novel of the same name. The story deals with an episode in the Korean campaign. . . . Over at Columbia, Executive Producer Jerry Wald announced that William Wright has been signed to a producing contract.

* * *

Richard Burton was signed by writer-producer-director Robert Rossen to star in the title role of "Alexander The Great," multi-million-dollar spectacle to be released by United Artists. "Alexander," which will be filmed in color and one of the new wide-screen processes, is scheduled to go before the cameras Jan. 15 on location in Spain.



Melville Shavelson and Jack Rose examine a VistaVision camera on the set of Paramount's "Eddie Foy and the Seven Little Foys."

FEATURES—Calendar of 1953-54 1954-55 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
Mar. 7th	5418	Paris Playboys	62	Leo Gorcey, Veala Vann, H. Hall
Mar. 14th	5400	Mr. Potts Goes To Moscow	74	Oscar Homalka, Nadia Gray, George Cole
Mar. 21st	S2	Dragonfly Squadron	84	John Hodiak, Barbara Briton, Bruce Bennett
Mar. 28th	5414	Loophole	80	Barry Sullivan, Dorothy Malone
Apr. 4th	5410	Pride of the Blue Grass (Color)	71	Lloyd Bridges, Vera Miles
Apr. 25th	5404	Arrow In The Dust (Tech.)	80	Sterling Hayden, Colleen Gray, Keith Larsen
May 9th	5424	The Forty Niners	71	Wild Bill Elliott, Virginia Grey
June 6th	5419	Bowery Boys Meet The Monsters	65	Leo Gorcey, Huntz Hall
June 20th	5426	The Desperado	82	Wayne Morris, James J. Lydon, Beverly Garland
July 18th	5432	The Weak and The Wicked	71½	Glynis Johns, John Gregson
July 25th	5409	Return From The Sea	80	Jan Sterling, Neville Brand
Aug. 8th	5417	Security Risk	69	John Ireland, Dorothy Malone, Keith Larsen
Aug. 22nd	5412	Killer Leopard	70	Johnny Sheffield, Beverly Garland
Sept. 5th	5420	Jungle Gents	64	Leo Gorcey, Huntz Hall
Sept. 12th	5427	Two Guns And A Badge	69	Wayne Morris, Beverly Garland
		1954-55		
Oct. 3rd	5501	The Human Jungle	82	Gary Merrill, Jan Sterling
Oct. 24th	5502	The Bob Mathias Story	80	Bob Mathias, Melba Mathias, Ward Bond
Nov. 7th	5503	Target Earth	75	Richard Denning, Virginia Grey
Nov. 21st	5504	Cry Vengeance	83	Mark Stevens, Martha Hyer, Joan Vohs
Dec. 5th	5505	Port of Hell	80	Dane Clark, Wayne Morris, Carole Mathews
Dec. 19th	5506	Tonight's The Night	88	Barry Fitzgerald, Y. De Carlo, David Niven
Jan. 2nd	5421	Bowery to Bagdad	.....	Leo Gorcey, Huntz Hall
Jan. 16th	5507	Shotgun	88	Sterling Hayden Yvonne De Carlo, Zachary Scott
Jan. 30th	5508	Big Combo	88	Cornel Wilde, Jean Wallace, Richard Conte, Brian Donlevy

COLUMBIA

Release Date	Release No.	Production	Time (min.)	Cast
March	631	It Should Happen To You	87	Judy Holliday, Peter Lawford, Jack Lemmon
March	637	Battle of Rogue River (Tech.)	71	George Montgomery, Martha Hyer, Richard Denning
March	639	Bait	79	Cleo Moore, Hugo Haas, John Agar
April	638	Drive a Crooked Road	82	Mickey Rooney, Dianne Foster
April	634	The Iron Glove (Color)	77	Robert Stack, Ursula Theiss
April	629	Jesse James vs the Daltons (Tech.-3-D)	65	Brett King, Barbara Lawrence
May	635	Massacre Canyon	66	Phil Carey, Audrey Totter
May	640	Mad Magician (3-D)	72	Vincent Price, Eva Gabor, Mary Murphy
May	641	Miami Story	75	Barry Sullivan, Luther Adler
June	633	Saracen Blade (color)	76	Ricardo Montalban, Betta St. John
June	707	Jungle Man-Eaters	68	Johnny Weissmuller
June	——	Black Eagle (Story of a Horse)	76	William Bishop, Virginia Patton Gordon James
July	636	Indiscretion of An American Wife	63	Jennifer Jones, Montgomery Clift
July	649	Hell Below Zero (Technicolor)	91	Alan Ladd, Joan Tetzel
July	705	The Outlaw Stallion (Color)	64	Phil Carey, Dorothy Patrick, Billy Bray
		1954-55		
Special Release	701	The Caine Mutiny (Technicolor)	125	Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn
Aug.	704	Pushover	88	Fred MacMurray, Kim Novak, Phil Carey
Aug.	711	The Law Vs. Billy The Kid (Color)	73	Scott Brady, Betta St. John
Aug.	.....	Gun Fighters (Reprint)	87	Randolph Scott, Barbara Britton
Aug.	.....	Coroner Creek (Reprint)	90	Randolph Scott, Marguerite Chapman
Sept.	712	Bullet Is Waiting (Tech.)	82	Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne
Sept.	710	Human Desire	90	Glenn Ford, Gloria Grahame, Broderick Crawford
Sept.	721	The Black Dakotas (Technicolor)	65	Gary Merrill, Wanda Hendrix, John Bromfield
Oct.	702	On the Waterfront	108	Marlon Brando, Karl Malden, Lee J. Cobb
Oct.	720	Three Hours to Kill (Technicolor)	77	Dana Andrews, Donna Reed
Nov.	.....	The Detective	91	Alec Guiness, Joan Greenwood
Nov	716	Fire Over Africa (Technicolor)	84	Maureen O'Hara, Macdonald Carey

FILMAKERS

Release Date	Release No.	Production	Time (min.)	Cast
Jan.	F33	The Bigamist	80	Edmond O'Brien, Joan Fontaine, Ida Lupino
Sep. 15	6067	Private Hell 36	81	Ida Lupino, Steve Cochran, Howard Duff
(not set)	6068	Mad At The World	.....	Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell
(not set)	6069	Crashout	.....	William Bendix, Arthur Kennedy, Beverly Michaels

I. F. E.

American Dialogue

Release Date	Release No.	Production	Time (min.)	Cast
June '54		Sensualita	74	Eleonora Rossi Drago, Amedeo Nazzari
August '54		Hell Raiders of the Deep	93	Eleonora Rossi Drago, Pierre Cressoy
September '54		City Stands Trial	105	Silvana Pampanini, Amedeo Nazzari, Eduardo Cianelli
		Love In The City	110	Conceived by Cesare Za-Vattini
October '54		A Husband for Anna	105	Silvana Pampanini, Amedeo Nazzari, Massimo Girotti
October '54		Girls Marked Danger!	75	Vittorio Gassman, Silvana Pampanini
October '54		Too Young For Love	.....	Marina Vlady, Aldo Fabrizi, Pierre Michel Beck, Fernand Gravet
November '54		Against the Wall (Tentative Title)	.....	Silvana Mangano, Amedeo Nazzari
		Voice of Silence	85	Rossana Podesta, Cosetta Greco, Aldo Fabrizi
November '54		Aida (in Ferraniacolor) (in association with S. Hurok)	95	Sophia Loren, Afro Polli, Lois Maxwell
November '54		Hurdy Gurdy (formerly "Neapolitan Carousel") Pathecolor)	.....	Sophia Loren, Maria Fiore, Yvette Chauvire, Nadia Gray
November '54		Mademoiselle Gobette	.....	Silvana Pampanini
December '54		Wayward Wife	95	Gina Lollobrigida
December '54		Theodora, Slave Empress (Pathecolor	88½	Gianna Maria Canale, Georges Marchal,

LIPPERT PRODUCTIONS

Release Date	Release No.	Production	Time (min.)	Cast
Mar. 19th	5309	Blackout	87	Dane Clark
Apr. 2nd	5311	Fangs of the Wild	71	Charles Chaplin, Jr., Margia Dean, Onslow Stevens
Apr. 16th	5310	Heat Wave	68	Alex Nicol, Hillary Brooke
May 21st	5328	Monster From The Ocean Floor	64	Anne Kimbell, Stuart Wade
May 28th	5308	Cowboy (Eastman Color)	69	Special Cast
June 18th	5327	The Big Chase	60	Lon Chaney, Glenn Langan, Adele Jergens
June 25th	5326	Paid To Kill	70	Dane Clark
July 16th	5329	River Beat	73	Phyllis Kirk, John Bentley
Aug. 20th	5405	Thunder Pass	76	Dane Clark, Dorothy Patrick, Andy Devine
Sept. 3rd	5330	Terror Ship	72	William Lundigan
Sept. 17th	5404	Silent Raiders	65	Richard Bartlett, Earle Lyon, Jeannette Bordeaux
Sept. 24th	5401	The Unholy Four	80	Paulette Goddard
Oct. 8th	5402	Deadly Game	63	Lloyd Bridges, Simone Silva, Finlay Currie
Nov. 26th	5323	The Siege	63	Special Cast
Dec. 10th	5403	Race for Life	.....	Richard Conte, Mari Aldon, George Coulouris

METRO-GOLDWYN-MAYER

Release Date	Release No.	Production	Time (min.)	Cast
March	417	Tennessee Champ (Technicolor)	73	Dewey Martin, Shelley Winters, Keenan Wynn
	418	Rose Marie (KodaColor) (Cinema-Scope	106	Ann Blyth, Howard Keel, Fernando Lamas
April	419	Gypsy Colt (Ansco)	72	Donna Carcaran, Ward Bond, Frances Dee
	420	Rhapsody (Technicolor)	115	Elizabeth Taylor, Vittorio Gassman J. Ericson
	423	Executive Suite	104	William Holden, Barbara Stanwyck, June Allyson
May	427	Prisoner of War (Color)	81	Ronald Reagon, Dewey Martin, Steve Forrest
	421	Fame and the Flesh (Technicoor)	104	Lana Turner, Carlos Thompson, Pier Angeli
June	425	Men of the Fighting Lady (Ansco Color)	80	Van Johnson, Dewey Martin, Walter Pidgeon
	424	Student Prince (Cinema-Scope-Technicolor)	107	Ann Blyth, Edmund Purdom, John Ericson
July	427	Valley of the Kings Eastman Color)	83	Robert Taylor, Eleanor Parker, Carlos Thompson
	430	Gone With The Wind (Technicolor)	222	Clark Gable, Vivien Leigh
Aug.	429	Her Twelve Men (Color)	91	Greer Garson, Robert Ryan, Barry Sullivan
	426	Seven Brides for Seven Brothers (Color-Cinema-Scope)	102	Jane Powell, Howard Keel
		1954-55		
Sept.	501	Betrayed (EastmanColor)	108	Lana Turner, Clark Gable, Victor Mature
	502	Brigadoon (Color-Cinema-Scope)	108	Van Johnson, Cyd Charisse
Oct.	503	Rogue Cop	92	Robert Taylor, Janet Leigh
	504	Beau Brummell (EastmanColor)	107	Elizabeth Taylor, Stewart Granger

FEATURES—Calendar of 1953-54 1954-55 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
Nov.	507	Athena (EastmanColor-CinemaScope)	95	Jane Powell, Vic Damone, Debbie Reynolds
Nov.	510	Last Time I Saw Paris (Technicolor)	116	Elizabeth Taylor, Van Johnson, Donna Reed
Dec.	511	Crest of the Wave	90	Gene Kelly, Jeff Richards
	513	Battleground (Re-Issue)	118	Van Johnson, John Hodiak, Ricardo Montalban, George Murphy
	514	The Asphalt Jungle (Re-Issue)	112	Sterling Hayden, Louis Calhern, Jean Hagen
	512	Deepin in My Heart (EastmanColor)	132	Jose Ferrer, Merle Oberon, Helen Traubel, Walter Pidgeon, Paul Henreid

PARAMOUNT

Mar.	5314	Red Garters (Tech.)	91	Rosemary Clooney, Jack Carson, Guy Mitchell, Pat Crowley, Joanne Gilbert
Mar.	5315	The Naked Jungle (Tech.)	95	Eleanor Parker, Charlton Heston
Apr.	5351	Javanese Dagger (Featurette Special)	27	Paul Douglas
Apr.	5352	Falstaff's Fur Coat (Featurette Special)	27	Paul Douglas
Apr.	5353	The Missing Passenger (Featurette Special)	27	Paul Douglas
Apr.	5354	The Final Twist (Featurette Special)	27	Paul Douglas
Apr.	5355	The Sable Scarf (Featurette Special)	27	Paul Douglas
Apr.	5356	The Wedding Gift (Featurette Special)	27	Paul Douglas
May	5316	Casanova's Big Night (Tech.)	85	Bob Hope, Joan Fontaine, Audrey Dalton, Basil Rathbone
June	5317	Elephant Walk (Technicolor)	103	Elizabeth Taylor, Dana Andrews
June	5318	Secret of the Incas (Technicolor)	101	Charlton Heston, Robert Young
July	R5325	The Greatest Show on Earth (Re-Release)	153	Charlton Heston, Betty Hutton, James Stewart, Cornel Wilde, Dorothy Lamour, Gloria Grahame
July	5319	Knock On Wood (Technicolor)	103	Danny Kaye, Mai Zetterling
August	5320	Living It Up (Technicolor)	101	Dean Martin, Jerry Lewis, Janet Leigh
August	5321	About Mrs. Leslie	104	Shirley Booth, Robert Ryan
		1954-55		
September	5401	Rear Window (Technicolor)	119	James Stewart, Grace Kelly
October	5402	Sabrina	113	Humphrey Bogart, Audrey Hepburn, William Holden
October	R5403	Reap the Wild Wind (Technicolor) Re-release	124	John Wayne, Susan Hayward, Ray Milland, Paulette Goddard
November	5430	White Christmas (Vista-Vision-Technicolor)	120	Bing Crosby, Danny Kaye, Rosemary Clooney, Vera-Ellen.
December	5404	Three Ring Circus (Vista-Vision-Technicolor)	104	Dean Martin, Jerry Lewis
January	5405	The Bridges At Toko-Ri (Technicolor)	103	William Holden, Grace Kelly, Frederic March, Mickey Rooney
February	5406	Mambo		Shelley Winters, Silvana Mangano, Vittorio Gassman, Katherine Dunham and Dancers
February	5407	Conquest of Space (Technicolor)		Produced by George Pal
March	5408	Ulysses (Technicolor)		Kirk Douglas, Silvana Mangano, Anthony Quinn, Rossana Podesta
March	5409	The Country Girl		Bing Crosby, William Holden, Grace Kelly

RKO-RADIO

April	473	Mr. Blandings Builds His Dream House (re-release)	80	Cary Grant, Myrna Loy
April	474	They Won't Believe Me (re-release)	80	Robert Young, Susan Hayward
April	493	Pinocchio (Technicolor) (Re-release)	87	Walt Disney
April	411	The Saint's Girl Friday	68	Louis Hayward, Naomi Chance
April	412	Carnival Story (3-D) (Technicolor)	95	Anne Baxter, Steve Cochran, Lyle Bettger
May	475	Spanish Main (Re-issue)	100	Paul Henreid, Maureen O'Hara
May	476	Badman's Territory (Re-issue)	79	Randolph Scott, Ann Richards
June	414	Sins of Rome	75	Massimo Girotti, Ludmilla Tcherina
June	413	Silver Lode (Technicolor)	80	John Payne, Lizabeth Scott
June	477	The Thing (Reissue)	80	All star exploitation picture
June	478	Stations West (Reissue)	80	Dick Powell
July	501	Susan Slept Here (Technicolor)	98	Debbie Reynolds, Dick Powell, Anne Francis
July	479	Gunga Din (re-release)	95	Cary Grant, Victor McLaglen, Douglas Fairbanks, Jr.
July	480	Lost Patrol (re-issue)	66	Victor McLaglen, Boris Karloff, Glenn Ford

Release Date	Release No.	Production	Time (min.)	Cast
July	351	Hans Christian Andersen (Technicolor)	112	Danny Kaye, Farley Granger, Jeanmaire
September	502	Africa Adventure	64	Documentary
Sept.	572	She Wore A Yellow Ribbon	104	John Wayne, Joanne Dru, John Agar
September	570	Every Girl Should Be Married (Reissue)	85	Franchot Tone, Diana Lynn, Cary Grant, Betsy Drake
September	571	The Window (Reissue)	73	Barbara Hale, Bobby Driscoll, Arthur Kennedy
October	503	Passion (Tech.)	84	Cornel Wilde, Yvonne de Carlo, Raymond Burr
Nov.	504	This Is My Love (PatheColor)	91	Linda Darnell, Rick Jason, Dan Duryea, Faith Domergue
Nov.	505	Cattle Queen of Montana (Technicolor)		Barbara Stanwyck, Ronald Reagan, Gene Evans, Lance Fuller, Tony Caruso
Dec.	—	The Americano (Technicolor)		Glenn Ford, Ursula Thiesa, Frank Lovejoy, Cesar Romero
		Jet Pilot (Technicolor-Superscope)	119	John Wayne, Janet Leigh
		"Son Of Sinbad" (Technicolor-Superscope)	90	Dale Robertson, Sally Forrest, Lili St. Cyr, Vincent Price, Mari Blanchard
Dec.	506	"Underwater!" (Technicolor-Superscope)		Jane Russell, Gilbert Roland, Richard Egan, Lori Nelson, Robert Keith, Joseph Calleia
		The Conqueror (Cinemascope-color)		John Wayne, Susan Hayward, Pedro Armendariz
Dec.	508	Hansel & Gretel (Tech.)	75	The "Kinemins"
Jan.	507	Tarzan's Hidden Junggle		Gordon Scott, Vera Miles
		Quest for the Lost City (color)		Dane & Ginger Lamb
		Escape to Burma (Tech.-Superscope)		Barbara Stanwyck, David Farrar, Robert Ryan
		Seven Bad Men (Technicolor-Superscope)		Randolph Scott, Mala Powers, Forrest Tucker

REPUBLIC

Feb.	1st	5213	Sea of Lost Ships	85	John Derek, Wanda Hendrix, Walter Brennan, Richard Jaeckel
Feb.	10th	5331	Phantom Stallion	54	Rex Allen, Slim Pickens, Carla Balenda
Feb.	15th	5224	Crazylegs	88	Elroy "Crazylegs" Hirsch, Lloyd Nolan, Joan Vohs
Mar.	1st	5301	Flight Nurse	90	Joan Leslie, Forrest Tucker, Arthur Franz
April	1st	5302	Geraldine	90	John Carroll, Mala Powers, Jim Backus, Stan Freberg
April	12th	5325	Untamed Heiress	70	Judy Canova, Don Barry, George Cleveland
May	15th	5303	Jubilee Trail	103	Vera Ralston, Joan Leslie, Forrest Tucker, John Russell, Ray Middleton, Pat O'Brien
June	1st	5304	Hell's Half Acre	91	Wendell Corey, Evelyn Keyes, Elsa Lanchester
July	1st	5305	Laughing Anne	91	Wendell Corey, Margaret Lockwood, Forrest Tucker Ronald Shiner
Aug.	1st	5306	Make Haste to Live	90	Dorothy McGuire, Stephen McNally, Mary Murphy
Aug.	15th	5308	The Outcast	90	John Derek, Joan Evans
Aug.	23rd	5307	Johnny Guitar	110	Joan Crawford, Sterling Hayden, Scott Brady, Mercedes McCambridge
Aug.	25th	5310	Roogie's Bump	71	Robert Marriot, Ruth Warwick, Robert Simon
Sept.	1st	5309	Tobor The Great	77	Charles Drake, Karin Booth, Arthur Shields, Billy Chapin
Sept.	1st	5311	The Shanghai Story	90	Ruth Roman, Edmond O'Brien, Richard Jaeckel

TWENTIETH CENTURY-FOX

1954

Apr.	412	The Rocket Man	79	Charles Coburn, Spring Byington
Apr.	411	Prince Valiant (Cinema-Scope-Tech.)	100	Robert Wagner, Janet Leigh, James Mason
May	404	The Siege At Red River (Technicolor)	86	Van Johnson, Joanne Dru
May	405	River of No Return (Tech.-CinemaScope)	91	Robert Mitchum, Marilyn Monroe, Rory Calhoun, Tommy Rettig
May	445	Orchestra Wives (Re-Issue)	98	Glenn Miller & Orchestra, George Montgomery, Ann Rutherford, Cesar Romero
May	446	Sun Valley Serenade (Re-Issue)	86	Glenn Miller & Orchestra, Sonya Henie, John Payne, Milton Berle
May	413	Three Coins In The Fountain	101	Clifton Webb, Dorothy McGuire, Jean Peters, Louis Jourdan, Maggie McNamara.
June	406	Gorilla At Large (Technicolor-3-D)	84	Anne Bancroft, Cameron Mitchell, Lee J. Cobb
June	415	Demetrius and the Gladitors (CinemaScope-Tech.)	101	Victor Mature, Susan Hayward

FEATURES—Calendar of 1953-54 1954-55 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
June	414	Princess of the Nile (Tech.)	71	Jeffrey Hunter, Debra Paget
July	408	The Raid (Tech.)	83	Van Heflin, Anne Bancroft
July	416	Garden of Evil (CinemaScope-Tech.)	100	Gary Cooper, Susan Hayward, Richard Widmark
July	417	The Gambler from Natchez (Technicolor)	88	Dale Roberston, Debra Paget, Kevin McCarthy
Aug.	419	Broken Lance CinemaScope-DeLuxe Color)	96	Richard Widmark Spencer Tracy, Jean Peters
Aug.	408	The Raid (Panoramic Prod.-Tech.)	83	Van Heflin Ann Bancroft
Sept.	426	The Egyptian (Cinema-Scope DeLuxe Color)	140	Gene Tierney Edmund Purdom, Victor Mature, Jean Simmons
October	421	Woman's World (CinemaScope Print by Technicolor)	94	Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Arlene Dahl, Fred MacMurray and Cornel Wilde
October	418	Flight of the White Heron (CinemScope-Tech.)	52	Documentary
October	424	The Adventures of Hajji Baba (CinemaScope Color by De Luxe)	94	John Derek, Elaine Stewart
October	422	Carmen Jones (CinemaScope-Color by De Luxe)	105	Harry Belafonte, Dorothy Dandridge, Pearl Bailey
November	423	Black Widow (CinemaScope-Color by De Luxe)	95	Gene Tierney, Van Heflin, Peggy Ann Garner
November	425	Desiree (CinemaScope-Color by De Luxe)	110	Marlon Brando, Jean Simmons
November	428	Black Thirteen	75	Peter Reynolds, Rona Anderon
November	427	Outlaw's Daughter (Color)	75	Bill Williams, Kelly Ryan
December	426	There's No Business Like Show Business		Marilyn Monroe, Ethel Merman, Dan Dailey, Donald O'Connor, Mitzi Gaynor, Johnnie Ray
December	430	The Other Woman	81	Hugo Haas, Cleo Moore
December	429	Devil's Harbor	71	Richard Arlen, Greta Gynt

UNITED ARTISTS

Mar. —	5406	Act of Love	108	Kirk Douglas, Dany Robin
Mar. —		The Scarlet Spear (Technicolor)	78	John Archer, Martha Hyer
Mar. —	5412	The Golden Mask (Technicolor)	90	Van Heflin, Wanda Hendrix
Mar. —	5347	Beat The Devil	92	Humphrey Bogart, Gina Lollobrigida, Jennifer Jones
Apr. —	5405	Heidi	98	Elsbeth Sigmund, Heinrich Gretter, T. Klameth
April —	5415	Southwest Passage 3-D—PatheColor)	82	Rod Cameron, Joanne Dru, John Ireland
April —	5416	The Lone Gun (Color Corp. of America)	73	George Montgomery, Dorothy Malone
April —	1085	Champion (Re-issue)	86	Kirk Douglas, Frank Lovejoy, James Edwards
April —	1082	Home of the Brave	99	Marilyn Maxwell, Arthur Kennedy
May —	5418	Captain Kidd and the Slave Girls (Color Corp. of America)	83	Anthony Dexter, Eva Gabor
May —	5421	The Long Wait	93	Anthony Quinn, Peggie Castle
May —	5420	Witness to Murder	83	Barbara Stanwyck, George Sanders, Gary Merrill
May —	5414	The Yellow Tomahawk (Color Corp. of America)	82	Rory Calhoun, Peggie Castle
June —	5422	Challenge the Wind (Color by Color Corp. of America)	69	George & Sheila Graham
June —	5423	Gog (Eastman Color) Available in 3D	85	Richard Egan, Constance Dowling, Herbert Marshall
June —	5424	Hobson's Choice	107	Charles Laughton, John Mills, Brenda DeBanzie
June —	5425	Man With A Million (Technicolor)	90	Gregory Peck, Ronald Squire, Jane Griffiths
July	5426	Adventure of Robinson Crusoe (PatheColor)	90	Dan O'Herliby, James Fernandez, C. Lopez
July	5427	Apache (Technicolor)	91	Burt Lancaster, Jean Peters
July	5417	Return to Treasure Island (PatheColor)	75	Tab Hunter, Dawn Addams, James Seay
July	5431	The Lawless Rider	62	Johnny Carpenter, Frankie Darro
Aug.	5429	Malta Story	98	Alec Guinness, Jack Hawkins
Aug.	5334	Crossed Swords (PatheColor)	86	Errol Flynn, Gina Lollobrigida
Aug.	5432	The Diamond Wizard	83	Dennis O'Keefe, Margaret Sheridan
Aug.	5430	Victory At Sea	96	Documentary
Aug.	5433	Down Three Dark Streets	84	Broderick Crawford, Ruth Roman
Sept.	5437	The Golden Mistress (Technicolor)	82	John Agar, Rosemarie Bowe
Sept.	5435	Jesse James' Women (Technicolor)	83	Peggie Castle, Jack Beutel
Sept.	5419	Khyber Patrol (Color)	71	Richard Egan, Dawn Addams
Sept.	5436	Suddenly	77	Frank Sinatra, Sterling Hayden
Oct.	5440	The Barefoot Contessa (Technicolor)	128	Humphrey Bogart, Ava Gardner
Oct.	5434	Sitting Bull (CinemaScope, color)	105	Dale Robertson, Mary Murphy
Oct.	5439	The Little Kidnappers	93	Duncan Macrae, Jean Anderson

Release Date	Release No.	Production	Time (min.)	Cast
Oct.	5441	Operation Manhunt	77	Harry Townes, Jacques Aubuchon
Nov.	5446	Twist of Fate	89	Ginger Rogers, Jacques Bergerac
Nov.	5438	Shield for Murder	80	Edmond O'Brien, John Agar, Marla English
Nov.	5444	The White Orchid (PatheColor)	81	William Lundigan, Peggie Castle
Nov.	5447	Snow Creature	70	Paul Langton, Leslie Denison
Nov.	5445	You Know What Sailors Are (Technicolor)	89	Akim Tamiroff, Donald Sinden

UNIVERSAL

Mar.	413	Ride Clear of Diablo (Technicolor)	80½	Audie Murphy, Susan Cabot, Dan Duryea, Abbe Lane
Mar.	414	Saskatchewan (Technicolor)	88	Alan Ladd, Shelley Winters
Mar.	415	Creature From The Black Lagoon (3-D)	79	Richard Carlson, Julia Adams
Apr.	417	Yankee Pasha (Technicolor)	84	Jeff Chandler, Rhonda Fleming, Lee J. Cobb, Mamie Van Doren
Apr.	418	Ma & Pa Kettle At Home	81	Marjorie Main, Percy Kilbride, Alice Kelley
Apr.	419	Rails Into Laramie (Technicolor)	82	John Payne, Mari Blanchard, Dan Duryea
May	420	Playgirl	87	Shelly Winters, Barry Sullivan
May	421	Fireman Save My Child	80	Spike Jones, Buddy Hackett, Hugh O'Brien
June	422	Drums Across The River (Technicolor)	78	Audie Murphy, Lisa Gaye
June	423	Black Horse Canyon (Technicolor)	82	Joel McCrea, Mari Blanchard
July	424	Johnny Dark (Tech.)	85	Tony Curtis, Piper Laurie
July	425	Tanganyika (Tech.)	81	Van Heflin, Ruth Roman
Aug.	427	Francis Joins The Wacs	94½	Donald O'Connor, Julia Adams
Aug.	428	Magnificent Obsession (Technicolor)	108	Jane Wyman, Rock Hudson
Sept.	429	Black Shield of Falworth (Technicolor-Regular)	99	Tony Curtis, Janet Leigh
Sept.	436	Black Shield of Falworth (Tech.-CinemaScope)		Tony Curtis, Janet Leigh
Sept.	430	Dawn At Socorro (Technicolor)	80½	Rory Calhoun, Piper Laurie
Oct.	431	The Naked Alibi	86	Sterling Hayden, Gloria Grahame
		1954-55		
Nov.	501	Bengal Brigade (Tech.)	87	Rock Hudson, Arlene Dahl
Nov.	502	Four Guns To The Border (Tech.)	83	Rory Calhoun, Colleen Miller
Nov.	504	Ricochet Romance	80	Marjorie Main, Chill Wills, Rudy Vallee
Dec.	510	Yellow Mountain (Technicolor)	78	Lex Barker, Mala Powers, Howard Duff
Dec.	505	Sign of the Pagan (CinemaScope-Tech.)	92	Jeff Chandler, Jack Palance, Rita Gam
Dec.	506	Sign of the Pagan (Regular-Technicolor)	92	Jeff Chandler, Jack Palance, Rita Gam

WARNER BROS.-FIRST NATIONAL

Mar. 6th	308	Crime Wave	74	Sterling Hayden, Gene Nelson, Phyllis Kirk
Mar. 13th	321	Duffy of San Quentin	78	Louis Haywood, Joanne Dru, Paul Kelly
Mar. 27th	322	Phantom of the Rue Morgue (WarnerColor-3-D)	84	Karl Malden, Claude Dauphin, Patricia Medina
Apr. 10th	323	Riding Shotgun (WarnerColor)	75	Randolph Scott, Joan Weldon, Wayne Morris
Apr. 24th	324	Lucky Me (WarnerColor-Cinema-Scope)	100	Doris Day, Phil Silvers
May 15th	325	A Girl For Joe formerly "Force of Arms" (Re-release)	100	William Holden, Nancy Olson, Frank Lovejoy
May 15th	326	Guy With a Grin formerly "No Time for Comedy" (Re-release)	93	James Stewart, Rosalind Russell, Genevieve Tobin, Charles Ruggles
May 29th	327	Dial M For Murder (Color By WarnerColor)	105	Ray Milland, Grace Kelly, Robert Cummings, John Williams
June 19th	328	Them	94	James Whitmore, Edmund Gwenn, Joan Weldon
July 3rd	329	The High And The Mighty (CinemaScope-Color by WarnerColor)	147	John Wayne, Claire Trevor, Laraine Day, Robert Stack, Jan Sterling
July 24th	330	Ring Of Fear (CinemaScope-Color by WarnerColor)	93	Clyde Beatty, Pat O'Brien, Mickey Spillane, Marian Carr
Aug. 7th	331	King Richard and the Crusaders (Cinema-Scope-WarnerColor)	113	Virginia Mayo, Rex Harison
Aug. 21st	332	Duel in the Jungle Technicolor	102	Dana Andrews, Jeanne Crain
		1954-55		
Sept. 4th	401	Dragnet (WarnerColor)	89	Jack Webb, Ben Alexander
Sept. 25th	402	The Bounty Hunter (WarnerColor)	79	Randolph Scott, Marie Windsor
Oct. 16th	403	A Star is Born (CinemaScope-Tech.)	154	Judy Garland, James Mason, Jack Carson
Nov. 13th	404	Drum Beat (CinemaScope-WarnerColor)	111	Alan Ladd, Audrey Dalton
Nov. 27th	405	Track of the Cat (CinemaScope-WarnerColor)	102	Robert Mitchum, Diana Lynn, Teresea Wright

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. No. 11 December 11, 1954

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CALL FOR A REFERENDUM!

WE were in the midst of writing an editorial when a news item was brought to our attention. The sum and substance of the editorial in preparation was to urge exhibitors who believe in the idea, regardless of their affiliation with any association, to set up committees in each exchange area and establish a national meeting place, at a future date, for one purpose — to establish one exhibitor organization.

Then, along came the news item from Oklahoma City, stating that Si Fabian, president of the Stanley-Warner Corp., had made a speech at the Oklahoma Theatre Owners Convention this week on the very same subject.

Castigating the blindness of that segment of ex-

(See Page 5)

M-G-M's 1955 M
THEATRE CEL



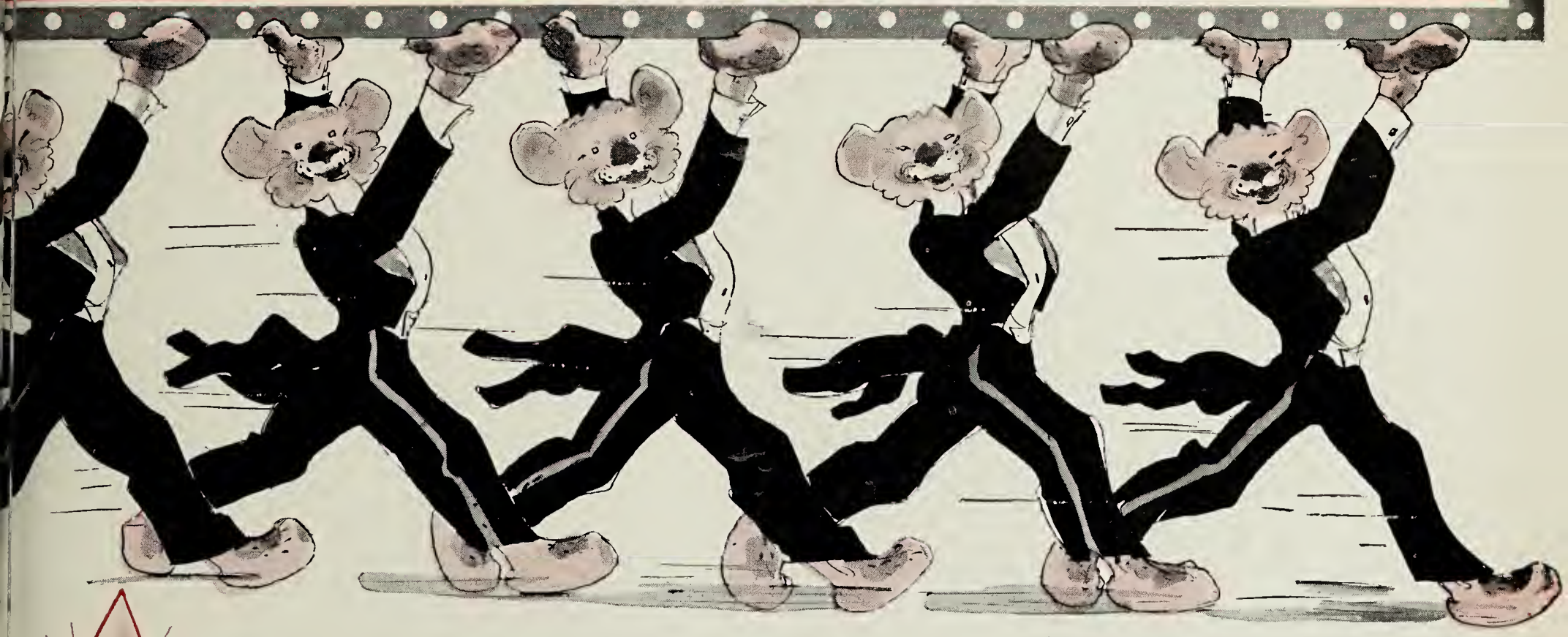
IN STEP WITH THE FORWARD MARCH OF OUR INDUSTRY!

FORWARD IN '55! M-G-M announces a great nationwide event that will bring business to your box-office and prestige to your theatre.

For the first time a huge industry-promotion is dedicated to the glorification of the motion picture theatre and its place in the community. Capitalize on M-G-M's far-reaching publicity and advertising campaign that emphasizes the slogan: "THERE'S MORE FUN AT THE MOVIES." Join in with your own gala local Celebration. Many fine M-G-M entertainments (*some listed on next page*) are available, with FREE showmanship-accessories to ballyhoo them! This Celebration is a salute to *you,* Mr. Exhibitor, and a wonderful way to start the New Year rolling to bigger profits in '55.

TION PICTURE
BRATION !

"THERE'S MORE FUN AT THE MOVIES"





AMONG THE BIG ONES FOR THE CELEBRATION!

JANUARY

"BAD DAY AT BLACK ROCK"
(*CinemaScope—Color*)
starring Spencer Tracy • Robert Ryan • co-starring Anne Francis • Dean Jagger • Walter Brennan • John Ericson • Ernest Borgnine Lee Marvin • Russell Collins

JANUARY

"GREEN FIRE" (*CinemaScope—Color*)
starring Stewart Granger • Grace Kelly • Paul Douglas • co-starring John Ericson • with Murvyn Vye

FEBRUARY

"MANY RIVERS TO CROSS"
(*CinemaScope—Color*)
starring Robert Taylor • Eleanor Parker with Victor McLaglen • Russ Tamblyn • Jeff Richards • James Arness

FEBRUARY

"JUPITER'S DARLING"
(*CinemaScope—Color*)
starring Esther Williams • Howard Keel Marge and Gower Champion • George Sanders with Richard Haydn • William Demarest

MARCH

"HIT THE DECK"
(*CinemaScope—Color*)
starring Jane Powell • Tony Martin • Debbie Reynolds • Walter Pidgeon • Vic Damone Gene Raymond • Ann Miller • Russ Tamblyn with Kay Armen • J. Carrol Naish • Richard Anderson • Jane Darwell

MARCH

"INTERRUPTED MELODY"
(*CinemaScope—Color*)
starring Glenn Ford • Eleanor Parker • with Roger Moore • Cecil Kellaway

APRIL

"THE GLASS SLIPPER" (*Color*)
starring Leslie Caron • Michael Wilding • with Keenan Wynn • Estelle Winwood • Elsa Lanchester • Barry Jones

APRIL

"BEDEVILLED" (*CinemaScope—Color*)
starring Anne Baxter • Steve Forrest • with Simone Renant • Maurice Teynac • Robert Christopher • Joseph Tomelty and Victor Francen

1955—THE YEAR OF M-G-M's "THE PRODIGAL"

'K YOUR M-G-M BRANCH! WATCH THE TRADE PRESS!

the big news TODAY from UA

Now available for Christmas dates . . .

The Grand Prize Winner Of This Year's Venice Film Festival

the greatest love story ever!



United Artists proudly presents Shakespeare's immortal love story. Production values never more lavish . . . color never more beautiful. Here is spectacle on the grand sca

WILLIAM SHAKESPEARE'S

Romeo and Juliet

in color
TECHNICO

starring

LAURENCE HARVEY · SUSAN SHENTALL · FLORA ROBSON · NORMAN WOOLAND · MERVYN JOHNS and BILL TRAVERS · SEBASTIAN CABOT · LYDIA SHE

Vol. 34 No. 11

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

hibition that has been outspoken in urging government regulation, Fabian expressed the conviction that exhibition was dissipating its strength in the artificial and divisive lines that have been drawn between theatre owners. The exhibitor leader ventured the opinion that "this same amount of effort, channelled into one big organization, could in six months move the motion picture industry five years ahead in its thinking with a period of six months of concentrated effort."

Fabian stated that if a referendum was taken today and exhibitor opinion throughout the nation duly registered, the theatre owners throughout the nation—and that includes all members of all existing exhibitor groups—would be overwhelmingly in favor of one central organization.

We agree wholeheartedly. The problems of all theatre owners are the same today and exhibition's strength will never be fully utilized until it gathers under one roof with a common goal and puts to rout those forces which are raising bugaboos to unity in order to serve selfish ends.

We second the motion for a referendum and we urge exhibitors to raise their voices in support of this suggestion. So deeply do we feel about this that we are dedicating ourselves to conduct our own referendum of exhibitor opinion across the nation, which will be reported in subsequent issues of the INDEPENDENT.

Coincidentally, at year's end, it is the custom of the INDEPENDENT to make an award to that industry personality who has done the most to further the best interests of the motion picture industry. This year, we are proud to announce Si Fabian as our choice for "Man of the Year" for a multitude of reasons—his display of confidence in the industry with the purchase of Stanley Warner; the expanded exhibition of Cinerama, and for providing continuing, constructive leadership and industry statesmanship over a period of 40 years.

M-G-M Salutes Exhibition

Over the course of the years, M-G-M has initiated many unusual campaigns and special promotions designed to boost patronage at the theatres of its exhibitor customers.

Not content to rest on recent laurels achieved as a result of its Ticket Selling Workshops which are to be extended into the new year, Metro is launching a "1955 Motion Picture Theatre Celebration," to stress the community importance of the motion picture theatre.

Firmly convinced that the upswing started this year will continue with the release of better product backed by better selling, Charles M. Reagan, Metro's vice-president and general sales manager, revealed his company's plans to salute the exhibitor and institutionalize the theatre . . . and to emphasize the theatre's importance in making the great product that is seen on the screen possible.

Detailed plans including a press book and even a film designed for public consumption are in preparation. During the past two years, exhibitors moved ahead with the times and supported the technical developments with investments in new equipment. The Metro exhibitor salute, it is hoped, will encourage theatre men to take another step forward and follow through with promotional campaigns to stimulate the boxoffice.

In paying tribute to the theatre and the exhibitor; for all its showmanship activities to increase the audience potential; and for its contributions to good public relations for the industry, it wouldn't be amiss for theatre owners to reciprocate with a salute to M-G-M and its president, Nicholas M. Schenck, who has done so much to encourage the implementation of these ticket-selling campaigns.

Up With The Downs

Bucking the current trend of curtailed production on the part of the major film companies, Universal-International has announced an increased releasing schedule of 32 pictures in 1955 as compared to a total of 28 during the current year. Exhibitors across the land will applaud this announcement by Charles Feldman, U-I's general sales manager, with the hope that it will stir other companies to move in the same direction and alleviate the product shortage.

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Around The U. S. A. With TOA

Regional Conclaves Support Product Ideas, Unity Pleas

The idea that exhibitor financing of independent production is not "welcome" to "certain present producers and distributors," presented by Pat McGee, TOA vice-president, before a Theatre Owners of Oklahoma convention, was one of a flock of themes discussed at the several regional TOA unit meetings held throughout the country during the past two weeks.

McGee, in summarizing the results of the recent TOA national convention, called it "odd" that immediately after that meeting, a total of $45,000,000 was announced as being available to finance independent producers. The speaker declared that the present prodnct shortage can be traced back to an intent "to control the market."

Citing the needs of exhibitors for product in April, May and December, McGee stated that "there must be some effort made to secure a distribution medium more sympathetic to the needs of exhibition." He pointed to the Harbor Theatre, located around the corner from the convention hotel, which has closed until Christmas for lack of product.

Cites Twin Problems

In addition to the product shortage, McGee called attention to the "twin problems of exhibitor unity and a meeting of the minds between prodnction, distribution and exhibition." He asked that "the people at the top of both Allied and TOA should make more strenuous efforts to get together," adding that he doesn't care "what they name the final organization, nor who the officers may be."

McGee supported the idea of Col. H. A. Cole, co-chairman with him of the COMPO tax committee, that there should be a separate sales plan for small exhibitors. The speaker advocated the establishment in each distribution center of a co-operative buying and booking office, which would service only those small situations which are too costly to sell and which need low flat rentals.

These flat rentals could be justified because of the saving in selling, McGee reasoned. He added that he thinks each distribution center should set up within the exhibitor organizations a committee to listen to abuses or grievances.

Attendance Figures Explained

Concerning theatre attendance, the speaker stated that 90 percent of the theatres in America are selling fewer tickets today than they did a year ago. The disagreement with Sindlinger figures, which shows a national attendance gain, was explained by the fact that "a few big pictures in a few big theatres in large cities make the difference."

McGee congratulated M-G-M on its Ticket Selling Workshop idea, noting that "ways to sell tickets into everybody's theatres must be devised." He proposed a 'giant ticket selling campaign in each community where the theatres tie up with some big organizations" for the selling of theatre tickets.

Al Sindlinger, of Sindlinger & Co., research firm, told the delegates that national per capita spending at the box office has risen from $8.25 per year to $8.91. Of this, exhibition's share has risen from $4.62 to $5.50 per year. The government's tax cuts have contributed largely to extra theatre income, he noted.

At a meeting of Motion Picture Theatre Owners of Arkansas, Tennessee and Mississippi, Nathan Flexer was elected the group's president. James Carbery, outgoing president, is the new board chairman. Charles Eudy is secretary-treasurer, and vice-presidents are Roy L. Cocharan, R. B. Cox and Tom Ballas.

The group passed a resolution asking COMPO to sponsor spectaculars that would publicize the motion picture industry on television. The group discussed the product shortage, insurance rates, concession products and wide-screens for drive-ins.

In Jackson, Tenn., a proposal that the Tennessee Theatre Owners Association immediately set up a Service Committee to handle grievances in all categories, including film rentals, was met with unanimous approval by the delegates gathered here for the first of a series of five regional meetings. Proposal came from Morton Tune, TTOA vice-president.

Available To Members

The committee would have the weight of the state group behind it and would be available to all members in good standing who file a legitimate complaint in writing, Tune explained. President Stacy Wilhite reported on the potential tax fight with the coming session of the state legislature.

At the second regional meeting of Tennessee Theatre Owners Association, held in Memphis, the group expressed strong support for TOA's Exhibitors Film Financial Group, Inc., now in the process of organization. Walter Morris, on the Tennessee group's board, called EFFG "one of the most positive steps yet taken by an organization to break the stranglehold that the distributors now have on our theatres."

Morris urged support for "every independent effort to reach a solution to this problem," including Hal Makelim's plan, DCA and Filmakers. The Memphis region exhibitors voted unanimously to endorse EFFG.

At the third Tennessee meeting, in Nashville, exhibitors were urged to stop "being their own worst enemies," by Stacey Wilhite, TOA president. He noted that "so long as the divide and conquer opportunity prevails,

(*Continued on page* 27)

TOA Mid-Winter Meet In Washington

The joint mid-winter meeting of the TOA board of directors and executive committee has been scheduled for February 13-15 at the Mayflower Hotel, Washington, D.C. A. Julian Brylawski, TOA vice-president, will chair the host committee. Walter Reade, Jr., chairman of the board, and Alfred Starr, chairman of the executive committee, will preside at the meetings.

Fabian Proposes One Exhib Group

Oklahoma City.—Arguing in favor of th formation of one central exhibitor organiza tion, S. H. Fabian, Stanley Warner presi dent, told the delegates at a meeting of The atre Owners of Oklahoma this week tha "one big organization, could in six months move the motion picture industry ahead fiv years in its thinking." The speaker asked fo a referendum to determine exhibitor opinio on this matter.

Pointing out that "we've got to stop fight ing among ourselves," Fabian declared that "we've got the brains and finances, the imagination and the manpower to whip any temporary problems and pave the way for the greatest prosperity this industry has ever known."

The speaker blasted an attempt at government intervention, noting that "how much more preferable would be a plan now being advocated, for all of us to sit down together and settle our problems among ourselves without upsetting the even tenor of our business. He stated that "all the energy being expended by both sides in exhibition is being largely wasted."

Fabian noted that the industry united to fight the admission tax battle, and he declared that it could be united again. He pointed to the one exhibitor organization that is in operation in Great Britain.

Hollywood has done a "terrific" job, the speaker declared, and he cited the recent box office hits. Producers should be encouraged to make more pictures, while exhibitors "must lean over backwards to give desirable playing time to the worthwhile product of every company," Fabian declared.

He revealed that his companies "are committed to a policy of maximum aid, financial and otherwise, to any person or organization that can bring more pictures into the market." Declaring that "the bugaboo of TV has been met and conquered," Fabian stated that "the exhibition business is on the upgrade." He called it "still the greatest family business in the world."

"League" Stereo Plan Defended By Disneys

The decision to release Walt Disney's "20,000 Leagues Under the Sea" exclusively with stereophonic sound for the first 90 days has been defended by Roy O. Disney, president of Walt Disney Productions, while during the same week the producer Walt Disney declared that television will conflict less and less with the nation's theatre-going habits.

The Roy Disney statement came in answer to a telegram sent by E. D. Martin, TOA president, protesting the decision on the grounds that it "will create a new and objectionable system of clearance creating further exhibitor hardships."

Answering that he is both aware and sympathetic to the problems of the small theatre owner, Disney stated that "surely no fair-minded person would expect us to present our picture in its first run throughout the country in any other way but the very best."

Explaining that it is physically impossible to have both optical and stereophonic prints available concurrently at the beginning, Disney continued that he believes it "only good

(*Continued on page* 27)

M-G-M's "Forward In '55" Drive To Salute Exhibitors

Plans for a nation-wide "Forward in '55!" campaign by Metro-Goldwyn-Mayer, designed as a salute to the thousands of M-G-M exhibitors, were announced this week at a trade press conference called by Charles M. Reagan, vice president and general sales manager.



C. M. REAGAN

The press conference was the first called by Reagan since he took over the reins of general sales manager and emphasizes the importance M-G-M executives place on the new project, which will be called "M-G-M's 1955 Motion Picture Theatre Celebration."

In outlining the campaign, Reagan said: "I believe there is every indication that 1955 will be a great movie year and that the upswing started in '54 will continue and will be accelerated. We are convinced that this business is now firmly established on the road to recovery of much of the patronage that has been lacking in the postwar years. We believe that the rate of recovery can be speeded by better product, which we are now getting, and by better selling of this product to the public."

Tribute To Theatre

In paying tribute to the theatre and the exhibitor as a vital part of motion picture progress, Reagan added "We confidently expect that some 15,000 theatres will participate in this campaign. We feel we are basically right in saluting the theatre now that our industry is well launched into a new era. The artists who make our pictures . . . are working with wonderful new tools that the technicians have perfected for them. But none of these improvements . . . could be employed to make better movies if the theatres were not equipped to bring these greater productions to their audiences. In short, the theatre is the place that makes great product possible.

The slogan for the salute will be "There's More Fun at the Movies!" While the promotion activity will be undertaken by M-G-M from Jan. 1 through April 30, it is hoped that the momentum will be maintained indefinitely.

"We know that the best place to see a motion picture is in a movie theatre and that the entertainment being provided in the movie theatre today is the finest in the world. . . . Our plans focus on the local community and theatre, not on the glorification of Hollywood. We hope to help launch 1955 on an upsurge of showmanship," the sales chief stated.

As a solid foundation for the "celebration," Reagan pointed out, M-G-M has scheduled a concentration of important pictures during the first four months in 1955. "We have scheduled nine releases to start off the New Year," said Reagan. "These include 'Green Fire' with Stewart Granger and Grace Kelly; 'Bad Day At Black Rock' with Spencer Tracy, Robert Ryan and Ann Francis; 'Hit the Deck' with Jane Powell, Tony Martin, Debbie Reynolds, Vic Damone and Walter Pidgeon; 'Interrupted Melody' with Glenn Ford and Eleanor Parker; 'The Glass Slipper' (for Easter) with Leslie Caron and Michael Wilding; 'Bedevilled' with Ann Baxter; 'Jupiter's Darling' with Esther Williams, Robert Taylor and Marge and Gower Champion; 'Many Rivers to Cross' with Robert Taylor, Eleanor Parker and Victor McLaglen and climaxing this array with the spectacular production of 'The Prodigal' with Lana Turner, Edmund Purdom and a large cast."

Reagan explained that every medium of promotion will be used in the campaign. Howard Dietz and Dan Terrell are at the studio this week, consulting with Dore Schary and Howard Strickling on the production of a short film to publicize the celebration to the public, and to solidify the east and west coast activities for the most effective results. Si Seadler is at work on a program of advertising for the trade press, magazines and newspapers. Emery Austin and the entire M-G-M field press staff will spearhead the "Celebration" in every exchange area. Oscar A. Doob will coordinate the campaign.

"We believe we can say without seeming to be immodest that over the years our customers have come to count on M-G-M to initiate unusual ideas to help boost patronage at their theatres. Fortunately, the president of our company, Nicholas M. Schenck, has encouraged all departments to think along such lines and I am sure that each of you can recall many occasions when he backed such thinking with substantial advertising budgets to accomplish the objective. . . . We believe by launching our salute to the theatres that we will encourage theatre men to take another step forward and follow through with the necessary advertising and promotion required to sell properly every attraction they show in 1955. We will do our part to start them out on such a campaign," Reagan concluded.

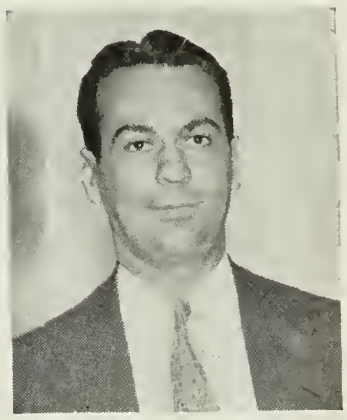
Committee Draws Arbitration Draft

Following a meeting this week of the exhibitor-distributor sub-committee on arbitration, Herman M. Levy and Adolph Schimel, representing exhibition and distribution respectively, were instructed to reduce to final writing the wide areas of agreement between the two sides, an MPAA bulletin has reported.

The two men were further instructed to prepare a conciliation plan for approval of the committee, which will meet on Jan. 17. Attending the sub-committee meeting were Si Fabian, Mitchell Wolfson, Max Cohen, Leo Brecher and Levy from exhibition; and A. Montague, Charles Reagan, William Gehring, Robert Perkins, Austin C. Keough and Schimel, from distribution.

DCA Stock Sale Rises To Million

Distributors Corp. of America has completely sold its first offering of $1,000,000 of preferred stock to exhibitors scattered throughout the U. S., Fred J. Schwartz, DCA president, disclosed at a conference with the trade press this week. The executive released a list of exhibitor stockholders, revealing practically every major exhibitor except those barred by consent decrees from purchasing DCA stock.



FRED J. SCHWARTZ

Because of the success of the first offering, and because he has been requested to sell more stock by additional exhibitors, Schwartz revealed that the company will consider increasing its capitalization at its first stockholder meeting, set for Feb. 7. Capitalization could possibly be increased from 50 to 100 percent at that time, the speaker stated.

The new company, which will release four films in the coming year, with a possible fifth being completed, will concentrate on handling a few films per year. Schwartz estimated that it would take DCA four years to handle 10 pictures a year, and he added that the company would never handle more than 10 to 12 top pictures per year.

Rush Distrib Set-Up

DCA will distribute both pictures in which it has been interested in the production, and features produced by independent producers. Schwartz declared that the company prefers to distribute pictures in which it has an equity financial interest, since it is not primarily a distribution outlet.

Films to be released during its initial year include "Hunters of the Deep," which will be released with a short on Rembrandt in mid-December. "Long John Silver," in CinemaScope, will follow in mid-February. Next will come "I Am a Camera," starring Julie Harris, and Shelly Winters, and "The Survivors," in CinemaScope.

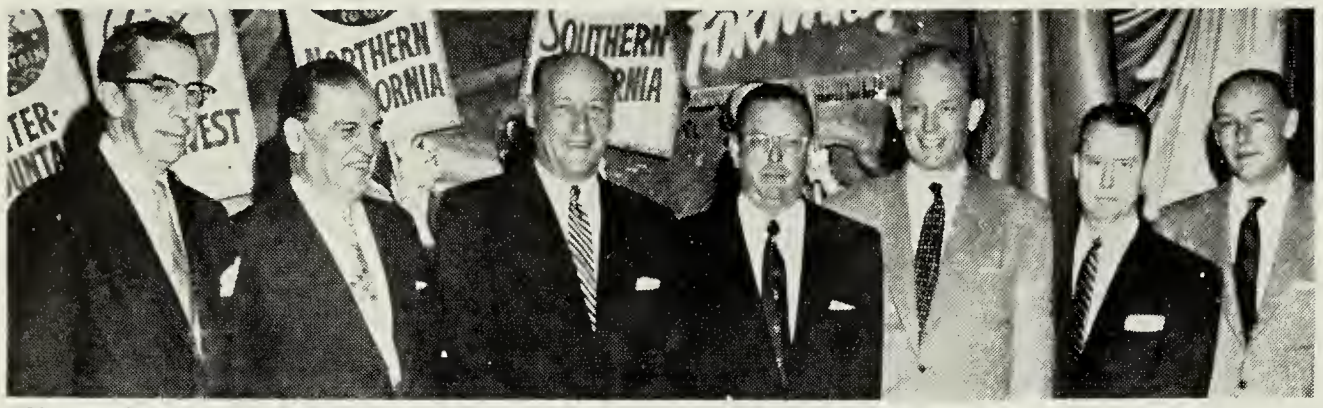
A fifth feature, "The Way We Are," starring Joan Crawford, may be ready for release during the first year, Schwartz revealed. Other pictures set include a cartoon version of "Finian's Rainbow," "The Viking," "Lelia," starring Olivia De Havilland, and an original comedy to be written by Sam and Bella Spewack.

Details of the company's distribution setup will be revealed within a short time, Schwartz promised. They are currently being completed by Charles Boasberg, general manager, and Irving Wormsr, general sales manager. For the present time, DCA will not bother with a foreign distribution network, he revealed.

Emphasizing that exhibitor stockholders would not have any pre-emptive right to DCA products by virtue of such stockholding, Schwartz stated that "their active

(Continued on page 27)

Business Building Program Voiced For National Theatres By Rhoden



National Theatres convention delegates to Los Angeles included (l to r): John B. Bertero, Los Angeles, president of Fox West Coast Theatres; Frank H. Ricketson Jr., Denver, president of Fox Intermountain Theatres; Elmer C. Rhoden, Los Angeles, president of National Theatres, Inc.; Edwin F. Zabel, Los Angeles, general manager of Fox West Coast; Alan May, Los Angeles, treasurer of National Theatres; Richard P. Brous, Kansas City, president of Fox Midwest Theatres, and Senn Lawler, Kansas City, divisional manager of Fox Midwest.

HOLLYWOOD.—A four-point business building program, presented by National Theatres president Elmer C. Rhoden, and a discussion of industry problems by Al Lichtman, 20th Century-Fox distribution chief, highlighted the three-day series of conferences held before 89 NT delegates at the circuit's home office.

At the chain's first divisional convention since 1952, its new president announced that he favors the Sears-Roebuck plan whereby employees are given the opportunity to invest in the company. Heading his four-point program was the announcement of a $500,000 advertising research fund to carry out research work in the field of promotional advertising and direct selling of motion pictures.

Rhoden's second point is a traveling cavalcade to be brought to all key cities, presenting the motion picture industry in its 50 years of development. This would be brought about through the co-operation of Hollywood studios and local exhibitors.

Incentive Plan Set

The executive's third point concerns the creation of an incentive plan for theatre managers, district managers and department heads. The plan, which must be approved by the stockholders, would supersede the former periodic drive bonuses, but is expected to provide a continuous stimulus for showmanship on the part of all theatre executives, who would share in NT's increased fiscal earnings.

Final point is compliance with the government's consent judgment by Jan. 1 at which time the company would be in a position to request the Department of Justice's approval for the acquisition of additional theatres. John B. Bertero, Fox West Coast Theatres head and NT's chief legal counsel, pointed out that the chain still has eight theatres and one theatre property to dispose of.

Lichtman sounded the theme that the industry must fight complacency and reach out through every media to sell its pictures to the public. He discussed the need for more quality films, selling shows to more people, wise spending of advertising dollars, comfortable theatres, proper utilization of equipment, personalized service, attending to children, civic co-operation, direct mailing and proper admission prices.

The speaker also suggested that the NT delegates hold theatre parties and invite people who claim they haven't been to a theatre for years. He promised to "furnish the picture free to you for such a party and you furnish the popcorn and Pepsi Cola."

The 20th-Fox executive paid tribute to the late Charles P. Skouras, former president of the theatre chain. The delegates opened the meeting by passing a resolution in memory of the theatreman.

In other speeches, Alan May, NT treasurer, delivered a financial report declaring that the company is in a strong financial position. Bert Pirosh, film buying head, revealed that forthcoming product is five to one better than last year.

Sargent pointed out that the NT advertising expenditure is 5.4 percent of the gross admission and declared "it is foolish to cut the flesh away from the bone" by reducing unwisely advertising expenses. Also discussed was the resumption of a national house organ which had been eliminated several years ago in an economy drive.

Reports on real estate by Jess E. Elliott, merchandising by Andy Krappman, insurance by Irving Epsteen, and additional advertising talks by Frank Whitbeck, of M-G-M, and Fay S. Reeder, of Fox West Coast, were given during the sessions.

Additional Divestiture Time Gained By NT

WASHINGTON.—Justice Dept. spokesmen revealed this week that National Theatres has been given an "interim extension" of one month, until Jan. 10, during which special problems will be reviewed pertaining to divestiture of the 110 theatres required under the Fox consent decree. A new deadline will then be fixed, by which time it is hoped that divestitute can be cleaned up, Justice added.

During the first two years of the decree's operation approximately three theatres a month had been disposed of by the circuit, according to the JD spokesman. Only about 10 of the theatres required to be divested are still held, it was added.

Sponsored Telecast Slated

The first commercially-sponsored telecast of a film premiere in motion picture history will take place Dec. 16, when video audiences in the greater metropolitan area will see the Roxy opening of Irving Berlin's "There's No Business Like Show Business" over PIX from 8 to 9 p.m., under the auspices of Nash Motors. Well-known show business figures will act as MCs for the program.

Fox Lists Hints On Selling Sound

A special exhibitor campaign book on stereophonic sound devised for promotional use by theatres having complete sterephonic sound installations has been prepared by 20th Century-Fox, it was announced this week. The book contains advertising, publicity and exploitation campaigns for the merchandising of stereophonic sound to the public.

Reproduced in the book are campaigns submitted by theatremen on stereophonic sound which have resulted in box office advantages achieved in conjunction with the presentation of CinemaScope pictures. The publicity section of the manual contains a series of news stories describing the development of stereophonic sound.

The advertising section presents a group of ads in one, two and three column sizes, adaptable for any company's CinemaScope pictures in stereophonic sound. Special ads for campaigns on "The Miracle of Stereophonic Sound," CinemaScope short subject explaining stereophonic sound comparing it to regular optical sound, also are carried in the ad section.

The manual also contains sugestions for the exploitation of stereophonic sound via lobby and theatre-front displays, heralds, throwaways and direct mail pieces to local civic and scientific organizations, newspaper editors, broadcasters and telecasters and to the theatre's regular mailing list. The book is being sent to every one of the 3,500 theatres in the U. S. and Canada currently equipped with stereophonic sound.

Profits Of 20th-Fox Rise To $5,732,063

Twentieth Century-Fox Film Corp. and wholly-owned subsidiaries have reported consolidated net earnings of $5,732,063 for the 39-weeks ended Sept. 25, 1954 and $2,635,518 for the third quarter. These figures show increases from the $1,433,037 and $1,274,728 reported for the comparable periods last year.

Per share earnings were reported as $2.17 for the 39 weeks of 1954, as compared with 52 cents for the same period of 1953. A quarterly cash dividend of 40 cents per share and an extra cash dividend of 10 cents per common share has been declared payable Dec. 24, 1954 to holders of record on Dec. 10.

Lichtman Asks Specifics On Flat Rental Complaints

Answering a complaint of E. D. Martin, TOA president, that despite policy statements of distribution director Al Lichtman, some members of the 20th Century-Fox sales force refuse to sell pictures at "flat" rentals, Lichtman declared it "ridiculous" to consider that the sales force would not be told of company policy.

The distribution executive stated in a letter to Martin that some deals may have been turned down because the amount of the flat rental offered was too low. He asked to be informed of specific cases, because, he declared, "talking in terms of generalities gets no results for anyone." Lichtman promised "prompt action on such complaints."

Independent Trade Reviews

"There's No Business Like Show Business"

(20th-Fox) CinemaScope-De Luxe Color 117 Min.

Cast: Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnnie Ray, Mitzi Gaynor, Richard Eastham, Hugh O'Brian, Frank McHugh, Rhys Williams, Lee Patrick, Eve Miller, Robin Raymond.

Credits: A Darryl F. Zanuck presentation; Produced by Sol C. Siegel; Directed by Walter Lang; Screen play by Phoebe and Henry Ephron; From a story by Lamar Trotti; Music and lyrics by Irving Berlin; Dances staged by Robert Alton.

Twentieth Century-Fox, under the personal supervision of Darryl F. Zanuck, has turned out a great and mammoth musical in "There's No Business Like Show Business." Employing many of Irving Berlin's most memorable tunes, together with a lilting selection of his newer songs, this picture delivers sumptuous entertainment throughout its nearly two hours of running time. "Show Business," even without its all-star cast, would be a tremendous hit. The story has heart, humor and sentiment—all in generous portions. The musical numbers possess verve, splendor and ingenuity in their staging. It would be a superfluity to mention the grossing potential of this film: the sky's the limit.

"Show Business" packs a marquee wallop of stardust: Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnnie Ray, Mitzi Gaynor. The production numbers, of which several are big, breezy affairs, contain excellent dancing and capable vocal deliveries. To embrace this song-and-dance festival, the studio saw fit to utilize a story dealing with a family of vaudevillians. Thus, a true show business saga, with all the ups and downs of on-stage life, emerges. The tale is filled with heart throbs and sentiment, romance and comedy. Appeal for the entire family is assured. Beginning in 1919, the narrative traces the lives and careers of Miss Merman and Dailey, playing a husband and wife vaudeville team, and their children who grow up to be O'Connor, Ray and Miss Gaynor. Miss Monroe enters the story as a chanteuse trying desperately to break into the big time. She and O'Connor fall in love but due to a set of misunderstandings, they separate and only at the climax does a reconciliation take place. Since the children of Miss Merman and Dailey are brought up into the show business world, ample opportunity is afforded for song and dance.

Among the more familiar Berlin tunes delivered in the film are "Alexander's Ragtime Band," "When That Midnight Choo Choo Leaves for Alabam'," "Heat Wave" and the title song. Miss Monroe figures prominently as a singer in several numbers, with dancing chores ably handled by Dailey, O'Connor and Miss Gaynor. Miss Merman's songs are spotted throughout the proceedings and her style fits the spirited tone of the picture to a tee. In luscious tints of De Luxe Color and the broadness of excellent CinemaScope photography, together with stereophonic sound, "Show Business" registers as a theatreman's dream and an audience's delight.



Marilyn Monroe and Donald O'Connor (above) co-star with Ethel Merman, Dan Dailey, Johnnie Ray and Mitzi Gaynor in "There's No Business Like Show Business," from 20th-Fox



Gene and Fred Kelly (above) are guest headliners in the all-star musical based on Sigmund Romberg's life, "Deep in My Heart," from M-G-M

"Deep In My Heart"

(M-G-M) Eastman Color 132 Min.

Cast: Jose Ferrer, Merle Oberon, Helen Traubel, Doe Avedon, Walter Pidgeon, Paul Henreid, Tamara Toumanova, Paul Stewart; Guest Stars: Rosemary Clooney, Gene and Fred Kelly, Jane Powell, Vic Damone, Ann Miller, Cyd Charisse, Howard Keel, Tony Martin.

Credits: Produced by Roger Edens; Directed by Stanley Donen; Screen play by Leonard Spigelgass; From the book by Elliott Arnold.

"Deep In My Heart," Eastman color musical biography of the life of Sigmund Romberg, has been endowed with the special magic "mass appeal" that augurs sensational grosses in theatres all over the country. Towering marquee strength is provided by an all-star cast that has Jose Ferrer, Merle Oberon and Helen Traubel playing the leads, with guest appearances by such people as Gene Kelly, Jane Powell, Cyd Charisse, Howard Keel, Tony Martin, Rosemary Clooney, Vic Damone and Ann Miller. But outstanding as these people are, and they all do knock-out jobs in the film, the box office success of this picture is predicated on still another factor: Here is a picture with a heart. It is sentimental, nostalgic, and even a bit corny, but the audiences have proven time and time again how much they like this quality.

In this respect, the film captures the flavor of the composer's most popular shows. "The Student Prince," "The Desert Song" and "The New Moon" belong to a special, eternally popular school of sentimentality, and that mood is kept throughout the more than two hours of running time. The plot itself concerns Ferrer's (Romberg) efforts to find backers for such music, which the impressarios of the day allegedly considered too "schmalzy." His career became a constant struggle between these shows, which he wanted to write, and the other hack work that he was forced to turn out for money.

In addition to this show business theme, the picture is filled with warm romantic moments. There is the courtship and happy marriage between Ferrer and his wife, played by Doe Avedon. There is the heartbreakingly unfulfilled love that Merle Oberon, as Dorothy Donnelly, feels for the composer. And last, but not least, there is the long-standing friendship between Ferrer and Anna Mueller, magnificently played by Miss Traubel.

Interspersed within the plot are the many musical numbers taken from Romberg shows. Miss Traubel is given a whole batch of numbers, and her glorious voice is used to great advantage. She clowns and dances with Ferrer, who proves himself to be a handy song and dance man. And then there are eight full production numbers done by the guest stars. Each and everyone of these has been staged imaginatively and handsomely and should have audiences enthralled.

Included in these are wonderful dance numbers by Gene Kelly and his brother Fred, Ann Miller, and Cyd Charisse and James Mitchell in one of the hottest numbers ever filmed. For the songs, Jane Powell and Vic Damone serenade each other with "Sweethearts," Rosemary Clooney and her real-life husband Ferrer team for a number, and there is a stunning performance of the famous "Serenade" by a newcomer, William Olvis. Other numbers are provided by Howard Keel and Tony Martin.

Production credits are first rate throughout, with the sets especially attractive. But the secret of this production's charm will be the tears it brings to the eyes when audiences see Ferrer serenading his wife from the stage of Carnegie Hall with "When I Grow Too Old To Dream" or Miss Traubel softly singing "Auf Wiedersehen" at the deathbed of Miss Oberon. "Deep In My Heart" strikes one as a picture that has come from the heart, and that can lead only to top box office.

"The Country Girl"

(Paramount) 104 Min.

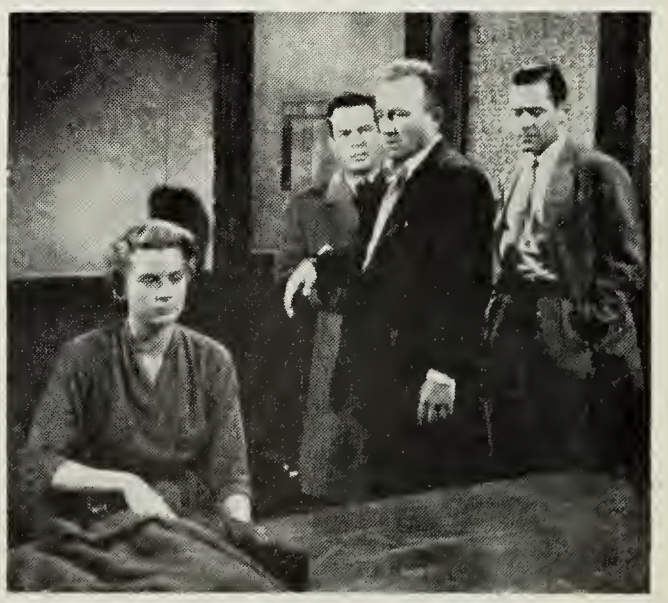
Cast: Bing Crosby, Grace Kelly, William Holden, Anthony Ross, Jackie Fontaine.

Credits: Produced by William Perlberg; Directed and written by George Seaton; Based on the play by Clifford Odets; Songs by Harold Arlen and Ira Gershwin.

A motion picture of dramatic power and integrity has been created from the hit Broadway drama "The Country Girl," and this Perlberg-Seaton production figures to repeat both the critical and popular success of the Clifford Odets play. Off-beat casting has provided stars Bing Crosby and Grace Kelly with the most dramatic roles of their careers, and both turn in the sort of performances that should generate terrific word-of-mouth for the picture. Keeping pace with them all the way is William Holden, whose performance turns the feature into a three-way threat. Interpolated in the drama are songs by Harold Arlen-Ira Gershwin, and one or two of them might catch on to help in exploiting the film.

"The Country Girl," set against a show business background, tells the story of three intelligent, even brilliant, people who have been defeated in their encounters with life. Crosby, an alcoholic has-been musical star, has drunk and lied his way down to the bottom. Miss Kelly, his once beautiful and vivacious wife, has been turned into something of a hag by

(*Continued on page* 20)



Grace Kelly, Bing Crosby and William Holden co-star in "The Country Girl," from Paramount

MERRY CHI



FROM THE BOYS WHO WILL KEEP Y

20TH CINEMA

"It is our policy to

the way he li

STMAS



PROSPEROUS YEAR AFTER YEAR!

COPE FOX

iness with an exhibitor
do business."

Al Lichtman



Industry Pushes Censor Battles

The industry is continuing in its drive against pre-censorship of motion pictures by state groups, with one legal action resulting in the Ohio censor law's being declared "unreasonable and unlawful," while the validity of the Massachusetts law is being contested in a case involving RKO's "The French Line."

With Ohio's Supreme Court ruling five-to-two against the legality of the state's current censorship law, state authorities have announced that plans are being speeded for the drafting of a new law that will "conform to the requirements prescribed by the decision of the Supreme Court of the U.S."

The Ohio decision resulted from appeal cases involving cuts ordered in "French Line," RKO's "Son of Sinbad" and Capitol Enterprises' "Mom and Dad." Gov. Frank J. Lausche immediately directed the State Education Department to draft a new law for presentation at the next session of the state legislature.

Because the state Supreme Court did not declare the censor law "unconstitutional," Gov. Lausche declared that "it was gratifying to note that the constitutionality of the right of the legislature, by a properly-drafted law, to regulate the public showing of films, has been declared valid by the Ohio Supreme Court decision."

The Governor contended that "the showing of films tending to debase morality and having a harmful influence in the performance of our ethical obligations cannot be left to the voluntary self-imposed restraints of the film industry." He noted that "the film industry for its own preservation ought to join in support of such a law.

Earlier Ruling Cited

The Ohio Supreme Court based its decision on the ruling of the U.S. high court of one year ago. R. M. Ryan, chief Ohio censor, declared that "we will have to seek new legislation which will be constitutional and which will give us the right to make certain cuts and rejections."

Arguing against attempts to ban "French Line" in Massachusetts, attorney Joseph N. Welch stated in Federal Court that that state "has motion picture censorship in its most painful and exquisite form." Welch told the court he is not seeking damages but would be content with a temporary injunction."

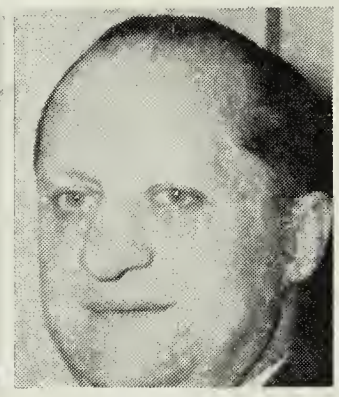
A call for vigilance on the part of Ohio exhibitors in instances when 'quickie . . . burlesque pictures, peep shows, sex films and what-not" are offered to or shown in theatres was sounded this week in a service bulletin of Independent Theatre Owners of Ohio. Bulletin, containing news of the State Supreme Court's defeat of Ohio censorship, advised members to report showings of such pictures to the police and district attorney as self-protection since the state provides strict penalties for exhibiting lewd, indecent and immoral films. Bulletin adds that the censor's seal need not be displayed on the screen and distributors need not pay any fees as a result of the court rule. Exhibitors are "perfectly safe from any criticism," however, as long as they play pictures which have MPAA code seals, it was added.

New Appointments . . .

MILTON E. PICKMAN joined Distributors Corp. of America as production head of the new company. Having just concluded a two year contract with Columbia, Pickman had previously served as vice-president and general manager for the Jerry Wald-Norman Krasna Production Co. at RKO. His immediate duties will be to complete the production set-up on "Finian's Rainbow" and handle production duties and operating functions on all forthcoming DCA productions.



FELLMAN



SMAKWITZ

NAT D. FELLMAN, film buyer for the Stanley Warner Corp., was promoted to executive assistant to Harry M. Kalmine, vice-president and general manager of the theatre chain. Fellman began his motion picture career in 1928 as an office boy at Warner Bros. He became film buyer for the National Warner Bros. Theatre Circuit in 1951.

CHARLES A. SMAKWITZ was promoted to zone manager of Stanley Warner's New Jersey theatres, succeeding Frank Damis, resigned. Smakwitz was moved to this post from Albany, where he had been zone manager for that city. He started as a page boy in the Strand Theatre, now the Warner, on Broadway, working his way up in various exhibition posts.

TURNER B. SHELTON succeeded Andrew W. Smith, resigned, as chief of the U. S. Information Agency's motion picture service. Shelton has been deputy chief of the service. Smith, whose resignation was accepted with "reluctance" by Theodore C. Streibert, USIA director, is returning to private business but will continue to be available as a consultant.

WILLIAM B. HUGHES was appointed manager of Ansco's Los Angeles sales district. Hughes joined the Ansco organization in 1940 and was employed in various sales positions in Detroit, Cleveland and Chicago. In his new position he will be responsible for the operation of Ansco's Los Angeles district offices and warehouses and for sales of Ansco amateur and professional films, cameras, photographic papers and chemicals in parts of California, Nevada and Arizona.

JOHN FORD joined the production company of C. V. Whitney, Inc., as vice-president and will direct three pictures for the new unit. In his new post, Ford will be associated with Merian C. Cooper and Cornelius Vanderbilt Whitney, principals of the compnay. Whitney disclosed that the company will produce only major pictures.

JACK KENNEDY was named Allied Artists branch manager in Des Moines. Kennedy was formerly Des Moines branch manager for M-G-M until 1948, at which time he acquired a circuit of theatres. Having disposed of these theatres, he will now devote all his time to distribution. CHARLES ELDER, formerly acting branch manager, will take over the booker's position in the exchange.

HAROLD GREEN was named branch manager in Los Angeles for Columbia Pictures. For the past three years Green has been heading the company's Salt Lake City exchange. He has been with Columbia for 25 years.

FRANK QUINN, film critic of the New York "Mirror," was elected chairman of the New York Film Critic Circle. A. H. WEILER of the "Times" was elected vice-chairman; IRENE THIRER of the "Post" secretary, and JOE PIHODNA of the "Herald Tribune" treasurer.

PAUL SCHERER was promoted to assistant treasurer of National Theatres, Inc., at which post he will work under Alan May, NT treasurer. Scherer had been in Fox West Coast Theatres' film buying department. DAVE BOYD, formerly of FWC real estate department, is the new manager of the circuit's merchandising warehouse in Culver City, succeeding Murray L. Mosby, retired.

FRANK PRINCE, of the booking-buying department, assumes Boyd's former post as assistant to Jess E. Elliott, real estate head. DAN POLIER, booker, moves into Prince's spot and will work under Everett Sharp, head booker.

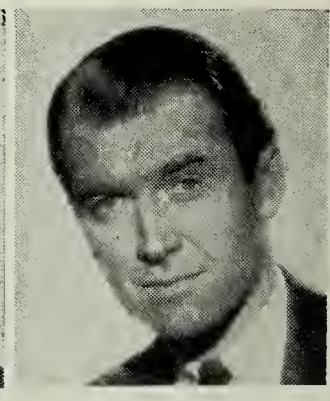
MORT MAGILL was named Buena Vista Film Distribution Co. district sales supervisor for the Philadelphia, Washington and Pittsburgh exchange areas. Magill will make his headquarters in Philadelphia.

DUKE CLARK was appointed branch manager of United Artists' Dallas exchange and will serve under the supervision of eastern and southern division manager Milton E. Cohen and southern district manager George Pabst. Clark succeeds W. C. Hames, resigned. The sales veteran has been a field executive for COMPO.

Sinatra, Stewart Cop Key Dramatic Awards



FRANK SINATRA



JAMES STEWART

Frank Sinatra has been selected as the actor delivering the fourth top dramatic performance of 1953-54 and James Stewart as fifth in the same category, according to results of THE INDEPENDENT's annual EXHIBITORATING poll. A complete listing of poll results, from which the Sinatra and Stewart placings were inadvertently omitted, appeared in the Nov. 27 issue of THE INDEPENDENT.

Exhibs Encouraged To Get Co-Op Ads By Workshop Speaker Clumb

BOSTON.—M-G-M's Ticket Selling Workshop, held here at the Hotel Bradford, attracted more than 350 exhibitors and managers, who were challenged to run full-page co-operative newspaper advertisements for their Christmas features by Ervin J. Clumb, manager of the Riverside Theatre, Milwaukee. The guest speaker showed the exhibitors two full-page ads he has already obtained for his Christmas pictures.

With the spotlight alternating on various means of increasing ticket sales, Clumb told the audience to "take advantage of the thousands of opportunities that are right in front of you in your community." He noted that "this is one business where they never ask you how many degrees you hold." All that is required is a "good job," he explained.

Norman Knight, executive vice-president of the Yankee Network, urged all managers to do a big job with big pictures. He warned that "if you have to put in a dud picture between your big ones, don't fool your established public by trying to build up the dud film too. Let it coast along," he advised.

Other speakers included Mrs. Alice Gorham, head of ticket sales for United Detroit Theatres, who challenged the theatremen to get another added dimension, showmanship; and Jack Hamilton, theatre ad manager for the Boston "Globe," who stressed the importance of the newspaper in publicizing film news.

The next workshop is scheduled to be held in Denver on Jan. 12. This will be followed by one in Jackson, Miss., on Jan. 24; in Richmond, Va., on Feb. 8; in Detroit on Feb. 22; in Columbus, Ohio, on Mar. 1; and in Billings, Mont., May 10. Tentative plans are slated for Kansas City late in March; in Dallas in March or April, and in Salt Lake City and Atlanta sometime in May.

Myers Stresses Allied's "Open Door" To Distribs

BOSTON.—Clarification of the action of the last National Allied convention, with accent on the "open door" policy of the group in connection with seeking government intervention, was sounded by Abram F. Myers, Allied board chairman and general counsel, who spoke at the convention of Independent Exhibitors, Inc., here this week.

Myers pointed out that the convention delegates, "contrary to a falsely created impression, did not give the board an unqualified mandate to have the bill introduced and press for its passage." He noted additionally that the Allied board "has never approved Government regulation as a policy, or any bill in particular."

The assembled delegates were told whether or not the discussed bill is ever presented to Congress, it has already done good by the controversy it has stirred up. Myers added that "fortunately the relations of Allied and the film companies are not at an impasse."

Allied representatives have been in contact with film company executives with some beneficial results, Myers reported. He expects a full meeting of the Emergency Defense Committee before the February board meeting, he stated. Myers closed by supporting the idea for an industry-wide conference proposed by Al Lichtman, 20th-Fox distribution chief.

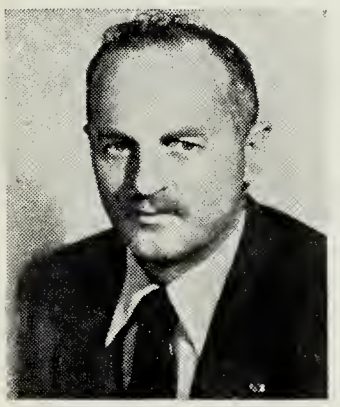
Cinerama Grosses Pass $16,000,000

"This Is Cinerama" has grossed approximately $16,000,000 in 13 domestic runs, Ira S. Stevens, treasurer of Cinerama Productions, told the stockholders at a meeting of that group. The executive estimated that the film would probably earn $20,000,000 by the end of 1955.

The second Cinerama picture, "Cinerama Holiday," will have its world premiere at the Warner Theatre, N. Y. C. early in February, Lowell Thomas, president, declared. About five other openings are being set to follow the New York one, he revealed. Thomas is starting production shortly on the third film in the process, "Seven Wonders of the World."

EuropeAcceptingCS In Quantity: Zanuck

Wide acceptance of CinemaScope in Great Britain and on the continent has been revealed by Darryl F. Zanuck, 20th-Fox vice-president in charge of production. Disclosing to the trade press his findings of a week's trip abroad, he maintained that anamorphic installations are being introduced to theatres at the rate of 40 a month in England alone.



DARRYL ZANUCK

Zanuck revealed also that independent exhibitors in Great Britain have formed a new "circuit" for playing 20th-Fox CinemaScope productions; this is seen apparently as an answer to the J. Arthur Rank Organization's refusal to equip additional theatres with the 20th-Fox innovation.

The 20th-Fox production chief noted that the main problem facing overseas distribution of CinemaScope films is to be found in print supply. He said that various steps are being taken in Hollywood on experiments to ease this shortage.

His company's business in Britain, Zanuck explained, is running $2,500,000 behind this year due to the lack of adequate anamorphic installations and available product. Zanuck said, however, that by "March we'll surpass our biggest year." He added that in no situations in Britain did Fox find a theatre playing CinemaScope that did not up its revenue by at least 50 percent.

Company production, the studio head noted, will continue at the rate of 20 films per year and films produced outside the studio will be released by 20th-Fox at the rate of four to six per year to bring total releases to between 24 and 30 annually.

Military First Runs Contested By Exhibs

WASHINGTON.—Playing of films on Army post 14 days after nearby theatres have had them was requested by a film industry committee on Nov. 23, according to a Defense Department spokesman this week. At present Army and Air Force post theatres get the films 21 days ahead of privately operated houses. Participants in the Nov. 23 conference refused to comment at that time about what was discussed.

The industry representatives agreed that the present policy should, however, be continued in the case of Army and Air Force installations overseas and in isolated spots where no private theatre is available. A Defense Department committe will study the recommendations and will be ready with answers for a scheduled January meeting with the industry, it was indicated.

First-run releases to military installation theatres prior to theatrical release has brought repeated exhibitor complaints that Government-subsidized competition with commercial film houses is hurting grosses in many instances, the committee contends.

Walter Reade, Jr., and A. Julian Brylawski of TOA, Morey Goldstein, chairman of the distributors committee and Kenneth Clark of MPAA, represented the industry at the Nov. 23 conference.

S-W Houses Improve To Up Company's Net

In his annual report to the stockholders S. H. Fabian, president of Stanley Warner Corp. stated that the profit for the company and its subsidiaries "for the fiscal year ended Aug. 28, 1954 amounted to $3,595,100 after deducting depreciation and amortization of $3,476,400 but before deducting provisions for Federal income taxes and contingencies." The net profit continued Fabian, "was $1,770,100, equivalent to 80¢ per share on the 2,218,529 shares of common stock outsanding after deducting the stock held in the treasury."

In commenting upon the first quarter of the current fiscal year ended Nov. 27, Fabian said it was not possible to give an accurate estimate of earnings but based upon information now available, "it appears that the earnings for the quarter were more than twice the consolidated earnings for the corresponding quarter last year when our profits amounted to $523,000 after all charges including federal income taxes."

During the first full year of operation, a year of marked progress for Stanley Warner, the downward trend in operating profits of the theatres acquired by the company, which had continued for more than five years, was reversed, according to Fabian.

Exhibitors Elect Thorne

OKLAHOMA CITY.—Ed Thorne, Oklahoma City manager of Cooper Foundation, has succeeded Morris Lowenstein as president of Theatre Owners of Oklahoma. Lowenstein, who has held this post for more than 25 years, announced this year his decision to retire from office and asked the board to elect someone else.

Other officers elected along with Thorne include Ralph Drewry, vice-president; Ray Hughes, secretary-treasurer, and Mrs. Zella Geck, assistant secretary-treasurer.

Zenith Requests OK For Toll TV

WASHINGTON.—The Zenith Radio Corp. has requested the FCC to authorize immediate commercial operation of subscription television by properly equipped TV stations. The petition asserted that public interest would best be served by eliminating prolonged hearings.

The company contended that establishment of subscription TV would not duplicate or interfere with present commercial programs but would restore to home TV many important events which have been lost to theatre TV or have been blacked out altogether.

The Zenith petition pointed out for particular attention the idea that pay-TV would make possible the showing of top Hollywood movies at a fraction of the cost that it would take to see them in the theatres. Subscription TV would also tend to increase the quantity of educational and public service programs, it noted.

The company asked that a subscription service be made available for both UHF and VHF stations and not confined to UHF alone. The petition declared that the FCC has ample power to cope with any abuses that may develop.

Millions Spent

The petition stated that Zenith has engaged in the development of subscription TV since 1931 and has already spent many millions of dollars in technical development. The company declared that it now stands ready to venture additional millions to put subscription TV into operation.

Reaction from Trueman T. Rembusch, co-chairman of the Joint Exhibitor Committee on Toll TV, was to call the petition a "tactical move." The exhibitor noted that "such moves are seldom if ever successful." Rembusch declared that the FCC, "if it follows its usual procedures, can be counted upon to follow the due process of its agency and will not be coerced by angy group into a quick decision."

Rembusch cited the various problems that he thinks the FCC must consider before it could pass any judgment on toll TV. These include its effect on general retail business, as well as theatre business. Rembusch declared that "the Commission, being faced with so many complex legal and engineering questions in the toll television matter, will not be stampeded into a snap jndgment decision."

Burstyn Award Committee

The Independent Motion Picture Distributors Association of America has decided to present the annual Joseph Burstyn Award for the best foreign language film on or before Dec. 31. A committee of Arthur L. Mayer, Max A. Goldberg, Martin J. Lewis, George Roth and Thomas J. Brandon was appointed to select the winner.

The group voted to broaden its membership by admitting to the IMPDAA exhibitors who are also importers and distributors of foreign films. It decided also to postpone further legal proceedings against IFE in connection with its purported restriction of competition. IMPDAA passed a resolution rededicating itself to the ideals of its late president Burstyn.

Universal Will Increase Releasing Schedule To 32 Pictures For 1955



Universal-International executives mapping plans for the company's sales conference, held this week at the U-I studio, include (l. to r.): Edward Muhl, production vice-president; Alfred E. Daff, executive vice-president; Charles J. Feldman, general sales manager; David A. Lipton, vice-president; Clark Ramsay, assistant to Lipton; Sam Israel, studio publicity director, and Charles Simonelli, eastern advertising and publicity department manager.

HOLLYWOOD.—Universal-International will release an even greater number of pictures in 1955 than it did during 1954, with the total upped from 28 to 32 major pictures, Charles J. Feldman, vice-president and general sales manager, announced at the opening session of the company's week-long sales conference here.

The speaker told the production, distribution and advertising-publicity heads of the company gathered for the meetings that during the past year U-I grosses have soared to an all-time record. He noted that the keynote of operation for 1955 will be based on the same principles.

Feldman pointed out that the company's "responsibility to our exhibitor customers is to continue to deliver a flow of quality product having the same reliability of entertainment values which have pleased American movie-goers in ever increasing numbers to the benefit of our company and our exhibitor friends."

The 1955 production program will include film versions of 13 best-selling novels, according to Edward Muhl, vice-president in charge of production. Muhl also stressed the fact that a potent list of star names will head the casts. He declared that about 75 percent of the pictures will be filmed in color, with studio executives carefully watching new camera developments.

Addressing the opening session of the sales conference were Milton R. Rackmil, president, Alfred E. Daff, executive vice-president; and David A. Lipton, vice-president, who joined with Feldman in the statement of policy for U-I for the coming year.

Paramount Meeting Stresses Unity

HOLLYWOOD.—Underscoring the growing importance and interdependence of the world-wide marketing of films, Paramount Pictures has just concluded its first international promotion co-ordination meeting under the direction of Jerry Pickman, vice-president in charge of advertising, publicity and exploitation. Concurrently, A. W. Schwalberg, president of Paramount Film Distributing Corp., has been holding sales and distribution sessions.

The co-ordination meeting, in addition to setting plans to achieve the full box office potential of the company's product, further resolved the integration of activities among home office, studio and field promotion forces.

Addressing the merged session of both groups, Y. Frank Freeman, studio chief, noted that 'the product on hand and which you will get next year is unexcelled in Paramount's history." He noted that "we firmly believe that Paramount will stay on top."

Pickman told the group that "we are in a one world business of entertainment today." He noted that "we are commercial in that we have something to sell and want to do that selling as effectively as we know how." However, he added, "we are not just peddlers and promoters."

The advertising executive stressed that "the job of the merchandiser is equally creative with that of the picture-maker." He was followed by Don Hartman, executive producer, who emphasized the studio's policy of making only what it considers top pictures.

E. K. (Ted) O'Shea, distribution vice-president, told the meeting that exhibitor reaction to VistaVision could not be better. Further comments on the process were provided by Loren L. Ryder, head of engineering and technical development, who demonstrated the new process for the delegates.

The meeting schedule included the showing, in whole or in part, of 18 upcoming Paramount pictures. The screenings comprise the largest number of films ever to be shown at a Paramount conclave, according to Pickman.

Dividends . . .

The board of directors of Universal Pictures Co. has declared a quarterly dividend of 25 cents per share and an extra dividend of 25 cents per share on common stock, payable Dec. 22, 1954 to holders of record on Dec. 10.

The directors of Republic Pictures have declared a dividend of 25 cents per share on preferred stock, payable Jan. 3, 1955, to holders of record on Dec. 13, 1954.

Parade Capers Publicize Movies

With crowds of an estimated 2,000,000 strong lining up the streets of Manhattan for New York's famous Macy's Thanksgiving Day parade, it's a foregone conclusion that everybody loves a parade. Equally as uncontestable is the fact that parades make an ideal way to publicize motion pictures, with the showman given a wonderful opportunity to let his imagination come into full play.

The motion picture industry captured top honors in the Macy's parade, with Virginia Mayo, star of Warner Bros.' forthcoming "The Silver Chalice," reigning as queen of hearts of the parade. Other films plugged via floats and other entries include M-G-M's "Jupiter s Darling" and "The Glass Slipper" and DCA's "Long John Silver."

The value of the publicity break resulting from the parade may be judged from the fact that in addition to the throngs of people watching the floats in person, countless additional viewers were garnered via television and newsreel shots of the event. NBC televised the parade on a coast-to-coast network of 73 stations.

As queen of hearts, Miss Mayo was clothed in regal costume, wearing a crown on her head and carrying a scepter in her hand. She was surrounded by ladies in waiting and other attendants of a royal court. The float, designed in the shape of a crown, was given the place of honor in the parade.

Elephants March

The three "pink" elephants featured in M-G-M's "Jupiter's Darling" were paraded down Central Park West and Broadway with their trainers, to the delight of the crowds. Although the company was not permitted to credit the film with banners on the elephants during the parade, the advertisements for the parade gave full credit to the production so that the viewers could associate the animals with the film.

The same company's "The Glass Slipper" attracted attention by a float designed in the shape of a slipper. Carol Haney, currently appearing in the Broadway musical "Pajama Game," was seated in the heel as Cinderella. The whole float epitomized the Eastman Color musical.

"Long John Silver" was represented by a three-way live-action float that featured Jackie Cooper, who impersonated Jim Hawkins. The float depicted a battle between two pirate ships in a clash for buried treasure. Cooper was seated on a float representing the famous "treasure island." The float is scheduled to be used again in connection with the New York premiere of the feature.

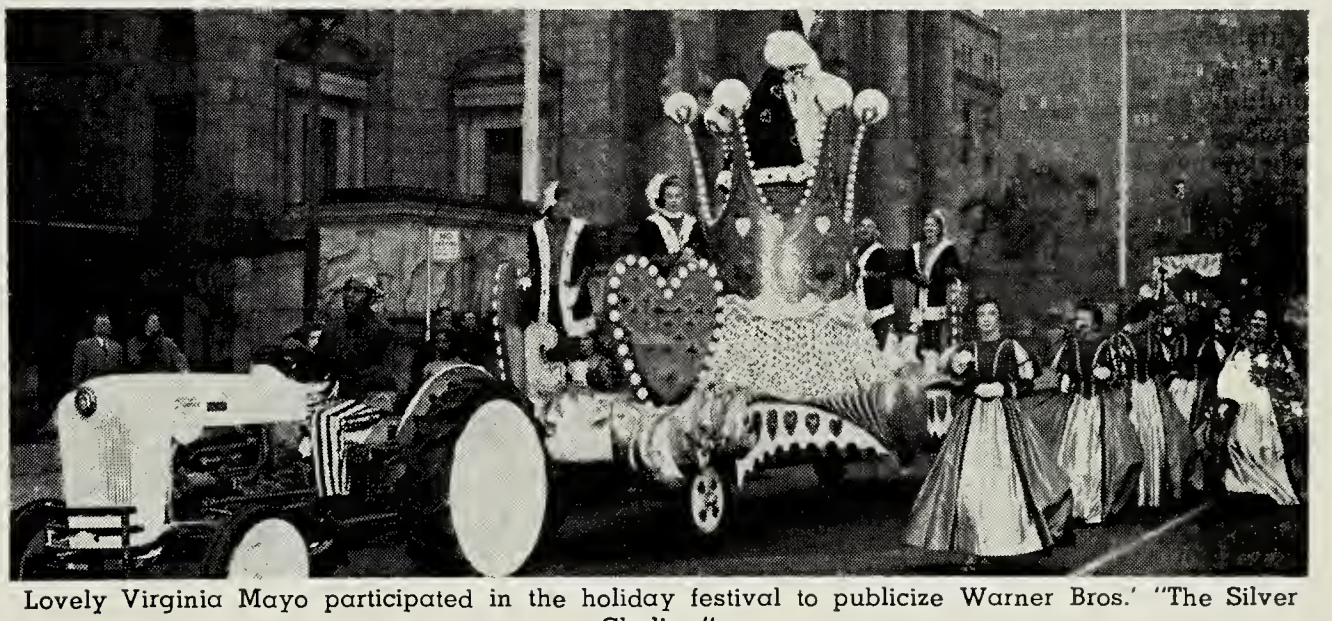
Stars On Floats Aid Films



Jackie Cooper is the star of the Thanksgiving Day parade float promoting "Long John Silver," the forthcoming DCA release.



Three pink elephants were escorted down Broadway in the Macy Parade to push M-G-M's new musical, "Jupiter's Darling."



Lovely Virginia Mayo participated in the holiday festival to publicize Warner Bros.' "The Silver Chalice."



A unique float, which captured the fancy of the kiddies, was built around the theme of M-G-M's "The Glass Slipper."

National Magazine Drive Set To Plug 'Vera Cruz'

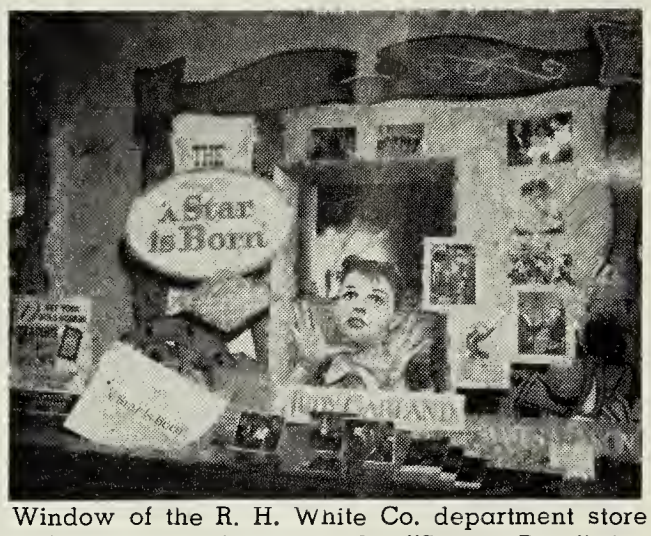
A national magazine advertising campaign designed to reach a combined readership of 185,000,000, the most extensive ever undertaken by United Artists, has been set in behalf of Hecht-Lancaster's "Vera Cruz," Technicolor-Superscope production starring Gary Cooper and Burt Lancaster.

The music promotion backing the film has been launched with national distribution of the first six recordings of the title song by Victor, Decca, Mercury, Capitol and M-G-M, it was announced by Francis M. Winikus.

Judy Garland's Disc Songs Key "Star Is Born" Theatre Drives

Following an elaborate series of premieres, Warner Bros.' Judy Garland starrer, "A Star Is Born," is being given the gold carpet exploitation treatment from theatremen across the nation. Miss Garland's return to the screen in this mammoth production rates with the major motion picture events of the year, and smart showmen are capitalizing on this fact to lure heavy crowds into their theatres.

At the heart of almost every campaign being worked on the feature is the music the star sings in the film, and the de luxe album recorded by Columbia Records. The songs are being plugged by co-operating disc jockeys and played in theatre lobbies and fronts to attract extra attention, while the album itself is being used as prizes in countless contests.



Window of the R. H. White Co. department store in Boston was dominated by "Star is Born" display set by the Metropolitan Theatre for its run of the WB picture.

Features on Garland

In addition to the music, the unique personality of Miss Garland, who enjoys an especially fervent popularity among a huge segment of the movie-going audience, is being featured as a springboard for many publicity breaks. Newspapers and radio-TV personnel are providing highly co-operative in devoting space and time to feature articles on the star and her first film in several years.

Interest in the feature, which had been building up all during the time the picture was in production, broke full force with the world premiere at the RKO Pantages Theatre, Los Angeles. The event marked the first time that a motion picture world premiere was televised coast-to-coast when highlights of the occasion were telecast on Steve Allen's show, "Tonight," on NBC-TV.

The west coast opening was followed up with a two-theatre New York City premiere that saw first night audience swarming into both the Paramount and Victoria theatres. Miss Garland appeared at both Gotham theatres, as she had at the world premiere and at several other key openings of the film.

A typical campaign created for an engagement of the film may be seen from the one worked for the run at the RKO Albee Theatre, Cincinnati. Manager Joe Alexander promoted a special art spread in the Sunday "Enquirer" two weeks prior to the run. Also promoted was a contest in the "Time Star," in which gifts were presented to the first baby born in a recognized Cincinnati hospital, with the theme that a new "Star is Born."

Streamers Used

Streamers and counter cards were placed on display at all record retail outlets and wholesale houses. All disc jockeys were serviced with music from the film and played tunes two weeks in advance and during the run. A juke box was placed in the theatre lobby and played Garland records for three weeks in advance.

A record player and speakers were installed outside the theatre for the playing of music from the film to attract street traffic. The theatre held a special screening of the feature for disc jockeys, radio-TV officials and newspaper columnists. A fashion tie-up was arranged with a leading ladies apparel store that ran a 1,000 line ad on "Star" fashions with theatre, picture and date insertion.

Other theatres promoting unusual publicity-netting stunts included the RKO Orpheum, New Orleans, which benefitted from a "Memory Contest" run by radio station WSMB. Passes were given to the contestant sending in the longest list of titles of pictures in which Miss Garland has appeared.

For the same theatre, radio station WNOE made a tape recording on opening night of comments of patrons entering and leaving the theatre. The tape was used on a special events program the day following the opening. The theatre tied-up with a local florist who supplied 100 orchids in return for credit on a lobby sign.

When the opening of a "Star" run coincided with the debut of a new television station in Sioux City, the manager of the RKO Orpheum theatre arranged a tie-up. The theatre and station ran a 'Star For a Day" contest, with the winner making a day of visiting different merchants to pick up gifts in a new Buick convertible properly bannered.

Food Store Tie-Up



M-G-M's "Beau Brummell" was plugged in food stores via a tie-up effected with Storecast and featuring Elizabeth Taylor, star. As more photos are used, stars will be credited with their latest pictures.

Managers Merit Bally Idea Cash

The inauguration of a "Do-It-Yourself" column in its press books has prompted RKO Pictures to offer $10 for every do-it-yourself idea submitted by a theatre manager or employe and used in the column. The company asks that suggestions be sent to the Do-It-Yourself Editor, RKO Studio, 780 Gower St., Hollywood 38, Calif.

Senders are asked to include a photo of themselves with their suggestions for reproduction with the idea in the campaign book. Ideas should be concerned exclusively with projects that theatres can undertake at no or very little cost, the company requests.

Typical of the type of suggestions sought are these following ones that were published in the press book on RKO's "Cattle Queen of Montana:" From Joseph Kogan, of Warners Wiltern Theatre, Los Angeles, comes the idea of using a Santa Claus in full regalia, driving a sleek Jaguar, to publicize a picture opening around Christmas time.

Kogan suggests that banners on the car read that the theatre "wishes everyone a merry Christmas and offers the entertainment package of the year (name of picture.)" He notes that Santa could play records over a sound system, play plugs for the picture and pass out goodies.

Suggests Live Announcement

Frank M. Diaz, of Pacific Drive-Ins, Los Angeles, reports a stunt that he has used with success. He suggests making a live announcement plugging a coming picture right at the end of the first feature, with the lights still off and no picture on the screen. Patrons are impressed by this live announcement in the dark, he states.

The celebration of a milestone "stimulates interest in any theatre, builds permanent good will and, when properly promoted, increases box office receipts," notes M. A. Anderson, of RKO Theatres in Los Angeles. He therefore suggests that the theatre select a night during which the 1,000,000th or other milestone figure ticket will be sold.

The theatre should award a gold pass to the patron who buys the 1,000,000th ticket, with some local beauty or dignitary making the presentation for pictures and stories in the newspapers. The presentation could be made at the door or else have patrons hold their tickets and announce the lucky number from the stage.

Roy Wolf of the Paramount Theatre, Hollywood, discloses that by building a friendly relationship with the heads of the public library, he has "received fine co-operation in reaching that plus audience—the ardent readers—through bulletin board announcements." For "Cattle Queen of Montana" he suggests that the library could announce a list of books available concerning the Montana Territory.

"Underwater!" Tanks

Water tanks constructed for the first time of a new laminated glass fibre will be available for publicity stunts and lobby displays for runs of RKO's "Underwater!" the company discloses. The tanks can be used to hold mermaids, sharks, underwater life or whatever showmanship ideas evolve for each gala opening. The new glass allows photographs to be taken.



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"DESTRY"

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Directed by GEORGE MARSHALL · Screenplay by EDMUND H. NORTH and D. D. BEAUCHAMP · Produced by STANLEY RUBIN

Suggested by MAX BRAND'S novel, "DESTRY RIDES AGAIN"

Universal International

"...Pictures with that Universal appeal"

DISTRI-BITS

Heineman NCCJ Chairman

William J. Heineman, United Artists distribution vice-president, will serve as distributor chairman in the 1954-55 National Conference brotherhood drive. Francis M. Winikus, UA ad-pub-exploi national director, has accepted the post of advertising and publicity director for the campaign, it was revealed. Drive will be launched with a Jan. 13 dinner at the Waldorf, honoring J. Robert Rubin, amusement division general chairman.

DCA Canada Rights

TORONTO.—A contract has been negotiated for the Canadian distribution of DCA product to be undertaken by Alliance Films, Ltd., according to James L. Smith, Alliance president. First film to be handled will be "Long John Silver," to be followed by "Hunters of the Deep," "I Am a Camera," "Finian's Rainbow," "The Way We Are" and other DCA films.

Goldwyn Jr. In Production

Samuel Goldwyn, Jr. has formed his own independent production company with his first picture to be released by United Artists, according to Goldwyn, Jr. and Arthur B. Krim, UA president. Goldwyn, Jr. has acquired three properties to be produced during 1955: "Sharkfighters," "Linnett Moore" and "The Dancing Detective," with "Sharkfighters" to start in February, he revealed.

One A Year For Myerberg

Michael Myerberg, producer of the RKO release "Hansel and Gretel," revealed at a trade press conference that he plans to release one picture a year, using his puppet-like Kinemins, starting with 1956. The next Kinemin production will be chosen from "Aladin's Lamp," "The Pied Piper" and a science-fiction story, he stated.

De Rochemont Sets Four

Louis de Rochemont, whose Technicolor animated cartoon feature, "Animal Farm," is scheduled to be released soon, has announced four new projects for next year, all to be filmed by de Rochemont Associates. Features to be produced include "Call Me Yankee Doodle," "The Green Mamba," "The Cardinal" and "Natty Bumpo." The producer has recently finished the second Cinerama production, "Cinerama Holiday."

"Underwater" Under Water

HOLLYWOOD.—RKO's "Underwater!" Jane Russell starrer, will be screened for 100 correspondents, photographers and editors 20 feet beneath the waters of Silver Springs, Florida, according to a company report. Chairs equipped with aqualungs will be set up in the water. For those who prefer to remain dry, six electrically-powered submarines equipped with large portholes will be available, the report notes.

RKO To Distribute 12 Films Of Major Independent Units

HOLLYWOOD.—Six major indepedent producers will be filming a minimum of 12 top budgeted pictures—all of them in color and wide screen process—for distribution by RKO with the start of 1955, it was disclosed this week by J. R. Grainger, president of RKO.



GRAINGER

In addition, with six films currently in release and the backlog of four of the biggest budgeted productions ever made by RKO completed and awaiting spring and summer release, the company claims to be in the strongest most mobile position it has been in since coming under the management of Howard Hughes.

Each of the following independent units has a schedule of major attractions ready to go before the cameras in color and wide screen process for RKO release: Edmund Grainger Productions, King Bros. Productions, Benedict Bogeaus Productions, David Butler Productions, Nat Holt Productions and Sol Lesser Productions.

Edmund Grainger has two pictures ready for filming in Technicolor and Superscope—"The Treasure of Pancho Villa, with an all-star cast, and James Street's best seller, "Oh, Promised Land."

Other Films Slated

Just completed by Bogeaus is "Escape to Burma," starring Barbara Stanwyck, Robert Ryan and David Farrer, while a second top-budgeted picture, also starring Miss Stanwyck and as yet untitled, goes before the cameras in February.

First of the three movies to be produced and directed by Butler, "Miracle at Santa Anita," starts in January. In February, King Bros. starts "The Boy and The Bull," a $2,000,000 picture to be filmed in color and Superscope entirely in Spain. In June, cameras roll in England on "The Two-Headed Spy," with two box office names to be announced.

Nat Holt Productions has just completed "Seven Bad Men" (tentative title), starring Randolph Scott in Technicolor and Superscope. A second production, as yet untitled, starts within six weeks.

Already completed by Sol Lesser Productions is "Tarzan's Hidden Treasure," with the new Tarzan, Gordon Scott, to be followed within the next few weeks by another Lesser film.

RKO also has four films of its own completed and awaiting release, all among the biggest budgeted productions in the company's history. First to go will be "Underwater!" $3,000,000 adventure romance starring Jane Russell, Gilbert Roland, Richard Egan and Lori Nelson, a Technicolor Superscope drama.

Biggest budgeted movie in RKO's history and one of Hollywood's all time biggest is "The Conqueror," $4,000,000 epic starring John Wayne, Susan Hayward and Pedro Armendariz, slated for late spring release.

EXHI-BITS

"Oklahoma" Set For March

Having completed "Oklahoma!" the first picture in the Todd-AO process, Michael Todd, chairman of the board of Todd Productions, revealed that the company plans to produce "War and Peace" in the same process. "Oklahoma!" will open at the Rivoli Theatre, N.Y.C. the end of March.

Todd estimated cost of the production at $6,000,000 and indicated that "Oklahoma" will be shown in key cities on a two-a-day basis under the aegis of Magna Theatre Corp. which Todd serves only in a consultative capacity. Todd hopes to film "War and Peace" in Yugoslavia if present plans materialize.

Merchants Subsidize Theatre

The decision of Ellsworth, Wis., merchants to finance the re-opening of their town's theatre forms the basis of the 32nd COMPO ad inserted in "Editor & Publisher." Headed "78 words that ought to be framed," the ad reproduces a "Variety" story giving details of the action. The merchants subsidized the re-opening to improve business and the morale of the town's residents.

Council Cuts License Fees

CHARLESTON, S.C.—The city council has cut theatre license fees by about fifty percent for 1955. The method of taxation was changed from a percentage to a seat basis. Theatres seating 1,000 and up will pay $300, from 400 to 1,000 seats $200, and smaller houses will be charged $100.

Pre-Xmas Closings

COLUMBUS, O.—Several neighborhood and small town theatres in this vicinity have disclosed plans to close from Dec. 19 until Dec. 25, according to Robert Wile, executive secretary of Independent Theatre Owners of Ohio. The exhibitor leader explained that with the scarcity of strong attractions the exhibitors feel that none should be "wasted" on the pre-Christmas week of traditionally light attendance.

Lantz Cartoons To TV

WCBS-TV has purchased 179 Walter Lantz animated cartoons for exclusive first-run video showings in the metropolitan New York area, according to William C. Lacey, manager of the station's film department. The cartoons will appear on "The George Skinner Show," "Space Funnies" and "Cartoon Carnival," The films include four series: "Oswald, the Rabbit," "Pooch, the Pup," "Willie Mouse" and Meany, Miny and Moe."

"Aida" Big Grosser

IFE's "Aida" played to a third week gross of $21,580 at the Little Carnegie Theatre, N.Y.C., almost equalling the house record set by the Italian opera film in its first week at the house, according to an IFE report. The film is a presentation of the impresario S. Hurok.

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Independent Trade Reviews

(*Continued from page 9*)

having devoted her life to caring for her husband. Holden, a talented director, has been made cynical and bitter by an unfaithful wife, and he has nothing but his work left.

The inter-relationships of these three characters form the basis of the picture. With a minimum of melodramatics, an attempt is made to show that through sympathy and understanding it is once more possible for them to make new lives. The picture presents no pat answers to their problems and manufactures no meaningless happy ending, although the film does end on a positive note with Crosby once again a big star. Instead, the script shows these people seriously working out their problems for themselves and each other, and it makes for a most satisfying motion picture experience.

The picture is filled with dramatic high points, scenes that will have audiences remembering and discussing the picture long after they have left the theatre. Crosby's big drunk scene is one of these. Another is the show-down scene between Miss Kelly and Holden, who have started off by disliking each other and ending up in love. The final scene, in which Miss Kelly chooses to remain with her husband, who needs her, rather than with Holden, whom she desires, is another brilliant one.

The film begins with Crosby being offered a chance for a come-back as star of the show Holden is directing. The latter at first blames Miss Kelly for having ruined her husband, but later he sees that the situation is exactly the reverse. With both his wife and director helping him, Crosby finally makes the grade. Although Holden and Miss Kelly do not end up in each other's arms, they are both made happier persons by having helped each other. Imaginative camera work follows Miss Kelly as she runs to catch up with her husband, bringing to a close one of the most engrossing and intense dramas of the year.

"Destry"

(Univ.-Int'l.) Technicolor 95 Min.

Cast: Audie Murphy, Mari Blanchard, Lyle Bettger, Lori Nelson, Thomas Mitchell, Edgar Buchanan, Wallace Ford, Mary Wickes, Alan Hale, Jr., Lee Aaker, Trevor Bardette.

Credits: Produced by Stanley Rubin; Directed by George Marshall; Screen play by Edmund H. North and D. D. Beauchamp; From a story by Felix Jackson; Suggested by Max Brand's novel, "Destry Rides Again."

Loud, raucous and humorous is this Technicolor remake of "Destry Rides Again." Here the classical screen tale of how a sheriff who uses no guns cleans up a western town is enacted by Audie Murphy, Mari Blanchard and Lyle Bettger in the lead roles. Miss Blanchard, besides her effective handling of the romantic and many of the dramatic scenes in the picture, renders a trio of new vocal numbers, backed by a can-can chorus line for solid deliveries. In comic support, Thomas Mitchell, Wallace Ford and Edgar Buchanan fill their roles with unrestrained gusto. Bettger makes for a properly evil and scheming heavy while Lori Nelson is on hand for the ingenue romantic part.

"Destry" has a slam-brang lead-slinging climax, together with a number of rough-and-ready barroom brawls which are certain to satisfy action fans. A wider audience will appreciate some of the humorous aspects of the picture and find Murphy appealing in his rendition of a role which James Stewart made famous. Director George Marshall, who also megged the first "Destry," has imparted a good deal of pace to the remake. Murphy, son of a famous sheriff, attempts to clean up the town of Restful without firing a shot. His main task as deputy sheriff is to find the murderer of the town's previous law enforcer. Clues point to one of Bettger's hirelings but violence ensues to ruin Murphy's case. Showdown with Bettger takes the form of a gun duel in which both Bettger and Miss Blanchard, his ex-girl friend, are killed.

"Day Of Triumph"

(George J. Schaefer) Eastman-Pathe Color 110 Min.

Cast: Robert Wilson, Joanne Dru, Lee J. Cobb, Lowell Gilmore, John Stevenson, James Griffith, Ralph Freud.

Credits: Produced by James K. Friedrich; Directed by Irving Pichel and John T. Coyle; Screen play by Arthur T. Horman.

"Day of Triumph" recreates the adult life of Jesus, from the time of the early preachings through the events which saw the Nazarene crucified, with professional competence and theatrical qualities. There is a compelling dramatic force to the narrative but, in the attempt to imbue "Triumph" with the widest audience potential, the producers authorized fiction to be intermixed with Scripture for purposes of lending clarity and drama to certain historical aspects of early Christianity. Only those in the audience versed in Biblical lore will easily discern Gospel from fancy. Production credits indicate that in writing the screen play various modern sources as well as the New Testament were consulted.

The Pharisees, described in the Bible as religious leaders of the Jews, are shown as being solely responsible for the mortal downfall of Jesus. Pontius Pilate, Roman procurator of Judea, is sympathetically revealed as a ruler who finds no guilt in the Nazarene. The picture also gives Judas Iscariot, the disciple who informed on Jesus, a motivation for his act which audiences can behold as justification for his treachery. These interpretations, as presented in "Triumph," can stir up controversy and may better serve the cause of bigotry than the ideal of man's brotherhood to man.

Selection of the incidents, legends and historical interpretations surrounding the climactic portions of this film, wherein Jesus is accused of blasphemy and sentenced to be crucified, was the responsibility of James K. Friedrich, the producer. Friedrich has been making religious motion pictures for years. His past films have been shown mainly to sectarian audiences, for purposes of spiritual instruction.

The picture was well photographed for the wide screen in Eastman Color and rendered into PatheColor prints, which reproduce the spectrum with much fidelity. For "Day of Triumph," the late director, Irving Pichel, showed an adept hand in transforming religious fare to the screen. Pichel, it should be remembered, served as director on "Martin Luther." In "Triumph," the acting, performed largely by a cast of unknowns with the exception of Lee J. Cobb and Joanne Dru, is fine. Robert Wilson, who portrays the extremely difficult role of Jesus, is excellent, lending an uncanny humility and inspiration to his performance. The use of music additionally befits the subject matter in a film on which a moderate budget was wisely expended with every screen dollar well placed.

"The White Orchid"

(United Artists) Color 81 Min.

Cast: William Lundigan, Peggie Castle, Armando Silvestre, Rosenda Monteros.

Credits: Produced and directed by Reginald LeBorg; Screen play by David Duncan and LeBorg.

An action jungle picture, highlighted by some very good Mexican location photography, tinted by Color Corp., is presented in "The White Orchid." William Lundigan and Peggie Castle have the leads, with an important third role undertaken by a Latin American newcomer, Armando Silvestre, who makes an impressive debut in this film. The script concerns an attempt by archeologist Lundigan and photographer Miss Castle to locate and record an ancient Indian civilization in the heart of the Mexican jungle. This provides an opportunity for scenes of last-minute escapes, a burning native village, ritual dances, desert sandstorms and various other suspense-provoking incidents. Included also is a romantic triangle, with Miss Castle being sought both by Lundigan and Silvestre.

The script moves along at a good pace, with the expedition getting started following some good footage of a Mexican fiesta. Miss Castle uses her personal charms to convince Silvestre, a wealthy native citizen, to guide her and Lundigan into the jungle. The Mexican undertakes the venture only because of his love for the lady photographer, but at the crucial moment she tells him that she really loves Lundigan. The trio get in trouble when the girl accidentally kills the son of the tribal chief. After a climactic struggle they manage to escape, but Silvestre sacrifices his own life so that the American lovers can get out of the jungle alive.

"West Of Zanzibar"

(Univ.-Int'l.) Technicolor 84 Min.

Cast: Anthony Steel, Sheila Sim.

Credits: A J. Arthur Rank Organization presentation; A Michael Balcon production; Directed by Harry Watt.

Search for a gang of ivory poachers, that employs African natives to violate the game preserves of British West Africa for the precious loot, is detailed in this Technicolor adventure film. Photographed in Africa by the J. Arthur Rank Organization, and possessing a number of hair-breadth escapes from savage jungle beasts, the picture offers excellent visual entertainment. A general market play-off is augured with handsome returns, especially from the action houses and situations where exploitation features are played. Although the name value of the players is slight, the outdoor movement and chase elements of the story are portrayed with emphasis on action. Some scenes in which jungle beasts are depicted are startlingly vivid. Underlying the main chase is a theme which attempts to show how the British government is trying to help the uneducated African black preserve his ancient tribal culture in a modern civilization which threatens to destroy it.

Anthony Steel, game warden in British West Africa, learns of the activities of a cleverly organized gang that employs tribal natives to poach on government territory for elephants, from whom the tusks are removed. Tracking the gang to Zanzibar, Steel gets a case against one of the hirelings but the gang uses legal tricks to remain hidden. Steel then enlists the aid of the tribal chief whose men are working with the gang in order to trap the thieves. Steel's efforts prove rewarding and the gang is brought to justice.

"Cannibal Attack"

(Columbia) Sepiatone 69 Min.

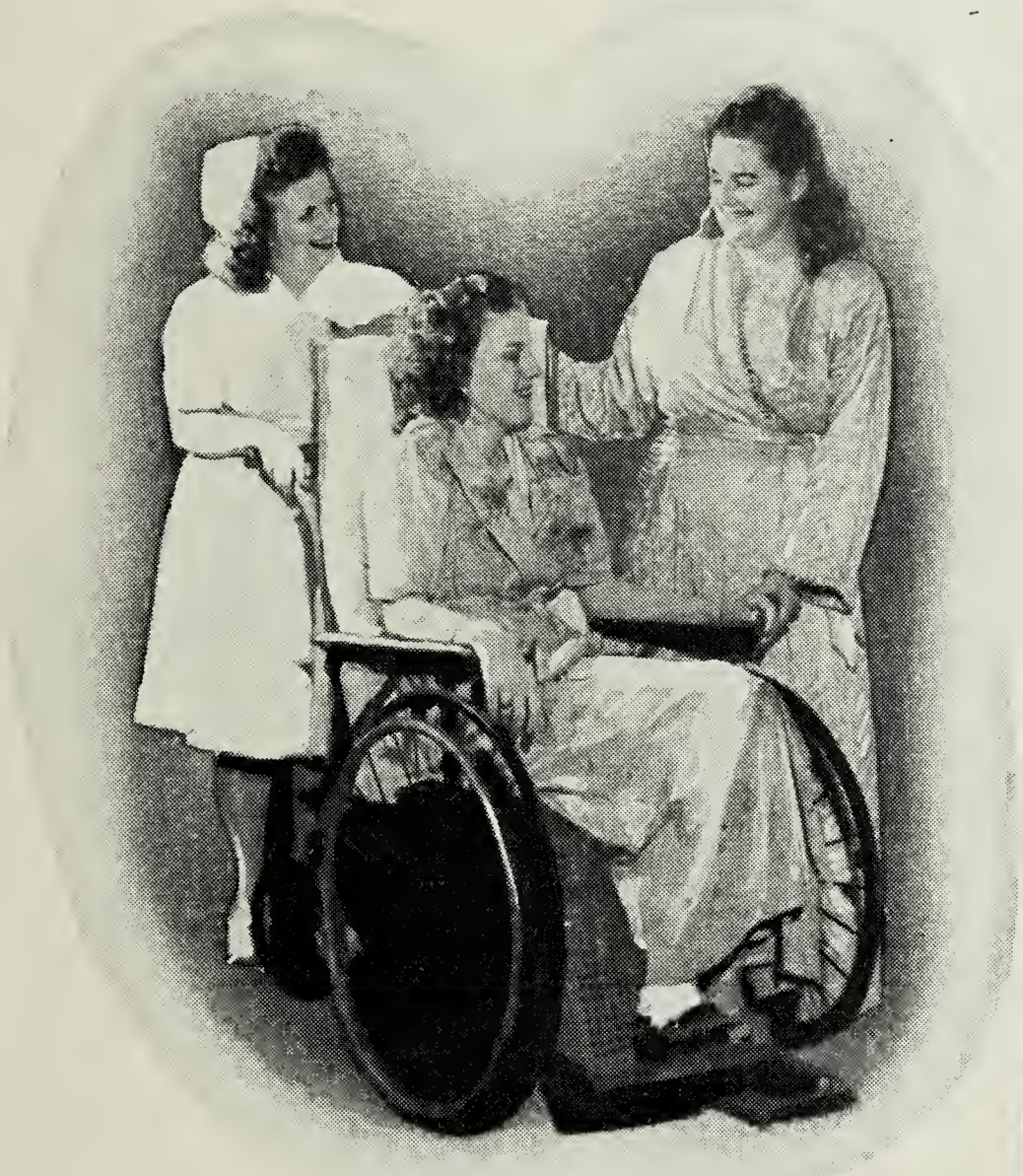
Cast: Johnny Weissmuller, Judy Walsh, David Bruce, Bruce Cowling, Charles Evans.

Credits: Produced by Sam Katzman; Directed by Lee Sholem; Screen play and story by Carroll Young.

In "Cannibal Attack," Johnny Weissmuller plays himself, although the character is along the lines of Jungle Jim, whom Weissmuller has enacted many times. This feature will find its best response with juveniles, although some action fans might find it an average program jungle film. The outstanding asset in the film is Judy Walsh, a good actress and a very beautiful woman, who will go far in films. The story is pretty cliche-ridden and the plot telegraphs itself throughout. Film has a strong title, which has expoitation possibilities. It is also no secret that Weissmuller has a large fan following.

Johnny Weissmuller is called in by the Jungle Commissioner Charles Evans to help solve a series of cobalt thefts. Weissmuller attends a meeting with Steve Darrell and Judy Walsh. Darrell mentions trouble between him and his brother, David Bruce, and Johnny leaves to check Bruce as the ringleader of the thefts. With Bruce, Weissmuller discovers that Judy is in with Bruce Cowling and his men on the thefts. Traveling to the native camp to get the goods on them, Weissmuller and Bruce are captured. With the help of Kimba, the chimp, they are freed. Weissmuller sets a trap with the next shipment and Darrell, Judy, and Cowling are killed, the smuggling ring is smashed.

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REGIONEWS

ALBANY

Picketing of the Grand by IATSE Local 14, in a dispute with operator Paul Wallen over the number of men to be employed, was the first such instance here in many years. Wallen, who signed a 10-year lease on Sept. 1 with Fabian Theatres after serving as mgr. of the 1,500 seater for five years, insisted that one stagehand was sufficient and refused to accept a replacement in a series of switch-overs that followed the retirement of Henry Harris at the Strand, after 52 years' of service in various theatres. . . . Contributions from small-theatre owners to the Will Rogers Memorial Hospital Christmas Salute ran ahead of last year's. Charles A. Smakwitz, S-W zone mgr., teamed with Columbia branch mgr. Norman Jackter in co-chairmaning the drive.

Joe Miller, Menands Drive-In operator, is buying and booking the reopened Family in Utica. . . . Harry and Bob Lamont of Lamont Theatres are continuing the auction activities which they conducted in several Lamont ozoners during the outdoor season. . . . The Variety Club netted $5,000 for Camp Thatcher from the second annual Inter-City AAU boxing championships. Committee included chief barker George H. Schenck, Irwin Ullman, C. A. Smakwitz, Ben Becker, Charles W. Ryan and Ed Perrone.

Saranac Lake has been awarded the world premiere of "The Silver Chalice," and Art Linkletter of CBS "Houseparty" will lead a parade of stars to Saranac for the event on Dec. 17. . . . Neil Hellman of Hellman Theatres and Alan Iselin of the Auto-Vision in E. Greenbush are vacationing in Miami; also Saul J. Ullman, Fabian div. mgr., and Mrs. Ullman.

ATLANTA

The Alabama Supreme Court upheld the constitutionality of a municipal tax on theatre admissions, which amounts to 1¢ on admissions of 10 to 15¢, and 2¢ on tickets costing more than 15¢. Bessemer Theatres, operators of the State and Grand, Bessemer, Ala., had challenged its validity. . . . Harold T. Spears, gen. mgr. of Bailey Theatres and new chief barker of Atlanta Variety Club, announced that the club allocated some $100,000 for charity during 1954. Spears succeeds A. B. Padgett and other officers named are Lex Benton, 1st asst.; R. J. Barnes, 2nd asst.; M. A. Barre, treas.; Willis J. Davis, secy. . . . Max Fletcher, mgr. of the Fendley Drive-In, Andalusia, Ala., back from a honeymoon in New Orleans with the former Betty Henderson.

Prichard Hobson was appointed booker at Republic. . . . Charlie Callaway is new owner of the Elite Colored Theatre, Decatur, Ala. . . . The No. 1 Drive-In, Augusta, Ga., and Houston D-I, Macon, closed for the winter. . . . Mgr. Bill Furgate of the Taylor Theatre, Mountain City, Tenn., reports a CinemaScope installation. . . . Work was begun on the Sudekum Memorial Chapel of the First Lutheran Church in memory of the late Tony Sudekum, founder and pres. of Crescent Amuse. Co., Nashville, Tenn.

W. F. Wilson took over the Tiger Drive-In, Auburn, Ala., formerly owned by Clyde Cannon. . . . A new drive-in, to be called the Blue Sky, is under construction at LaFayette, Ga. for owners J. P. Edge and Dr. T. A. Cochran. An early 1955 opening is planned. . . . Moultrie Theatre, Inc. of Moultrie, Ga. opened the 350-car Sunset Drive-In with equipment furnished by Dixie Theatre Supply of Albany, Ga. . . . J. V. Lawson of Baton Rouge, took over the New Theatre, Palatka, Fla. from Harry Dale.

Clyde Hawkins appointed mgr,. of the Bradley Theatre, Columbus, Ga., to replace Otis Smith, who is now managing the Columbus Drive-In. Hawkins was formerly at the Fox, Atlanta. . . . B. D. Benton, pres. of Benton Film Express, hospitalized for several weeks as result of an accident, will shortly be discharged. . . . Al Rook Booking Service is now buying and booking for the Fountain Drive-In, Lakeland, Fla.; Grand Theatre, Slocomb, Ala. . . . Charlie Webb installed CinemaScope in his Bocanita Theatre, Scottsboro, Ala., and a similar installation was made in the San Marco Theatre at St. Augustine, Fla.

Jerry Gold, exhibitor from the small town of Pahokee, Fla., was named pres. of Motion Picture Exhibitors of Fla. Elected to serve as veeps were James Biddle, Jasper Theatre, Jasper; Mark Supree of Jacksonville; Peter Sones of Tampa, and Robert Daugherty of Floyd Theatres, Haines City; B. B. Garnes of Lakeland, relected treas., and Wm. Beck of Jacksonville, secy. Mark Chartrand of Miami was chosen representative to the TOA, and Hugh Martin of Leesburg, regional v.p. of TOA. Outgoing pres. Horace Denning was named chairman of the board. . . . Wm. Henry III is a new arrival at the home of W. H. McKenzie, Jr. sales mgr. of Queen Feature Service, Birmingham, Ala.



Discussing plans for the world premiere of Irving Berlin's "There's No Business Like Show Business" at the Roxy Theatre in N. Y., for benefit of the Actors Fund of America are (l. to r.): Warren Munsel, Actors Fund secy.; Al Lichtman, 20th-Fox distribution chief; Mitzi Gaynor, star of the Darryl F. Zanuck production; Walter Vincent, Actors Fund pres., and William Moclair, exec. dir. of the Roxy.

BOSTON

An anti-trust suit, seeking treble damages amounting to $10,000,000, has been filed in Federal Dist. Court here by Jean Compopiano, owner and operator of the Capitol Theatre, Lawrence, Mass. . . . Francis J. Gooch, mgr. of the Houlton Theatre, Houlton, Me., for New Eng. Theas., received an Award of Merit from the Lydia Putnam Chapter of the DAR for his many community and charitable endeavors. His theatre has one of the lowest vandalism rates of any in New Eng.

The Beacon Hill Theatre will play its Christmas picture, "Romeo and Juliet," on a continuous run policy, at $1.25 top, instead of the proposed two-a-day roadshow basis. Robert Baral from UA's field dept. and Joe Mansfield, UA publicist, are working with schools and colleges on student discount tickets, which will not be honored until the picture has played three weeks. . . . State Theatre, East Milton, reopened under new management. Aaron Shindler, who recently purchased the property housing the theatre, has placed Maurice Sidman as house mgr., with buying and booking handled by Joseph G. Cohen.

"Gangbusters" will have its world premiere in this area, starting in Jan. at the Paramount and Fenway in Boston. The film will have one of the largest single advertising and promotion campaigns ever conducted here and is being distributed by Joseph E. Levine, pres. of Embassy Picts. . . . Rifkin Circuit reopened the Phillips Theatre, Springfield, which was rebuilt after a fire. It now features wide-vision screen and CinemaScope. . . . Fred Bragdon, former Columbia salesman, has left Times Film Corp. to join Old Town Corp. in their N.Y. office as national account sales executive.

Some switching around of Jamestown Amuse. Co. personnel includes promotion of Al Foley from asst. to Ed Fahey in Manchester, N. H. to management of the Lawler Theatre, Greenfield, Mass.; Ed Mason becomes asst. to Fenton Scribner in Manchester, N. H., and Bill Kibrige becomes mgr. at Westfield, Mass. with supervision over Louis Mason, asst. mgr. assigned to Amherst, Mass.

CHARLOTTE

A charter of incorporation, to establish, own and operate theatres in N.C., was

CHARLOTTE (cont'd.)

granted to Lumbee Theatres, headed by D. L. Lowery and C. E. Lowery of Lumberton, and James N. Lowery of Raleigh, N.C. . . . National Theatre Supply of Charlotte installed wide screen in the Star Theatre, Moncks Corner, S.C., managed by Wilder S. Funk. . . . Mrs. Gary Hollis reports a remodeling job on her Roxie Theatre, Bessemer City, N.C. . . . Auto Drive-In, Greenwood, S.C., owned by A. T. Livington, is closing for complete remodeling job.

Plymouth Drive-In, Plymouth, N.C., which was wrecked by Hazel, is being rebuilt. . . . L. A. Ireland, head shipper at Republic, moves up as booker to succeed Mitch Little, who resigned to go with Buena Vista. . . . A. P. Hinnant is closing his Kinston Drive-In, Kinston, N.C., for general rebuilding throughout. . . . The local Variety Club re-elected its entire board to serve in 1955. John Vickers is chief barker. . . . Frank Lundy closed his Vicking Drive-In, Denmark, S.C., for the winter.

Wide screen, to replace the one destroyed by Hazel, installed in the Nu-Port Drive-In, Kinston, N.C. . . . S. W. Craver and Harry Pickett are putting CinemaScope and wide screen into their State Theatre, Columbia, S.C. . . . . New speakers were installed in the Albermarle Drive-In at Albemarle, N. C. . . . Sundown Drive-In, Newton, N.C. installed wide screen and CinemaScope. . . . Walter Griffith, co-chairman at the 42nd convention of Theatre Owners of N. and S. Carolina, collapsed and was taken to a hospital in Charlotte.

CHICAGO

Chicago Theatre will resume stage shows on Dec. 17, according to Eddie Seguin, publicity director. . . . Alliance Circuit closed their 20 drive-ins for the winter and employees have been assigned to other theatres in the chain. . . . Kermit A. Bushur reopened his Neoga Theatre at Neoga, Ill. with the cooperation of local merchants. . . . Abe Teitel, one of Chicago's leading exhibitor-distributors, observed his 40th year in the industry. . . . At Republic, Rasty Herman succeeds salesman Dan Goldman, who was named Chicago representative for Makefilm Enterprises.

Edward Kennelly was named theatre supervisor for Alliance Circuit, with headquarters in Terre Haute, Ind. . . . Lou Chiecki, formerly with United World Films, joined the sales staff of Republic. . . . Lester Stepner is now handling publicity for the McVickers Theatre. He was formerly on the managerial staff. . . . Charlene Weber of the Republic exchange will marry Bob Lindau of the Lindau Theatre circuit in Dec.

Jack Kirsch, pres. of Allied of Ill., reports that Joe E. Lewis and Peggy Lee will headline the floor show at the Chez Paree, when his organization celebrates its 24th anniversary there on Dec. 29. . . . Emmett O'Donnell, veteran B&K mgr. of the Paradise Theatre, passed away after a short illness. . . . "Star Is Born," in its eighth week at B&K's Chicago Theatre, is breaking all records for a film attraction on an extended engagement. . . . Rikizo Hirano, pres. of the All Japan Farmers' Union and a member of the Japanese Diet, was a guest at the special showing of "This Is Cinerama" at Eitel's Palace Theatre for the 1,400 delegates to the National 4-H Clubs' convention. Cinerama will be put into operation in Tokyo and Osaka during 1955.



Variety Club of New England sponsored a "New Faces in New Positions" luncheon at the Bradford Hotel in Boston for the nine exchange men pictured above, who have been promoted or transferred this past year. L. to R.: (seated) John Moore, Paramount; Ralph Iannuzzi, Warner's; Joseph Gins, Universal; James Connolly, 20th-Fox; (standing) Jack Brown, Paramount; Judson Parker, Republic; Francis Dervin, RKO; Herbert Schaefer, Buena Vista; and John Feloney, 20th-Fox.

CINCINNATI

Chakeres Circuit has taken over operation of the two Warner houses in Sidney, O.—the Ohio and Capitol. . . . Stanley Stahl of N.Y., head of Stahl Development Co. which owns the Keith Theatre building here, has purchased the property at Reading Rd. and Seymour Ave. site of the proposed Woodner Shopping Center, and plans to complete construction of the 50-store center at an accelerated pace. It will have parking facilities for 3,000 cars. . . . Wm. Onie's Miami-Western Theatre in Oxford, O., which is a college town, has been converted to an art house. Onie recently underwent surgery.

Mark Cummins hopes to have his new Circle 25 Drive-In at Lexington, Ky. open by Christmas. This will be a deluxe operation with many innovations and will be open the year round. . . . James Booze and his partner Harold Ball of the Skyline Drive-In, Verda, Ky., have leased the Ronnie Drive-In at London, Ky. from Jimmy Minnix. . . . IFE sales representative Murray Baker, who covers Cincinnati and Indianapolis territories, is looking for space on film row here in which to open an IFE exchange. . . . Randy Matteson, Ohio and Ky. salesman for Republic, is planning to enter private business shortly.

James Conn, mgr. of the local National Theatre Supply office, reports installation of CinemaScope and stereophonic sound in J. Real Neth's Eastern Theatre, Columbus, O., and L. O. Davis' Virginia Theatre, Hazard, Ky.; also CinemaScope in George Pekras' Ritz and Rivoli, Columbus; Sante Macci's Wayne, Greenville; Mrs. Helen Lyons' Temple, Middleport, and Meigs, Pomeroy; Harry Wheeler's Colony, Gallipolis, O.; Ralph Cundiff's Kentucky, Liberty, Ky., and Charles Mitchell's Magic and Mitchell theatres, Barbourville, Ky.

DENVER

Lorane McCarthy sold the Ute, Strassburg, Colo., to Clayton and Edith Crabb. Miss McCarthy decided that the drive of 37 miles each way was a little too much, after about a year of it. . . . Jack Schlaifer, of the UA home office, was in for a sales meeting with branch mgr. M. R. Austin and salesmen Wm. Sombar and Herb Buschmann, the latter coming in from his Albuquerque, N. M., headquarters. . . . Toni Medley, asst. to the film buyer and booker for Black Hills Amuse Co., went to Oklahoma City on vacation.

A gunman got $200 from the cashier at the Santa Fe. . . . Those from Fox Inter-Mountain who attended the National Theatres meeting in Los Angeles included pres. Frank H. Ricketson, Jr.; Robert Selig, exec. asst. and film buyer; Robt. Garland, Paul Lyday, Melvin C. Glatz, Harry Green, of the Denver office, and dist. mgr. Ray Davis, Harold Rice, Tom Brennan and Jack McGee. . . . Clarence Batter, film booker and buyer, has taken over the booking and buying of Al Brandon, who went with RKO as salesman. . . . Pat McGee, gen. mgr. of Cooper Foundation Theatres, went to Oklahoma City for a week on business.

The Post, Igloo, S. D., owned by Wm. Anderson, installed CinemaScope and full stereophonic sound. . . . Variety Tent 37 hopes to have new quarters soon in the Cosmopolitan hotel, where thy were previously located. . . . Glen Ferguson, asst. city mgr. and mgr. of the Babcook, Billings, Mont., was promoted by Fox Inter-Mountain to city mgr at Nampa, Idaho, succeeding Floyd Vanderpool, who resigned. . . . Alice Berg, bookkeeper at MGM, and Delbert Tolan, were married.

DES MOINES

Mr. and Mrs. J. E. Montgomery have taken over as owners and managers of the Eldon Theatre in Eldon. Remodeling is now underway. A feature under the new management will be "family night" on Tues. and Wed., when all members of a single family will be admitted for a total of 75¢. . . . Nathan K. Thon, 52, Coon Rapids theatre manager, was fatally injured in an automobile accident. Thon was associated with his son, Nathan K. Thon, Jr., in operation of the Lyric Theatre at the time of his death. . . . Beginning Dec. 1, the Sutherland Theatre in Sutherland is operating only four nights a week, according to mgr. Everett Olhausen.

Herman Heyer, proprietor of the George Theatre in George, reopened the house after darkness of several weeks. . . . The Ringsted Theatre has been sold by Leslie Larson to Harold Kramer of Whittemore. Sale does not include the theatre building. Kramer's brother and sister-in-law, who have been employed in the theatre, will continue in their jobs. . . . The AITO of Northwest District in Iowa held their annual meeting at the Roxy Theatre in Alta, headed by Al Myrick, pres. Buying and booking of films was discussed, also the necessity for theatres and local businessmen to cooperate for

DES MOINES (cont'd.)

mutual benefit of both. . . . Byron Shaprio, Columbia branch mgr., is handling booking in this territory for the U. S. Army release, "This Is the Army." All exhibitors are urged to get in touch with Shapiro and make arrangements to show this film.

DETROIT

William H. Green, midwest director of exploitation for Cinerama, has been named the new president of Michigan Showmen's Association. . . . Hazen P. Thorn, operator of the Ecorse Drive-In, died of a heart attack while hunting. . . . John Shuff of the Mariner Theatre at Marine City was guest of honor at the anniversary banquet held by IATSE Local 735 in that town, and received a gold card representing his 42 years in show business. . . . Alice Gorham of United Detroit Circuit made a flying visit to Boston to attend the MGM workshop.

Charles Howard, mgr. of the Ric Theatre at Richmond, booked two special school day matinees with cooperation of local educators for "Uncle Tom's Cabin." . . . W. J. Thick, owner of the Bogar Theatre at Marshall, has been hospitalized. . . . Anthony Eugenio is doing general redecorating jobs on the Rex and Seville Theatres for Sterling Circuit. . . . Dave Korman, circuit operator, is putting a new protective cover for drive-in speakers on the market. . . . Nathan Schreiber, head of Midwest Theatres, just celebrated his 70th birthday. . . . The Baldwin Theatre at Baldwin, operated by Milton Kreig was destroyed by fire. . . . James Nederlander of the Lafayette Theatre is incorporating the Rivera Theatre Co. . . . Frank Upton, mgr. of the Music Hall, traveled to Chicago and Minneapolis to inspect Cinerama operations there. . . . Leonard Gray, lately of Denver, is the new exploiteer for Paramount in this territory. . . . Emery Williams succeeds Robert Brutell as mgr. of the Dawn Theatre for Kilbride Circuit. . . . Walter P. Conlan is back in his old post as mgr. of the Globe Theatre, succeeding veteran Basil Julian, who has gone into the painting business.

Albert Dezel has set "Duel in the Sun" for city-wide showings, opening Dec. 12, at United Detroit, Cooperative, and other theatre circuits. . . . Ashmun Brothers are completing a new drive-in at Saginaw, to be opened in the spring. . . . The Bel-Air drive-in at Jackson, being built for Nusbaum and Phillips, is also scheduled for early spring completion. . . . White Pine, booming copper town in northern Michigan, is looking for an exhibitor to open a theatre. . . . Jack Sage, mgr. of the Michigan Theatre, offered free admission to any Detroit ladies able to use the "countess" title, for engagement of "The Barefoot Contessa."



Actor Ray Milland (left) receives a long-awaited opportunity to direct with signing of a contract to star in and direct one of Republic's largest budgeted films, "The Gunman." He is shown here with Herbert J. Yates (right), Republic pres., and Jack E. Baker, v.p. in charge of studio operations.

Watch These Dates!

Dec 29: Chicago—Allied Theatres of Illinois 24th anniversary celebration—Chez Paree.

Jan. 13: New York National Conference of Christians and Jews, Brotherhood Dinner —Waldorf-Astoria Hotel.

Jan. 18: Philadelphia—Motion Picture Associates dinner—Bellevue-Stratford Hotel.

Jan. 20: New York—Federation of Jewish Philanthropies, amusement and allied industries luncheon—Hotel Sheraton Astor.

Feb. 8-9: St. Louis—National Allied Drive-In Theatres convention—Chase Hotel.

Feb. 28-March 1: Oklahoma City — Allied Theatre Owners of Oklahoma convention —Skirvin Tower Hotel.

March 1-2: Columbus — Independent Theatre Owners of Ohio convention—Deshler-Hilton Hotel.

KANSAS CITY

A drive-in permit has been issued to E & S Theatre Enterprises for an 800-car ozoner on a 34-acre tract at James A. Reed Rd. and Highway 40. Louis S. Sutter is pres. of the organization made up of Geo. and Chris Ellis and Alex Shniderman. . . . Fred Mounds was transferred from UA's St. Louis office to succeed Jack Frost as salesman. Mounds has been a booker.

New officers of Loge 2 of the Colosseum are John Weinberg, RKO, pres.; Geo. Regan, 20th Fox, v.p.; Gene Jacobs, Paramount, sec., and Earl Dyson, RKO, treas. Regan and Weinberg were delegates to the national convention in Chicago. . . . Wayne Love is new mgr. at Commonwealth's Town Theatre, Garden City, Kans. . . . Mr. and Mrs. Wayne Schul bought a grocery store at Longton, Kans. for conversion to a theatre. . . . Midcentral's State at Manhattan, Kans., celebrated 47 years in business with oldtimers of the city as guests. . . . Wm. T. Powell is mgr. of Midwest's Glen and Beverly at Overland, Mo., both equipped with new wide screens. . . . Chas. Chilket's Rex Theatre, Joplin, Mo., has new wide screen and lenses.

Hank Doering, operator of Peoples' Theatre at Garnett, Kans., was re-elected to state legislature. . . . Clark Rhoden opened a push-button popcorn plant at Tarkio, Mo. . . . Lee Theatre at Clinton, Mo. reopened after remodeling, and Verne Peterson, mgr. of both, has made the GoSho a week-end theatre. . . . Steven Miller, mgr. of Dickinson's Owen at Branson, Mo. held a Lucky Seven party to celebrate his 7th anniversary there.

Ritz at Keytesville, Mo. closed for remodeling. . . . John and Betty Brandt of the Lyric at Plattsburg, Mo. observed their 25th wedding anniversary. . . . Betty Davis, daughter of Don Davis, RCA div. mgr., was homecoming queen at the University of Kansas. . . . Cashier of the Isis in K. C. was robbed at gun point while totaling receipts. . . . Coin machines at Riverside Drive-In was robbed by prowlers entering through concession stand window. . . . Blvd. ozoner plans to stay open week-ends this winter.

MIAMI

Al Weiss of Florida State and Sonny Shepherd of Wometco were again chosen co-chairmen for the 7th annual "Show of Shows," to be held Feb. 12 for benefit of Variety Childrens Hospital. . . . Herman Silverman, Wometco booker, welcomed a baby girl named Flora Ann. . . . Louis Finske and Lamai Sarra in from Jacksonville to look over the Florida State houses here. . . . Variety Tent #33 moves into new quarters shortly at Biscayne Terrace Hotel. . . . Edward Claughton, owner of the chain, is out of the hospital. . . . "Hansel and Gretel" to open here with "Lend A Hand" campaign for underprivilaged children. . . . Wometco employees annual Xmas party in the studios of WTVJ Dec. 18. Next day Mrs. Mitchell Wolfson will host children of employees with Santa and trimmings.

MILWAUKEE

Oliver Trampe is the new chief barker of Variety Tent #14, with Edward Johnson as 1st asst.; Morris Anderson as 2nd asst.; Joe Imhof, property master, William Pierce, dough guy; and Ben Marcus, outgoing chief barker, as International Canvassman. . . . Ken Brechler of the Towne Theatre in Darlington, is no longer connected with Unity Theatres. He will do his own booking and buying. . . . G. B. Porter, Classic theatre in Waupun, will be doing his own booking and buying. . . . When lease on the Granada theatre here runs out with Stanley Warner Theatres it will not be renewed. Present plans call for converting the theatre into a store next spring.

Otto Settle has taken over the Pulaski theatre from Mrs. F. Ziehm, who has been in the business over 26 years. Settle also has a theatre in Seymour, Wis. . . . Ben Marcus, is leaving for a vacation in Miami, Dec. 17, returning around Dec. 30. . . . Vera Mellin, secretary in the Wisconsin Allied office here, was on the sick list, but is doing nicely now. . . . Carl Schmidt, booker at the Warner exchange, is bragging about his new baby boy.

MINNEAPOLIS

Lyle Carrish leased the Wayzata, Wayzata, Minn., a Minneapolis suburb, to John Mowry, former operator of the Time at Kenyon, Minn. Walter Leistico is new owner of the Time. . . . W. C. Adelman installed high intensity lamps in his Rocket at Lake Crystal, Minn. . . . Saul Malisow, 20th-Fox branch mgr., vacationed in Florida. . . . Herman Frajola, operator of the Lyceum at Gilbert, Minn, passed away. . . . Dick Kolling, booker at Columbia, is back at his desk after being hospitalized for an operation. . . . The Little America at Carthage, S. D., closed for the winter months, according to C. N. Munger, mgr. . . . About $150 in cash was stolen from the Bismarck theatre at Bismarck, N. D.

Don Fradet is sponsoring a "Take A Chance" night every Wednesday at the Paramount Theatre, Brainerd, Minn. Pic-

MINNEAPOLIS (cont'd.)

tures selected are all first-runs and the gimmick has packed the house. Admission is 25¢ for adults, 10¢ for kids. . . . Leslie Larson sold his interest in the Ringsted, Ringsted, Iowa, to Harold Kramer of Whittemore, Iowa. . . . About 30,000 school children in the Fargo, N. D., and Moorhead, Minn., trade area received free tickets for the annual "movie jamboree" held in Fargo theatres. Event was sponsored by the retail section of the Fargo Chamber of Commerce. William Knowles is the new asst. at the RKO Orpheum, Minneapolis, replacing Laverne Huntsinger, resigned. Leonard W. Wood, asst. at the RKO Brandeis, Omaha, also resigned.

Merchants at Howard, S. D., are sponsoring free shows for kids on Saturday at the Paramount Theatre. . . . Film stars Marie Wilson, Hal Peary, and Penny Singleton were in Minot, N. D., for opening of the new civic auditorium there. . . . Northwest Theatre Service is handling sales and distribution for "Reaching From Heaven," produced by the Missouri Synod of the Lutheran church, and Laurel and Hardy's new film, "Utopia." . . . Verna Henry Chaffee has taken over operation of the Roxy at Hinckley, Minn., from Henry Gangelhoff. . . . Harry Sears, local MGM press representative, is leaving the company to join Filmack in Chicago.

NEW HAVEN

Application for establishment of a 2,010-car ozoner in the North Meadows section of Hartford, pending before the State Police Commissioner, will not be officially protested by the city government. A. J. Bronstein, who also heads the E. Hartford Family Drive-In, will spend over a half million on the huge project and plans an early spring opening. . . . Following promotion of Nick E. Brickates from mgr. of S-W's Garde, New London, to Conn. dist. mgr., John E. Petroski moved from mgr. of the Palace, Norwich, to the Garde; Jack Simons from the Palace, S. Norwalk to the Norwich post, and Phil Allare upped from asst. at the Strand, Hartford, to mgr. of the Palace, S. Norwalk.

P. J. (Pat) Buchiere is back with the Hartford Theatres as mgr. of the Lyric. At one time, he managed the company's Art. . . . Mgr. Frank Lynch of the Salem Playhouse, Naugatuck, had three high school students decorate the glass entrance doors with water color portraits of cartoon characters. . . . An art film policy, on a three-day-per-week schedule, has gone into effect at M&D's Capitol Theatre, Middletown, reports Mike Adorno, circuit's asst. gen. mgr. . . . DeChantal Smith, Paramount branch cashier for the past 36 years, has retired.

The independent Hamilton Theatre, Waterbury is being sued by the eight major distributors, who are asking $500 each for alleged underpayment on percentage films since Nov. 1952. . . . A bill to legalize bazaars and raffles will be introduced at the 1955 session of the State Legislature by Democratic Reps. Mopsik and Demuth. Gov. Lodge vetoed a similar proposal in 1951. . . . Hugh J. Campbell of the Central, W. Hartford, and Mrs. Campbell are observing their 40th wedding anniversary. . . . Ray McNamara, Allyn, Hartford, was elected a director of the newly-formed Asylum St. Merchants Assn. and chairman of the theatre division, Metropolitan Hartford Muscular Dystrophy campaign.

1,500 new foam rubber seats were installed in Loew's Poli College, New Haven. . . . Carl Munday is the new asst. mgr. at S-W's Strand Hartford. . . . The Palace, Torrington, and the Bristol, Bristol, operated by Irving and David Jacobson are asking child patrons to register their birth dates at the boxoffices. During Saturday matinees closest to the birthdays, children are called up on stage to receive surprise gifts from the management. . . . Carroll J. Lawler resigned as gen. mgr. of Hartford Theatres Circuit.

NEW YORK

Malvin Warshaw, mgr. of AB-PT's Paramount Theatre in Peekskill, was transferred to the circuit's Juliet Theatre, an art house in Poughkeepsie. Dist. mgr. Eugene W. Street advises that his successor in Peekskill is Fielding K. O'Kelly, who just joined the Paramount organization after 25 years with another circuit. . . . "Vera Cruz," first motion picture to be released in the new Superscope widescreen process, will have its world premiere on Christmas Day at the Capitol Theatre on Broadway.

Burton E. Robbins pres. of Cinema Lodge, reports that this year's annual Christmas gift for patients of the Will Rogers Memorial Hospital in Saranac Lake will be in the form of an entertainment junket. A troupe from New York will perform for the industry's patients the night of Dec. 21. Ambulatory patients from nearby Raybrook Veterans Hospital have also been invited. . . . The Bar Mitzvah of

Frank Ross

NEW YORK (cont'd.)

Laurence Edward Levine, son of Brandt Theas. exec. Martin Levine and grandson of William Brandt, was celebrated with a dinner at the Waldorf Astoria last Saturday night.

PHILADELPHIA

Charles Walker is the new owner of the reopened Rex Theatre in Dickson City, Pa. . . . Andalusia drive-in has gone on a weekend policy. . . . Albert Hoffs purchased the Towne Theatre in Allentown and is remodeling it. . . . Exploitation Productions, Inc. has moved to new and larger quarters at 1321 Vine St. . . . Lee Donald Davis, son of Alfred J. Davis, film buyer for City Line Center and Fried Theatrica Ents., engaged to Paula Gates Stabins of Rochester, N. Y.

Anthony DeBlase is new owner of the Taft Theatre in Olyphant, with Deluxe Theatre Service doing the booking and buying. . . . Sol Blumberg, Stiefel Theatres, welcomed his third child, a baby girl. . . . Edward Heiber, Universal branch mgr., celebrated his 32nd wedding anniversary at a Washington, D.C. party. . . . UA bookér Janet Lewis recently underwent surgery. . . . New Jersey Messenger Service, headed by Meyer Adleman, moved to larger quarters at 235 N. 13th St.

William Goldman was named gen. chairman of the Motion Picture Associates dinner committee for the $25-a-plate affair scheduled for Jan. 18 at the Bellevue Stratford. Vice-chairmen are Lester Krieger, Stanley-Warner; George Beattie, Wm. Goldman Theas.; Lou Formato, Loew's dist. mgr., and Lester Wuertle, Columbia branch mgr. Sam Diamond, 20th-Fox branch mgr. and pres. of MPA, announces that Paramount div. mgr. Howard Minsky was appointed co-chairman of the entertainment committee, to serve with Harold Seidenberg of the Fox Theatre. . . . Wm. I. Greenfield reopened the redecorated Riviera Theatre in Manayunk. . . . The 1200-seat Stonehurst Theatre was sold to the A. M. Ellis chain.

Variety Tent 13 will hold its annual dinner on Jan. 10, honoring retiring chief barker Norman Silverman and welcoming newly elected chief Louis J. Goffman and his crew for 1955. Tent 13 and the Phila. Daily News are again teaming up for a Christmas party



Barney Balaban, pres. of Paramount Pictures, receives facsimilies of the original Ten Commandments (granite cut from the summit of Mt. Sinai) from Cecil B. DeMille upon his return from Egypt, where he filmed "The Ten Commandments" on location. Shown here (l to r): DeMille; Charlton Heston, who portrays Moses in the film; Balaban; and Adolph Zukor, Paramount board chairman. Picture wil be completed in Hollywood next year.

FILMS TELEVISED NOV. 27 to DEC. 10

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original release date
Bulldog Drummond's Peril	John Barrymore	Para. 3-15-38
Captain Scarface	Barton MacLane	
Gypsy Fury	Viveca Lundfors	Monog. 3-18-51
Hero From The Hills	Bob Livingston	
I Was An American Spy	Ann Dvorak	Monog. 4-15-51
Istanbul	Virginia Bruce	
It Happened On Fifth Avenue	Ann Harding	Monog. 4-19-47
The Jungle	Rod Cameron	Lippert Pic. 8-1-52
The Magnificent Doll	Ginger Rogers	Univ. 11-1-46
Mrs. Fitzerheit	Joyce Howard	Stratford Pic. 5-10-50
Mr. Peabody and the Mermaid	Wm. Powell	Univ. 8-1-48
Pursuit to Algeria	Basil Rathbone	Univ. 10-26-45
The River Trail	James Newell	
Run For the Hills	Sonny Tufts	Realart Pic. 6-1-53
The Sergeant and the Spy	Richard Ney	
Song of the Drifter	Jimmy Wakeley	Monog. 1-10-48
South of Monterey	Gilbert Roland	Monog. 7-10-46
Terror By Night	Basil Rathbone	Univ. 2-1-46
West of El Dorado	Johnny Mack Brown	Monog. 6-5-49

in the Club's quarters on Dec. 18. . . . Dave Brodsky's son Harvey is now handling the Auditorium Theatre in Kennett Square. . . . Rexy Theatre on South St. is to be sold at auction.

Art Silber is taking over operation of the Wendy Theatre in Darby, Pa. . . . Morton Shapiro of the Merben, Mayfair and Arcadia theatres suffered a broken leg in an auto accident. . . . Exhibitor-publisher Jay Emanuel designated chairman in this area for Brotherhood Week of the National Conference of Christians and Jews under Jack Beresin, who heads up the Pa., Del., Md., O. and D.C. territories.

ST. LOUIS

Construction is under way on a new ozoner on Hyway 51 at Fulton, Ky., to accommodate some 300 cars. Owner is B. B. Stout of Cario, Ill., who hopes to open it next April. . . . Southern Ents. is installing new booth and projection equipment and a wide screen in the New Vernon Theatre at Mt. Vernon, Ind. . . . Clarence M. Turley, one of the owners of the Ambassador and Missouri theatres and office buildings, was appointed to a 16-man financing commission to locate and develop projects for local housing needs. . . . Set to close on Nov. 6, the 275-seat Norton Theatre at Mascoutah, Ill., is still going and the local Commercial Club is trying to find a way to assure its continued operation.

Charles Beninati installed a 15x26 screen in his Ritz Theatre at Carlyle, Ill., believed to be the largest in Clinton County. . . . The 1200-seat Orpheum at Quincy, Ill., managed by Perry Hoefler, closed for an indefinite period. . . . Officers and directors of National Allied will meet in St. Louis two days in advance of the drive-in convention, set for Feb. 8-9 at the Chase Hotel. A. B. Jefferis is in charge of local arrangements. . . . Wehrenberg circuit closed Ronnie's Drive-In out in the country following opening of its South Twin Drive-In here. The 66 will continue operating week-ends.

Pike Theatre at Griggsville, Ill., which was closed early in Nov. by the Richard Wades, is to be reopened by Mr. and Mrs. Wendell Stead, who reportedly leased the building from a group of local business men who purchased the property from the estate of Ed Wade. . . . Cliff Mantle, veteran theatre operator and exchange owner, has joined the 20th-Fox sales staff and will cover the Mo. territory. . . . Heading committees for industry participation in the Red Cross Drive, which opens March 1, are MITO prexy Lester Kropp, first run and circuit theatres; Missouri mgr. Ray Muehlmann, F&M houses; Bill Powell, drive-ins; Nick Karakas, independent theatres, and Jimmy James, colored houses. Myra Stroud, MITO sec'y, was named general chairman of publicity.

Frisina Amuse. Co. was named defendant in an anti-trust suit filed by Walter Mullaney, individually and as administrator of the estate of his brother, John W. Mullaney, alleging unfair competition in connection with the plaintiff's theatre in Mattoon, Ill. . . . Larry Spalding completed a CinemaScope installation in his Town Theatre, Flora, Ill. Also equipped for CS is Bill Jackson's Rex in Waverly, Ill. . . . Wayne Lindsey, owner of the 475-seat Carol Theatre at Kevil, Ky., recently operated by H. Gilliam of Paducah, is now operating it himself.

Bob Lightfoot, former pres. of the Colosseum of M. P. Salesman, Loge 19, was elected 2nd v.p. of the national organization. He is an Allied Artists salesman. . . . The St. L. Board of Aldermen voted against two bills to end racial segregation in theatres, hotels and restaurants. . . . Mr. & Mrs. A. B. Jefferis reopened the Jefferis Theatre at Piedmont, Mo. after extensive remodeling. . . . The Rex at Waverly, Ill., owned by J. Wyman Hart and Wm. Jackson, upped admission prices to 50¢ for adults, 20¢ children, following installation of wide screen and other equipment.

SAN FRANCISCO

Davis Theatre Co., composed of L. S. Hamm and Walter Preddy, has taken over the Vacaville Theatre, Vacaville, from Phil Zenovitch and Jesse Levin. Roy Cooper will book for the house. . . . Other accounts newly acquired by Cooper are the Uptown, Sonora, and the Calaveras, San Andreas, both owned by Robert Patton. . . . Manry Schwarz, owner of the Rio, is putting a modernistic front on the theatre. New innovation for a S.F. theatre is visibility of the cash booth and theatre from the street. . . . Harry Farris, owner of the El Rey theatre building in Oakland and operator of the Portola Theatre there, is negotiating to buy the Portola Theatre building also.

Earle Williams has been transferred to the Mission Drive-In by Cal-Pac. . . . John Murray, new to the industry, is asst. to mgr. Nate

SAN FRANCISCO (cont'd.)

Grossman at the Metro. . . . New in the shipping room of Universal is William Wells, just returned from Army duty in Korea. . . . New officers of the Colosseum of M.P. Salesmen for 1955 are: Murray Gerson, Universal, reelected pres.; Alden Adolph, Republic, v.p.; Joseph Flanigan, 20th-Fox, secy.; Del Wheeler, Warner, reelected treas.; Jack Finley, UA, sgt.-at-arms. . . . Exhibitors turned real estate developers with track homes at Ferris Gardens, Novato, are L. S. Hamm and R. A. McNeil.

SEATTLE

At the recent annual meeting of Theatre Owners of Wash., Northern Idaho and Alaska, J. M. Hone was reelected executive secretary and H. B. Sobottka, treasurer. The following directors were elected: Harry Wall of Lewiston, Idaho, Erwin Fay of Renton, Fred D. Nessel of Walla Walla, Chester Nilson of Tacoma, Fred Mercy, Jr. of Yakima, Mike Barovic of Puyallup, Joseph Rosenfield of Spokane, W. B. McDonald of Olympia and Dwight Spracher, B. F. Shearer, William Thedford, L. O. Lukan, Wm. J. Conner, Frederic A. Danz, all of Seattle. Fred Schwartz talked on the Distributors Corp. of America and Joseph Rosenfield reported on the TOA convention.

The Orada Theatre at Oroville, Wash. just completed a CinemaScope installation. . . . John Lee installed CinemaScope at the Lee and Marjo theatres in Ephrata, the Lake at Moses Lake and the Towne at Quincy, Wash. Lee also remodeled his Othello Theatre at Othello and installed new seats, carpeting and a wide screen. . . . Jack Barber, mgr. of Modern Theatre Equip. Co. reports that his company made the CinemaScope installation at Lee Scott's Rex Theatre in Bonner's Ferry, Idaho. Modern's president, S. F. Burns, is back from a European trip with Mrs. Burns. . . . Nu-Vu Theatre at Metalline Falls ordered CinemaScope. Installations were recently made at the Olympic Theatre, Forks, Wash., owned by Mrs. Henry Fletcher; the Ballard Theatre, Seattle, operated by Hal Bates. . . . Glen Haviland, 20th-Fox exchange, was elected pres. of the Colosseum of M.P. Salesman at the recent convention in Chicago.

TOA Groups Support Indie Films

(*Continued from page 6*)

we haven't a chance." Alfred Starr, chairman of TOA's executive committee, reviewed the national convention for the group.

Further north, a defense of its so-called "belligerency" and a statement of its intention of remaining so despite reports of an attempt to start a rival TOA unit in the Minneapolis area has been issued in the latest North Central Allied bulletin.

Meanwhile, in Salt Lake City a new exhibitor unit, consisting of theatre owners from Utah, Idaho, eastern Nevada and western Wyoming, has been formed as an affiliate of TOA after an organizational meeting here. More than 70 exhibitors attended, naming Roger Mendenhall chairman of a committee appointed to take care of organizational problems. E. D. Martin and Walter Reade, Jr., present and past TOA heads respectively, attended the meeting.

A three-point program for unification of exhibition, conciliation and arbitration and increase in production was stated by TOA president E. D. Martin, speaking at the annual meeting of Motion Picture Exhibitors of Florida in Jacksonville.

New Units Formed

Martin noted that new units are being created over the country, and TOA "is growing stronger every day." He added that "discussions are planned with Allied to unite all exhibitors." He explained that TOA problems "are no different from theirs—only the approach to solve them."

On arbitration, the exhibitor leader declared that "never before has there been a greater need for harmony within the industry." He explained that "we must stop fighting each other and end the civil war that is sapping our strength, and fight to maintain the motion picture as the queen of amusements."

The speaker called "the seller's market that exists today" the "root of most of our trade problems." He asked for encouragement of independent producers with another source of product foreign producers who can turn out pictures with an American interest.

Martin explained the aims and purpose of EFFG to the Florida exhibitors. He called it "another form of insurance and a good investment."

"League" Stereo Plan Defended By Disneys

(*Continued from page 6*)

business to present our picture first in stereophonic sound which is an integral part of the story with dramatic values just as much as any other factor."

Meanwhile, at the Sylvania Awards dinner, at which the new TV show "Disneyland" was honored, Walt Disney declared that his company is "basically a motion picture producing organization." He pointed out that theatre and video interests could co-operate successfully with each other.

Disney Productions has released a report on the plugs that are being given Disney's theatre product on his video show. Declaring that the TV show "is proving itself a powerful assist in the exploitation and marketing of Walt Disney motion pictures to 175,000,000 people in the U.S. and Canada," the report cited copy used on "Lady and the Tramp," "20,000 Leagues" and the next True-Life adventure, "African Lion."

New Motiograph Unit

Motiograph is now offering a new unit which can be installed on the company's older projectors which do not have a removable aperture to permit instantaneous aperture changes, the company discloses. With nine different size apertures available, the company notes that old Motiograph projectors can be quickly modified at low cost to project pictures in any desired aspect ratio.

Pay-TV Called Ball Aid

HOUSTON.—The idea that Telemeter subscription television could help both minor and major league organized baseball was proposed here by Paul MacNamara, Telemeter vice-president. Speaking before the National Association of Professional Baseball Leagues, MacNamara revealed a plan for turning over some of the profits to minor league teams, whose attendance might be hurt by telecasts of the major games.

$12,000,000 DCA Production Plans

(*Continued from page 7*)

interest in DCA underscores their concern with quality products." DCA stockholders own a combined 1,000,000 theatre seats and operate 1,005 theatres, he announced.

Subscribed stock consists of 10,000 shares of Cumulative Preferred stock at a par value of $100 per share, he disclosed. There is an additional 10,000 shares of common stock, with 60 percent of this owned by the preferred stockholders and the remaining 40 percent shared by Boasberg, Wormser and Century Theatres, of which Schwartz is president.

The speaker outlined production plans totaling $12,000,000 earmarked for production and distribution. This included $1,000,000 in equity; $3,000,000 estimated from European co-producers; $4,000,000 in bank financing; $1,000,000 in deferments to participating artists; $2,000,000 from rotating funds in individual pictures, and $1,000,000 in additional equity interests.

Schwartz stated that theatre business has definitely improved, and he cited four reasons in addition to the most widely circulated one that Hollywood is making better pictures. These included the admission tax reduction, the lowering of the income tax, the technological advancements within the industry, and the fact that the novelty value of television has worn off.

List Of Exhibitors

The list of exhibitors who have subscribed to DCA preferred stock is not complete, Schwartz stated, with about an additional 10 percent having subscribed. Names that he released include Sam Pinanski, Harold Eskin, Harry Brandt, Leo Brecher, Schwartz, F. C. Walker, J. J. O'Leary, Jay Emanuel, Solomon M. Strausberg, Arthur Lockwood, Maury Miller, Charles H. Moses, Joseph Seider, Samuel Rinzler, Walter Reade, Jr.

Also, Herman Becker, J. Myer Schine, Spyros S. Skouras, Jr., Joseph Springer, Percival E. Furber, Paul Engler, D. Irving Long, M. A. Lightman, E. D. Martin, Morton G. Thalhimer, Max Baum, Arthur Steele, Alfred Starr, Milton Starr, M. Wolfson, Harry Arthur, Myron Blank, Julius M. Gordon, George Kerasotes, Joseph Rosenfield, Will Conner, L. A. Starsmore.

Ballantyne Announces Convention Winners

Winners in the Ballantyne Companys' Tesma-Teda convention sales campaign for authorized Ballantyne Dealers were announced in Omaha this week. Winner in first place in sales of Ballantyne Stereophonic Sound equipment is American Theatre Supply, Sionx Falls, South Dakota with second place going to Dixie Theatre Service, Albany, Georgia.

First place prixe money in drive-in theatre equipment went to Perkins Theatre Supply at Buffalo, New York with second place going to Veterans Electrical Service Co. at Elkins, West Virginia. Contest results were based on volume of business turned in at convention for winter and spring delivery.

HOLLYWOOD ...on the wire

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British Field Marshall Montgomery visits the Warner set for "The Sea Chase" and John Wayne, star. Jack L. Warner, studio chief, was host.

Toll TV Would Hit Exhibs: Henry King

Subscription TV or any other development or combination of factors which might threaten the profitable operation of movie theatres, especially those in the neighborhoods and small towns, would also deprive the community of one of its business leaders and boosters, the American theatre showman, Henry King warned as guest speaker at the Ventura Valley Chamber of Commerce luncheon.

The 20th Century-Fox director declared that most small town business men can sincerely and with good reason conclude that "what is good for the movie is good for the whole community."

"In his own quiet way," King stated, "the average theatre man has become a small community kingpin. He is a combination of unofficial mayor, Chamber of Commerce president, Better Business Booster, civic leader, and a fine man to get on the Committee for any undertaking for the betterment of the town!"

"He's out in front in all charity and town improvement drives, he is always depended on for a nice little cash contribution for any worthy cause. In any disaster or emergency his theatre becomes a hospital, a meeting hall, or a distribution center.

"He is a local business man and property-owner and he's buying his home and raising his family and he feels he has a great personal stake in the future of his town."

"His is a 'home town industry' and the issue should not be clouded by the fact that the product in which he deals is actually made in Hollywood. The local furniture dealer's goods are manufactured in Grand Rapids, too, and at least 95 per cent of the goods sold by even the corner grocer are manufactured elsewhere."

Carl Dudley, president of Dudley Pictures Corp., announced a full scale expansion program including the production of six feature films a year over the next six years. The plans call for a program of top films with unusual backgrounds to take advantage of the current shortage of product. All the films will be photographed in Eastman color and will utilize the new improved Vistarama anamorphic lens. Charles Bruce Newbery, former distribution head of Republic Pictures and for ten years prior to that time in charge of Republic's foreign sales organizations, joins Dudley on Jan. 1st as executive vice-president. Richard Goldstone, vice-president in charge of production is working with writers Jerry Davis, Dan Mainwaring, Herman Boxer and Philip McDonald who are developing scripts on "Nine Billion Names of God," "Marrakesh," "King of Diamonds," and "Royal Flush."

* * *

Cornel Wilde has advanced production plans for his Theodora Productions' "Curly," which is scripted by Alan Marcus and has slotted the offbeat Western for the January cameras. Currently starring for M-G-M in "The Scarlet Coat," Wilde is conferring with John Sturges, director of the latter film, on the possibility of his also directing "Curly." Wilde is engaged in preliminary negotiations for Jane Wyman as co-star. Wilde's co-production venture with Security Pictures, "The Big Combo," is now in the cutting room, and will be released by Allied Artists. No release deal has been closed on "Curly."

* * *

Allied Artists producer Walter Wanger announced that he will make a film version of "Adventure in Politics," authored by Oregon's senator-elect Richard L. Newberger and just released. Film rights to the book dealing with the lives of the senator-elect and his wife, Maurine, were obtained by Wanger during conferences with them in Portland. The film, which he plans to release during the 1956 political campaigns, will be non-partisan, but, he said, one which will help the American people think about government. He has not yet set a title for the film.

* * *

Robert L. Lippert, Jr., has arrived in Mexico City to prepare his next production, "The Violent Land," to be filmed on Durango locations from a screen play by Fred Freiberger, with a cast combining U.S. and Latin names. Before going to Mexico, Lippert Jr., flew to El Salvador to screen "The Black Pirates" for Col. Oscar Osorio, president of the Central American republic. Also attending the showing were officials of Salvador Films, co-producer with Lippert, Jr. of the Anscocolor Lippert Pictures release starring Anthony Deter, Martha Roth and Lon Chaney.

* * *

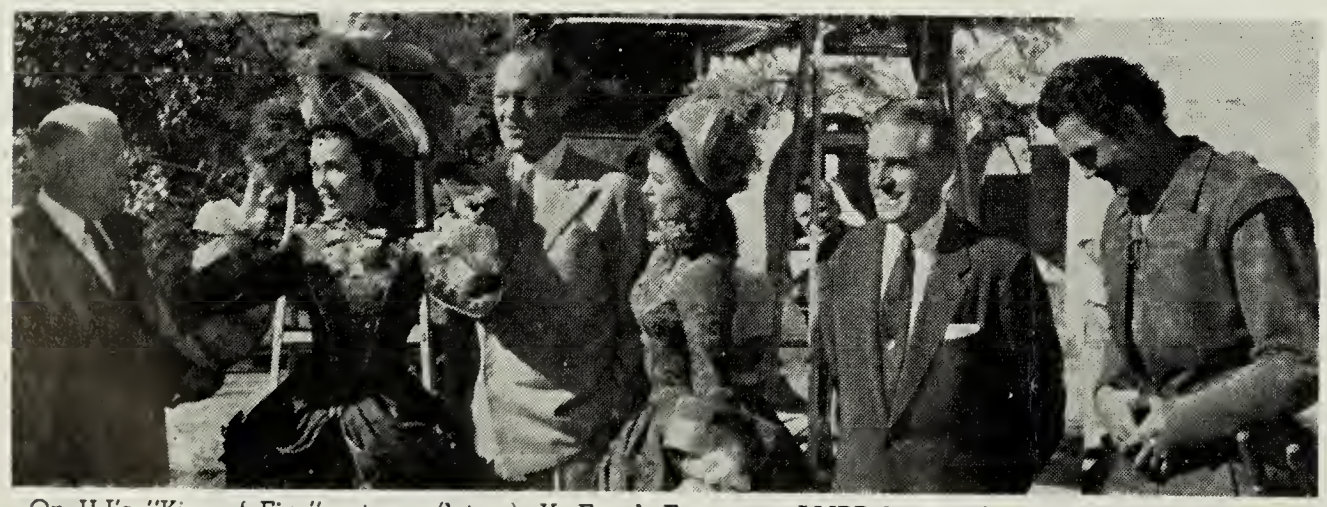
Jack L. Warner announced that "I Died A Thousand Times," drama with a prison background, has been placed on the early production schedule at Warners. Walter Doniger, author of the original screen play, has been assigned to direct the film and David Weisbart will produce the picture. Doniger last year directed "Duffy of San Quentin" for the studio. . . . Plans to remake "The Birth of a Nation" were announced by a Hollywood syndicate. Acquisition of rights to the property were announced by a group headed by financier Ted Thal. These rights, which from time to time during the past 25 years have been sought by every studio in Hollywood, were acquired at a cost of more than $750,000 after eight months of negotiations with Harry E. Aitken, president of Epoch Film Corporation, which owned title rights, and the widow of novelist Thomas Dixon, who owned rights to Dixon's historical novel, "The Clansman." Thal is president of Thalco, an affiliate of the Owens-Corning Fiber Glass Corp., and an officer of the Tema Corp. Also in the syndicate is Michael Spack, president of Tema.

* * *

Republic Studios will usher in the Christmas and New Year holidays with an unprecedented production surge for this time of the year with two productions starting before Christmas and three slated to roll in the first ten days of January, it was announced by Herbert J. Yates, Republic president. Rolling this year are "I Cover The Underworld," with William J. O'Sullivan as associate producer and associate producer-director Joe Kane's Trucolor feature, "Man From Texas." The first of the year will see filming launched on "Rebel Island," which will be filmed in Trucolor in the Bahamas with Edward Ludwig as associate producer-director. An untitled feature will go before the cameras on Jan. 3rd, to be followed by "San Antonio De Bexar," which will be shot in Texas. Associate producer-director Frank Lloyd is currently in the lone star state scouting locations. Production of the latter feature will start Jan. 10.

* * *

Formation of Mark Stevens Productions and plans to film two major theatrical features a year beginning in 1955 were announced by Jack Gross, Philip Krasne and Mark Stevens. The initial film of the new production company will be "Twisted Street," a drama of the numbers racket, in which Stevens will do triple duty as star, director and producer. He also authored the original story. The film will go before the cameras at California Studios on April 4. Associated in the new company



On U-I's "Kiss of Fire" set are (l to r): Y. Frank Freeman, AMPP board chairman; Barbara Rush; Prince Axel of Denmark; Martha Hyer; Alfred E. Daff, U-I executive veepee; and Jack Palance.

Musicals Present Triple-Barrelled Filming Problems: Fred Kohlmar

By Richard Bernstein

"A poorly made picture with material that is interesting to the audience can do better than a technically good film with material that holds no interest to an audience," Producer Fred Kohlmar stated in his Columbia Studios office. Kohlmar is at work on his next film, "The Gentle Wolfhound," which deals with Hugh O'Reilly and the Wolfhound Regiment. It will be based on the factual article "The Gentle Wolfhound" by E. J. Kahn, Jr., in the "New Yorker" magazine.

"I selected it because I believe that the story will make a good motion picture," the producer stated. The story of "The Gentle Wolfhound" deals with the efforts of Hngh O'Reilly and the Wolfhound Regiment. It also deals with their efforts to adopt a broken down orphanage in Osaka. O'Reilly spearheads the campaign to adopt the Japanese orphanage. The picture will also deal with O'Reilly's meeting and falling in love with a Japanese girl in Japan and the emotional problems that go along with this.

Kohlmar emphasized that this story is quite a bit different from the classic "Madame Butterfly," and that it also has a happy ending. He believes that it has a lot of warmth and a lot of heart to it.

The screenplay for the feature was done by Richard Murphy, who had previously worked with Kohlmar on films at 20th Century-Fox. Murphy will also make his debut as a director on the feature.

Asked why he had given a writer an opportunity to direct his own screen play, Kohlmar smiled," I always felt that he had the necessary qualities to make a good director. The demand for directors with fresh new ideas is always here."

Completed "Eileen"

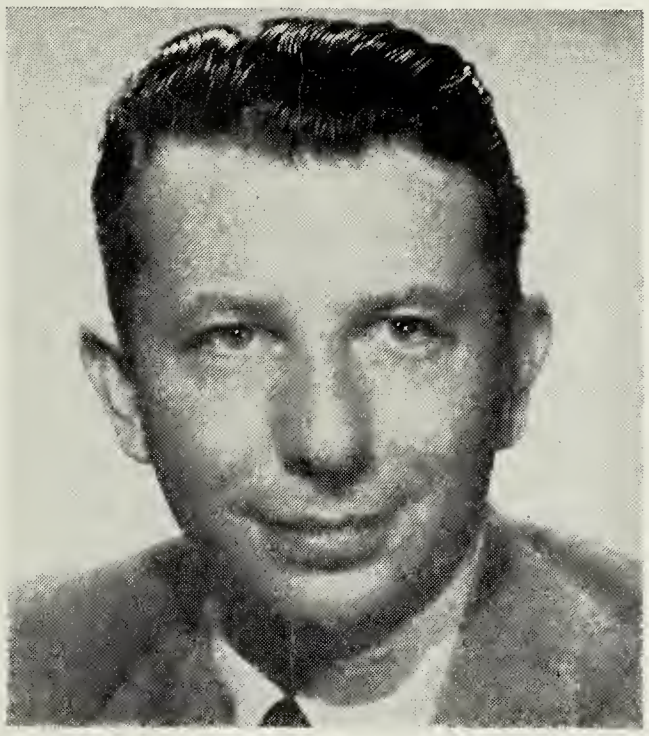
Kohlmar recently completed "My Sister Eileen," one of Columbia's biggest musicals. The musical, directed by Richard Quine, who coincidentally played in the first screen version as well as the stage version, stars Janet Leigh, Betty Garrett, Jack Lemmon, and Aldo Ray. The producer also cast Bob Fosse in the film. Fosse also did the choreography for the feature and Fred Kohlmar is enthusiastic about it.

Kohlmar is considered one of the most verstile producers in Hollywood. He produced "Take A Letter, Darling," a top hit, and also produced "Thc Glass Key" and "Lucky Jordan," still ranked as among the best screen melodramas ever made. At 20th Century-Fox, he is still remembered for "Kiss of Death," "Fury at Furnace Creek" and "You Were Meant For Me."

He describes "My Sister Eileen" as a "comedy with music." It was shot in CinemaScope and in Technicolor. Seeing a screen musical like this one is, in his opinion, "like sitting in the 4th row on the aisle on Broadway."

"Making a musical," the producer said, "is like making three pictures at the same time, there is so much to do."

In regard to variety of material for producers, Kohlmar pointed out that each producer has his own tastes and capacities. "There are no rules on what type of a picture a producer should make," he said.



FRED KOHLMAR

The most important thing about producing movies, Kohlmar said, "is to guess right more than you guess wrong."

Back to "The Gentle Wolfhound," Kohlmar plans to shoot a great deal of its footage in Japan. "The backgrounds and the flavor are there," he explained. He believes that it takes an actual locale to help capture the color of a particular area or city or country.

The film will be made with a realistic documentary flavor with two top stars roles, that of Hugh O'Reilly and the other of the female lead. There are also some strong supporting roles in the picture, which will be shot in black and white.

Kohlmar stated that picking the right original material is the top problem that confronts a producer.

After "The Gentle Wolfhound," Kohlmar's next production assignment will be "Pal Joey." This is the property for which many top male stars are vying for the title role.

The part of "Joey" is one of the strongest male parts around today and "Pal Joey," the film, is slated to be one of Columbia's top entries. It will be shot in color and also in CinemaScope. It will be based on the John O'Hara book of the same name and the stage play by O'Hara and Rodgers and Hart.

"Righ now," said Producer Kohlmar, "we're looking for Joey."

Franklin On "Ben Hur"

Sidney Franklin, one of Hollywood's top pictures makers will direct "Ben Hur," it was announced this week by Dore Schary, M-G-M Studio production head. Sam Zimbalist will produce the film as the studio's most important production of 1955. As a director, Franklin established a record for such memorable films as "The Good Earth" and "The Barretts of Wimpole Street."

HOLLYWOOD...

as an assistant to the producer is Edward L. Rissen, formerly with Rodgers and Hammerstein and an associate of Stevens in the star's biggest Broadway hit, "Midsummer." . . . Executive producer Jerry Wald announced that a deal is being negotiated by Columbia for the screen rights to "The Doll Maker," the Harriet Arnow best selling novel. The property has been assigned to William Wright as his first Columbia production chore.

* * *

"The Treasure of Pancho Villa," an original story based on the life of the Mexican adventurer and patriot written by Robert Bren and his wife, Gladys Atwater, will be the first of a series of deluxe, grade "A" films which Edmund Grainger Productions, Inc. will produce for distribution by RKO, it was announced by Grainger and RKO. Grainger is currently negotiating with Van Heflin and Gilbert Roland to enact the two male leads in the film which will be photographed in Technicolor and SuperScope. Second of the Grainger films will be the picturization of the James Street best seller, "Oh, Promised Land," to star Alan Ladd. It will be filmed in Technicolor and CinemaScope. Filming is scheduled to begin in early April.

* * *

Producer Leland Hayward announced that he has acquired the screen rights to "Point of No Return." The J. P. Marquand novel, which Paul Osborn adapted for Broadway and which Hayward produced starring Henry Fonda, will go before the cameras early next year. . . . James Stewart is contemplating a six week tour of the Orient in advance of openings of "Rear Window," "The Far Country" and "Air Command." Stewart's successful tour of Europe earlier this year preceding openings of "The Glenn Miller Story," precipitated this current plan. . . . Charles Walters will direct "I'll Cry Tomorrow," the picturization at M-G-M of Lillian Roth's dramatic biography. The film, which will star Susan Hayward, will be produced by Lawrence Weingarten and will go before the cameras in early 1955. . . . Hal Wallis acquired the screen rights to the hit play, "The Rainmaker," and it appears to have been purchased as a possible vehicle for Burt Lancaster. N. Richard Nash wrote the play.

* * *

Over at U-I, Richard Quine was announced as the director for "So This is Rio," which will star Tony Curtis, Gene Nelson and Paul Gilbert, who were teamed in the previous "So This is Paris." Albert J. Cohen will produce the film, which will be shot in color by Technicolor. Starting date is set for next March. . . . Irving Rapper was signed by the King Brothers to direct "The Boy and the Bull." Production on the film will start in February in Madrid with this feature preceding the King Brothers film, "The Syndicate." "The Boy and the Bull" is an original screen story by Robert Lyle Rich. It will be filmed in Technicolor. . . . Howco Productions will star Lance Fuller in "Buckskin Lady."

* * *

James Millican has been signed for a role in "Twilight Alley," which Producer William F. Broidy is making for Allied Artists.

Hollywood Production

ALLIED ARTISTS

Shooting

TWILIGHT ALLEY
Cast: Richard Conte, Constance Smith, Bruce Bennett, Cathy Downs, James Millican.
Producer .....William F. Broidy
Director .....Frank McDonald

Cutting

BOWERY TO BAGDAD
Cast: Leo Gorcey, Huntz Hall, Joan Shawlee, Eric Blore, Jean Willis, Rick Vallin, Robert Bice, Paul Marion.
Producer .....Ben Schwalb
Director .....Edward Bernds

DYNAMITE ANCHORAGE
Cast: Dane Clark, Carole Mathews, Wayne Morris, Tom Hubbard, Otto Waldis.
Exec. Producer .....William Broidy
Producer .....Robert Nunes
Director .....Harold Shuster

THE ANNAPOLIS STORY
(Technicolor)
Cast: John Derek.
Producer .....Walter Mirisch
Director .....Don Siegel

THE BIG COMBO
(Security Pictures-Theodora Productions)
Cast: Cornel Wilde, Richard Conte, Jean Wallace, Brian Donlevy, Helen Walker.
Producer .....Sidney Harmon
Director .....Joseph H. Lewis

THE WARRIOR
(CinemaScope)
Cast: Errol Flynn, Joanne Dru, Peter Finch.
Producer .....Walter Mirisch
Director .....Henry Levin

RIDER OF THE RUBY HILLS
Cast: Zachary Scott, Carole Mathews, Lola Albright, Barton MacLane, Dick Foran, Raymond Hatton.
Producer .....William F. Broidy
Director .....Frank McDonald

COLUMBIA

Shooting

MY SISTER EILEEN
(CinemaScope) (Technicolor)
Cast: Janet Leigh, Betty Garrett, Jack Lemmon, Aldo Ray, Kurt Kasznar, Bob Fosse, Tommy Rall.
Producer .....Fred Kohlmar
Director .....Richard Quine

DEADLOCK
(Shooting in London)
Cast: Stewart Granger, Jean Simmons, Finlay Currie, William Hartnell, Belinda Lee, Bill Travers.
Exec. Producer .....Mike Frankovich
Producer .....Maxwell Setton
Director .....Arthur Lubin

Cutting

MASSACRE AT MOCCASIN PASS
Cast: Phil Carey, Audrey Totter, Charlita.
Producer ..... Wallace MacDonald
Director ..... Fred S. Sears

BAT MASTERMAN, BAD MAN
(Technicolor)
Cast: George Montgomery, Nancy Gates, James Griffith.
Producer .....Sam Katzman
Director .....William Castle

A PRIZE OF GOLD
(Warwick Productions; Technicolor)
(For Columbia Release; Shooting in Berlin)
Cast: Richard Widmark, Mai Zetterling, Nigel Patrick, George Cole, Donald Wolfit.
Producers .....Irving Allan and A. R. Broccoli
Director .....Mark Robson

THE END OF THE AFFAIR
(David Rose Productions)
(Shooting in London; For Columbbia release)
Cast: Deborah Kerr, Van Johnson, John Mills.
Producers .....David Rose and David Lewis
Director .....Edward Dmytryk

THE MAN FROM LARAMIE
(CinemaScope) (Technicolor)
Cast: James Stewart, Arthur Kennedy, Cathy O'Donnell, Aline MacMahon, Donald Crisp, Alex Nicol, Wallace Ford, James Millican, Gregg Barton, Jack Elam, John War Eagle.
Producer .....William Goetz
Director .....Anthony Mann

FIVE AGAINST THE HOUSE
Cast: Guy Madison, Kim Novak, Brian Keith, Kerwin Mathews, Alvy Moore.
Producer .....Stirling Silliphant
Director .....Phil Karlson

INDEPENDENT

Shooting

GENTLEMEN MARRY BRUNETTES
(Russfield-Voyager Productions)
(Technicolor) (Shooting in Paris)
Cast: Jane Russell, Jeanne Crain, Scott Brady, Alan Young, Rudy Vallee.
Executive Producer.....Robert Bassler
Producers .....Richard Sale and Robert Waterfield
Director .....Richard Sale

NO PLACE TO HIDE
(Josef Shaftel Prod.)
Cast: David Brian, Marsha Hunt, Hugh Corcoran.
Producer-Director .....Josef Shaftel

FIVE GUNS WEST
(Palo Alto Productions)
(Eastman Color)
Cast: John Lund, Dorothy Malone, Touch Connors, Bob Campbell, Paul Birch, Jonothon Haze, Jim Stone.
Director-Producer .....Roger Corman

THE BEAST OF HOLLOW MOUNTAIN
(Nassour Studios)
Cast: Guy Madison, Sarita Montiel.
Producers.William and Edward Nassour
Director .....Edward Nassour

GIRL MURDERED
(Burt Kaiser Productions)
Cast: Lawrence Tierney, Kathleen Crowley, John Carradine, Burt Kaiser, Jayne Mansfield.
Producer .....Burt Kaiser
Director .....Bruno De Sota

Cutting

THE LITTLE RED MONKEY
Anglo-Guild-Tony Owen Production
(Shooting in London)
Cast: Richard Conte, Russell Napier, Rona Anderson, Sylva Langova.
Producer .....Alec Snowden
Director .....Ken Hughes

RETURN OF COLUMBUS
Paal-Real Film Productions
(Shooting in Germany)
Cast: Paola Loew, Eva Kerbler, Sydney Chaplin, Charles Chaplin, Jr., Ursula Herking.
Producer .....Alexander Paal
Director .....Alexander Paal

OKLAHOMA
(CinemaScope) (Todd-AO)
Cast: Gordon MacRae, Shirley Jones, Gene Nelson, Gloria Grahame, Charlotte Greenwood, Eddie Albert, James Whitmore, Rod Stieger, Barbara Lawrence, J. C. Flippen, Roy Barcroft.
Producer .....Arthur Hornblow
Director .....Fred Zinnemann

BRIDE OF THE ATOM
(Catacomb Pictures)
Cast: Bela Lugosi, Tony McCoy, Loretta King, Paul Marco, Ann Wilner, Don Nagel, George Becwar, Harvey Dunn.
Producer-Director .....Edward Wood

TOP OF THE WORLD
(Wide Screen) (Landmark Prod.)
Cast: Dale Robertson, Evelyn Keyes, Frank Lovejoy, Nancy Gates, Robert Arthur.
Producers .....Lewis R. Foster and Michael Baird
Director .....Lewis R. Foster

KENTUCKY RIFLE
(Anscocolor) (Howco Prods.)
Cast: Lance Fuller, Cathy Downs, Jeanne Cagney, Chill Wills, Jess Barker, Sterling Hollaway, Henry Hull.
Producer .....Carl K. Hittleman
Director .....Ira S. Webb

EXHIBITOR PRODUCED PICTURES — Lippert PICTURES Inc — PRACTICAL PROFITABLE PROGRESSIVE

Cutting

THEW WERE SO YOUNG
(For Lippert Release)
Cast: Scott Brady, Raymond Burr, Johanna Matz, Ingrid Stenn, Margot Hielscher.
Producer-Director .....Kurt Neumann

THE BLACK PIRATES
(Lippert Release)
(Shooting in El Salvador)
Cast: Anthony Dexter, Karen Wilde, Lon Chaney, Robert Clarke.
Producer .....Robert L. Lippert, Jr.
Director .....Allen Miner

THE GLASS TOMB
(Executive Films for Lippert release)
Cast: John Ireland.
Producer .....Anthony Hinds
Director .....Montgomery Tully

AIR STRIKE
(Cy Roth Productions)
(For Lippert Release)
Cast: Richard Denning
Producer-Director .....Cy Roth

SHOCK
Cast: Brian Donlevy, Margia Dean, Jack Warner.
Producers .....Michael Carreras and Anthony Hinds
Director .....Val Guest

METRO-GOLDWYN-MAYER

Shooting

INTERRUPTED MELODY
(CinemaScope) (Technicolor)
Cast: Eleanor Parker, Glenn Ford, Cecil Kellaway, Roger Moore, Ann Codee.
Producer .....Jack Cummings
Director .....Curtis Bernhardt

THE SCARLET COAT
(CinemaScope) (Eastman Color)
Cast: Cornel Wilde, Michael Wilding, Anne Francis, George Sanders, Bobby Discroll.
Producer .....Nicholas Nayfack
Director .....John Sturges

IT'S ALWAYS FAIR WEATHER
(CinemaScope) (Color)
Cast: Gene Kelly, Dan Dailey, Cyd Charisse, Michael Kidd, Dolores Gray.
Producer .....Arthur Freed
Directors Gene Kelly and Stanley Donen

THE BLACKBOARD JUNGLE
Cast: Glenn Ford, Anne Francis, Louis Calhern, Margaret Hayes.
Producer .....Pandro S. Berman
Director .....Richard Brooks

LOVE ME OR LEAVE ME
Cast: Doris Day, James Cagney, Cameron Mitchell, Robert Keith, Harry Bellaver.
Producer .....Joe Pasternak
Director .....Charles Vidor

Cutting

JUPITER'S DARLING
(Eastman Color; Print by Technicolor)
(CinemaScope)
Cast: Esther Williams, Howard Keel, Marge and Gower Champion, George Sanders, James Whitmore, Richard Haydn.
Producer .....George Wells
Director .....George Sidney

THE GLASS SLIPPER
(Print by Technicolor)
(Eastman color; Wide Screen)
Cast: Leslie Caron, Michael Wilding, Roland Petit and the Ballets de Paris, Elsa Lanchester, Keenan Wynn, Estelle Winwood, Amanda Blake.
Producer .....Edwin H. Knopf
Director .....Charles Walters

MOONFLEET
(CinemaScope) (Color)
Cast: Stewart Granger, Viveca Lindfors, Joan Greenwood, George Sanders.
Producer .....John Houseman
Director .....Fritz Lang

BOULEVARD IN PARIS
(Shooting in Paris) (CinemaScope)
(Eastman Color; Print by Technicolor)
Cast: Anne Baxter, Steve Forrest.
Producer .....Henry Berman
Director .....Mitchell Leisen

HIT THE DECK
(CinemaScope) (Color)
Cast: Jane Powell, Debbie Reynolds, Ann Miller, Tony Martin, Vic Damone.
Producer .....Joe Pasternak
Director .....Roy Rowland

THE MARAUDERS
(Wide Screen) (Color
Cast: Dan Duryea, Jeff Richards, Jarma Lewis, Keenan Wynn.
Producer .....Arthur Loew, Jr.
Director .....Gerald Mayer

Paramount Pictures

Shooting

THE TEN COMMANDMENTS
VistaVision) (Technicolor
Cast: Charlton Heston, Yul Brynner, Anne Baxter, Yvonne De Carlo, Debra Paget, Nina Foch, Edward G. Robinson, Sir Cedric Hardwicke, Vincent Price, John Carradine, John Derek, Olive Deering.
Producer-Drector ....Cecil B. DeMille

YOU'RE NEVER TOO YOUNG
(VistaVision) (Technicolor)
Cast: Dean Martin, Jerry Lewis, Diana Lynn, Raymond Burr, Nina Foch, Mitzi McCall.
Producer .....Paul Jones
Director .....Norman Taurog

THE ROSE TATTOO
(VistaVision)
Cast: Burt Lancaster, Anna Magnani, Marisa Pavan, Virginia Grey, Ben Cooper, Jo Van Fleet, Flossie Sundstrom, Dorritt Kelton.
Producer .....Hal Wallis
Director .....Daniel Mann

THE DESPERATE HOURS
(VistaVision)
Cast: Humphrey Bogart, Fredric March, Martha Scott, Arthur Kennedy.
Producer .....William Wyler
Director .....William Wyler

THE COURT JESTER
(VistaVision) (Technicolor)
Cast: Danny Kaye, Glynis Johns, Angela Lansbury, Basil Rathbone.
Producers-Directors ..Norman Panama and Melvin Frank

THE GIRL RUSH
(VistaVision) (Technicolor)
Cast: Rosalind Russell, Fernando Lamas, Eddie Albert, Gloria De Haven, Jimmy Gleason.
Producer .....Frederick Brisson
Director .....Robert Pirosh

Hollywood Production

Cutting

MAMBO
(Shooting in Italy)
Cast: Silvana Mangano, Michael Rennie, Vittorio Gassman, Shelley Winters, Katherine Dunham.
Producers .....Ponti—De Laurentis
Director .....Robert Rossen

TO CATCH A THIEF
(VistaVision) (Technicolor)
(Shooting in France)
Cast: Cary Grant, Grace Kelly, Jessie Royce Landis, John Williams, Charles Vanel, Brigitte Auber, Georgette Anys.
Producer-Director ....Alfred Hitchcock

WE'RE NO ANGELS
(VistaVision) (Technicolor)
Cast: Humphrey Bogart, Peter Ustinov, Aldo Ray, Joan Bennett, Leo G. Carroll, Basil Rathbone, Gloria Talbott, John Baer.
Producer .....Pat Duggan
Director .....Michael Curtiz

THE SEVEN LITTLE FOYS
(VistaVision) (Technicolor)
Cast: Bob Hope, Linda Bennett, Jimmy Baird, Tommy Duran, David Kasday, Lee Erickson.
Producer .....Jack Rose
Director .....Melville Shavelson

RKO RADIO PICTURES

Cutting

THE CONQUEROR
(Technicolor) (CinemaScope)
Cast: John Wayne, Susan Hayward, Pedro Armendariz, Agnes Moorhead. Thomas Gomez, John Hoyt, William Conrad, Jeanne Gerson, Leslie Bradley, Lee Van Cleef, Fred Graham, Pete Mamakos, Gregg Barton, Ken Terrill, Leo Gordon.
Producer-Director .....Dick Powell

ESCAPE TO BURMA
(SuperScope) (Technicolor)
Cast: Barbara Stanwyck, Robert Ryan, David Farrar, Murvyn Vye, Robert Cabal, William Rau.
Prodccer .....Benedict Bogeaus
Director .....Allan Dwan

SEVEN BAD MEN
(SuperScope) (Technicolor)
Cast: Randolph Scott, Forrest Tucker, Mala Powers, J. Carrol Naish, Edgar Buchanan, Ken Tobey.
Producer .....Nat Holt
Director .....Tim Whelan

Republic

Shooting

MAGIC FIRE
(Trucolor) (Shooting in Munich)
Cast: Yvonne De Carlo, Carlos Thompson, Rita Gam, Valentina Cortesa, Alan Badel.
Producer-Director ....William Dieterle

Cutting

HELL'S OUTPOST
Cast: Rod Cameron, Joan Leslie, John Russell, Chill Wills, Jim Davis, Ben Cooper, Kristine Miller, Barton MacLane, Taylor Holmes.
Associate Producer-Director
Joseph Kane

SANTE FE PASSAGE
(Trucolor) (Shooting in Utah)
Cast: John Payne, Rod Cameron, Faith Domergue.
Assoc. Producer .....Sidney Picker
Director .....William Witney

THE ADMIRAL HOSKINS STORY
Cast: Sterling Hayden, Alexis Smith, Dean Jagger, Ben Cooper, Virginia Grey, Douglas Kennedy, Hayden Rorke.
Assoc. Producer-Director.John H. Auer

20th CENTURY FOX

Shooting

A MAN CALLED PETER
(CinemaScope) (Color)
Cast: Richard Todd, Jean Peters.
Producer .....Samuel G. Engel
Director .....Henry Koster

DADDY LONG LEGS
(CinemaScope) (Color)
Cast: Fred Astaire, Leslie Caron, Terry Moore. Thelma Ritter.
Producer .....Sam D. Engel
Director .....Jean Negulesco

SOLDIER OF FORTUNE
(CinemaScope) (Color)
Cast: Clark Gable, Susan Hayward, Michael Rennie, Alex D'Arcy.
Producer .....Buddy Adler
Director .....Edward Dmytryk

VIOLENT SATURDAY
(CinemaScope) (Color)
Cast: Victor Mature, Sylvia Sidney, Tommy Noonan.
Producer .....Buddy Adler
Director .....Richard Fleischer

MAGNIFICENT MATADOR
(CinemaScope)
(National Pictures Corp. for 20th Century-Fox release)
(Shooting in Mexico City)
Cast: Maureen O'Hara, Anthony Quinn, Richard Denning, Lola Albright.
Exec. Producer....Edward L. Alperson
Producer .....Carroll Case
Director .....Budd Boetticher

Cutting

THAT LADY
(Atlanta Films for 20thCentury-Fox release)
(CinemaScope) (Shooting in London)
Cast: Olivia DeHaviland, Gilbert Roland, Francoise Rosay, Dennis Price.
Producer .....Sy Bartlett
Director .....Terrence Young

PRINCE OF PLAYERS
(CinemaScope) (Color)
Cast: Richard Burton, Maggie MacNamara, John Derek, Raymond Massey, Charles Bickford.
Producer-Director .....Philip Dunne

UNTAMED
(CinemaScope) (Color)
Cast: Tyrone Power, Susan Hayward, Victor Moreno, John Justin.
Producers .....Bert Friedlob and William Bacher
Director .....Henry King

THE RACERS
(CinemaScope) (Color)
Cast: Kirk Douglas, Gilbert Roland, Bella Darvi, Cesar Romero, Katy Jurado, Lee J. Cobb.
Producer .....Julian Blaustein
Director .....Henry Hathaway

UNITED ARTISTS

Shooting

NOT AS A STRANGER
(Stanley Kramer Productions)
Cast: Olivia DeHaviland, Robert Mitchum, Frank Sinatra, Gloria Grahame, Broderick Crawford, Charles Bickford.
Producer-Director .....Stanley Kramer

KISS ME DEADLY
(Parklane-Saville Productions)
Cast: Ralph Meeker, Paul Stewart, Maxine Cooper, Cloris Leachman, Gaby Rodgers, Marian Carr, Wesley Addy
Producer-Director .....Robert Aldrich

Cutting

VERA CRUZ
(Hecht-Lancaster Productions)
(Technocolor) (Shooting in Mexico)
Cast: Gary Cooper, Burt Lancaster, Denise Darcel, Cesar Romero, Sarita Montiel, George Macready, Morris Ankrum.
Producer .....James Hill
Director .....Robert Aldrich

BLACK TUESDAY
(Leonard Goldstein Productions)
Cast: Edward G. Robinson, Jean Parker, Peter Graves, Milburn, Warren Stephens, Sylvia Findley.
Producer .....Robert Goldstein
Director .....Hugo Fregonese

THE KENTUCKIAN
(Technicolor)
(Hecht-Lancaster Productions)
Cast: Burt Lancaster, Dianne Foster, Diana Lynn.
Producer .....Harold Hecht
Director .....Burt Lancaster

BIG HOUSE U.S.A.
(Bel Air Productions)
Cast: Broderick Crawford, Ralph Meeker, Red Hadley, William Talman.
Producer .....Aubrey Schenck
Director .....Howard W. Koch

MARTY
(Hecht-Lancaster Productions)
Cast: Ernest Bornine, Betsy Blair.
Producer .....Harold Hecht
Director .....Delbert Mann

Universal International

Shooting

THIRD GIRL FROM THE RIGHT
(Technicolor)
Cast: Rory Calhoun, Piper Laurie, Jack Carson, Mamie Van Doren, Reginald Gardiner.
Producer .....Sam Marx
Director .....Eddie Buzzell

KISS OF FIRE
(Technicolor)
Cast: Jack Palance, Rhonda Fleming, Martha Hyer, Alan Reed.
Producer .....Sam Marx
Director .....Joe Newman

TACEY
(Technicolor)
Cast: Anne Baxter, Rock Hudson, Julie Adams.
Producer .....Ross Hunter
Director .....Jerry Hopper

FEMALE ON THE BEACH
Cast: Joan Crawford, Jeff Chandler.
Producer .....Albert Zugsmith
Director .....Joseph Pevney

Cutting

DESTRY
(Technicolor) (Wide Screen)
Cast: Audie Murphy, Mari Blanchard, Lyle Bettger, Lori Nelson, Thomas Mitchell, Edgar Buchanan, Alan Hale, Jr., Wallace Ford, Mary Wickes, Lee Aaker, Walter Baldwin, George Wallace.
Producer .....Stanley Rubin
Director .....George Marshall

FIVE BRIDGES TO CROSS
Cast: Tony Curtis, Julia Adams, George Nader, Bobby Curtis, Salvadore Mineo
Producer .....Aaron Rosenberg
Director .....Joseph Pevney

SMOKE SIGNAL
(Shooting in Utah)
(Technicolor) (Wide Screen)
Cast: Dana Andrews, Piper Laurie, Rex Reason, William Talman, Douglas Spencer, Pat Hogan, Milburn Stone.
Producer .....Howard Christie
Director .....Jerry Hopper

ABBOTT AND COSTELLO AS THE STUNT MEN
Cast: Bud Abbott and Lou Costello, Fred Clark, Lynn Bari, Frank Wilcox, Maxie Rosenbloom.
Producer .....Howard Christie
Director .....Charles Lamont

LADY GODIVA OF COVENTRY
(Technicolor)
Cast: Maureen O'Hara, George Nader, Victor McLagen, Rex Reason.
Producer .....Robert Arthur
Director .....Arthur Lubin
(Technicolor) (CinemaScope)

THE PURPLE MASK
(CinemaScope) (Technicolor)
Cast: Tony Curtis, Colleen Miller, Gene Barry, Dan O'Herlihy, George Dolenz.
Producer .....Howard Christie
Director .....Bruce Humberstone

CULT OF THE COBRA
Cast: Faith Domergue, Richard Long, Marshall Thompson, Kathleen Hughes.
Producer .....Howard Pine
Director .....Francis Lyon

ABBOTT AND COSTELLO IN THE MUMMY
Cast: Bud Abbott, Lou Costello, Marie Windsor, Michael Ansara, Dan Seymour, Eddie Parker.
Producer .....Howard Christie
Director .....Charles Lamont

WARNER BROS.

Shooting

THE SEA CHASE
(CinemaScope) (WarnerColor)
Cast: John Wayne, Lana Turner, Tab Hunter.
Director .....John Farrow

THE McCONNELL STORY
(CinemaScope) (WarnerColor)
Cast: Alan Ladd, June Allyson.
Producer .....Henry Blanke
Director .....Gordon Douglas

Cutting

TALL MAN RIDING
(WarnerColor)
Cast: Randolph Scott, Dorothy Malone, Peggie Castle.
Producer .....David Weisbart
Director .....Leslie Selander

HELEN OF TROY
(CinemaScope) (WarnerColor)
Cast: Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicks, Torin Thatcher. Robert Douglas, Nora Swinburne.
Producer .....Robert Wise

YOUNG AT HEART
(WarnerColor)
Cast: Doris Day, Frank Sinatra, Ethel Barrymore, Gig Young, Robert Keith, Dorothy Malone, Elizabeth Fraser, Alan Hale, Jr.
Producer .....Henry Blanke
Director .....Gordon Douglas

JUMP INTO HELL
Cast: Jacques Sernas, Kurt Kasznar.
Producer .....David Weisbart
Director .....David Butler

STRANGE LADY IN TOWN
(WarnerColor) (CinemaScope)
Cast: Greer Garson, Dana Andrews, Cameron Mitchell, Lois Smith, Walter Hampden.
Producer-Director ....Mervyn LeRoy

MISTER ROBERTS
(CinemaScope) (WarnerColor)
Cast: Henry Fonda, James Cagney, William Powell, Jack Lemmon, Ward Bond, Robert Roark.
Producer .....Leland Hayward
Director .....John Ford

nothing SHOWS LIKE SHOWMANSHIP!



Sure it's the attraction that counts... but the way you present it to your public gives it that *special* sell!

Eye-catching, colorful DISPLAYS ... at the theatre and away-from-theatre ... FEATURE and SPECIAL TRAILERS on the screen selling everything you have to offer ...and *all* the accessories that add up to Showmanship make the difference that counts at your boxoffice!



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY



THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

EWS

REFERENDUM RETURNS FAVOR ONE CENTRAL EXHIB ORGANIZATION

WAR ON PAY VIDEO BEGUN

AUDIENCE POLL DATES TO PRECEDE "OSCARS"

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CHRISTMAS PRESENT

"THERE'S No Business Like Show Business," "The Long Gray Line," "The Country Girl," "Deep In My Heart," "Battle Cry," "Vera Cruz," "Glass Slipper," "Bridges at Toko-Ri," "A Man Called Peter," "Young at Heart," "Jupiter's Darling," "Sign of the Pagan," "Helen of Troy," "Not as a Stranger," "Ten Commandments," "The Untamed," "Hit The Deck," "The Racers," "The Conquerors," "Moby Dick," "Rose Tattoo," "Mr. Roberts," "Gentlemen Marry Brunettes," "The Sea Chase," "Many Rivers To Cross," "Three For the Show," "Bad Day at Black Rock," "The Trouble With Harry," "To Catch A Thief," "Land of the Pharaohs," "Timberjack," "Captain Lightfoot," "Interrupted Melody." . . .

(See Page 3)

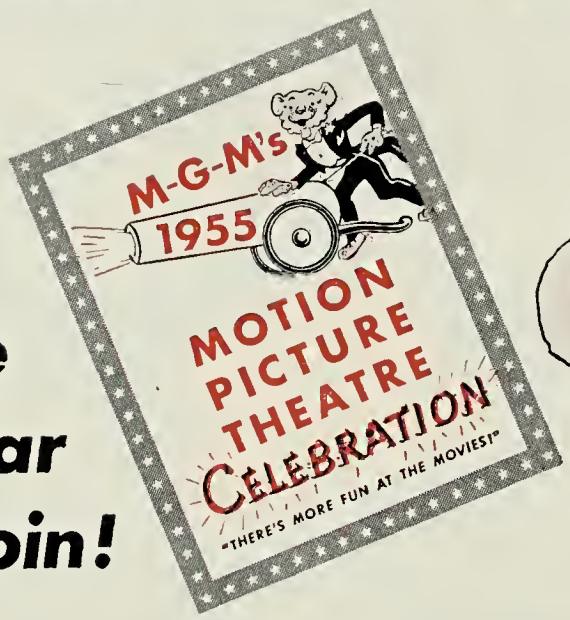
"From 'Deep In My Heart' I wish you a very M·G·Merry Christmas and a Happy Box-office New Year!"

BOX-OFFICE KISSES

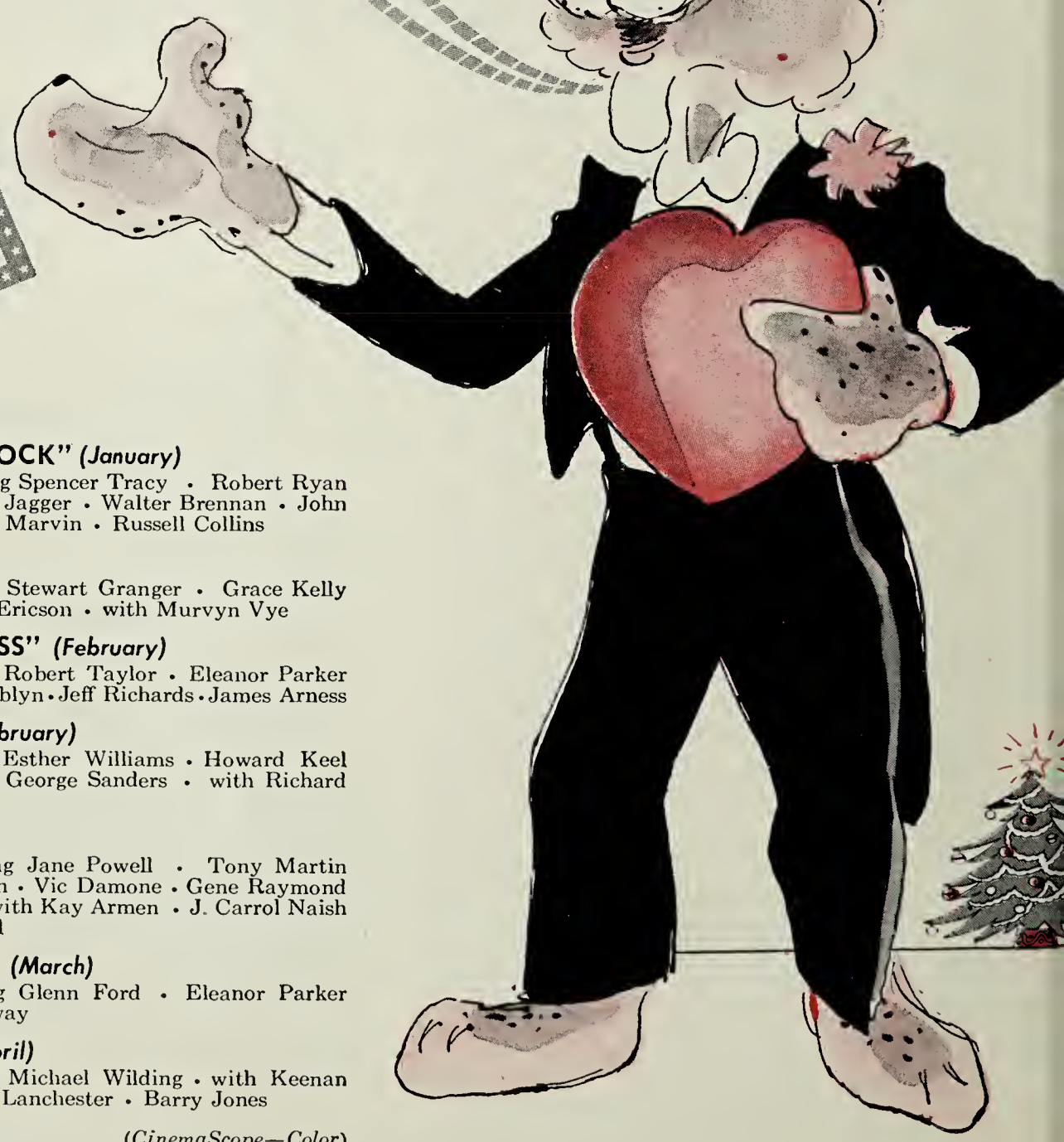
"DEEP IN MY HEART"
Biggest 1st Week Gross of Any Xmas Picture in Music Hall History! (*Nationwide tip-off: Paul Hochuli of Houston Press has revised his 10 BEST list to include it! Watch for more!*)

"THE LAST TIME I SAW PARIS"
Great Business Coast-to-Coast!

"BAD DAY AT BLACK ROCK"
Audience Preview Sensational!



Start the New Year Right! Join!



JUST A FEW OF M-G-M's CELEBRATION RELEASES!

Ask your Branch for other fine films available!

"BAD DAY AT BLACK ROCK" *(January)*
(*CinemaScope—Color*) • starring Spencer Tracy • Robert Ryan co-starring Anne Francis • Dean Jagger • Walter Brennan • John Ericson • Ernest Borgnine • Lee Marvin • Russell Collins

"GREEN FIRE" *(January)*
(*CinemaScope—Color*) • starring Stewart Granger • Grace Kelly Paul Douglas • co-starring John Ericson • with Murvyn Vye

"MANY RIVERS TO CROSS" *(February)*
(*CinemaScope—Color*) • starring Robert Taylor • Eleanor Parker with Victor McLaglen • Russ Tamblyn • Jeff Richards • James Arness

"JUPITER'S DARLING" *(February)*
(*CinemaScope—Color*) • starring Esther Williams • Howard Keel Marge and Gower Champion • George Sanders • with Richard Haydn • William Demarest

"HIT THE DECK" *(March)*
(*CinemaScope—Color*) • starring Jane Powell • Tony Martin Debbie Reynolds • Walter Pidgeon • Vic Damone • Gene Raymond Ann Miller • Russ Tamblyn • with Kay Armen • J. Carrol Naish Richard Anderson • Jane Darwell

"INTERRUPTED MELODY" *(March)*
(*CinemaScope—Color*) • starring Glenn Ford • Eleanor Parker with Roger Moore • Cecil Kellaway

"THE GLASS SLIPPER" *(April)*
(*Color*) • starring Leslie Caron • Michael Wilding • with Keenan Wynn • Estelle Winwood • Elsa Lanchester • Barry Jones

"BEDEVILLED" *(April)* (*CinemaScope—Color*)
starring Anne Baxter • Steve Forrest • with Simone Renant • Maurice Teynac • Robert Christopher • Joseph Tomelty and Victor Francen

December 25, 1954
Vol. 34 No. 12

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

These, and dozens of other top attractions, are on their way to the nation's theatre screens and that is the best Christmas present for which any exhibitor could wish.

This imposing array of product will be supplemented by the early 1955 premieres of "Cinerama Holiday," the second Cinerama feature and the first film in the Todd A-O process, "Oklahoma."

Many other important films with potent box office values are in various stages of preparation.

Year's end is the most appropriate time to appraise the industry's status, its progress during the past twelve months, and the outlook for 1955.

From where we sit, the patient looks quite healthy and is certainly in much better condition than he has been for many a year. The transition period has been weathered and hysteria and lethargy have given way to enthusiasm for the future which has been reflected in the public's favorable attitude toward motion pictures.

Industry confidence is contagious and seeps on down right from the producer to the theatre patron. The public absorbs our enthusiasm just as it reacted negatively to our lack of it in the past. There is plenty to talk about and the industry must continue to do a selling job that will generate excitement and box office receipts.

The shortage of prints and product have wrought havoc with theatre booking schedules but one positive factor has made itself evident. There is undoubtedly a much greater proportion of quality films produced with a corresponding improvement in box office returns. In selecting the ten top money-making films of the past year in the recent "Exhibitorating" poll conducted by the INDEPENDENT, there were more strong contenders than ever before pushing the leaders for top honors.

Each segment of the industry must do a selling job . . . but we can only sell the public after we sell ourselves. There can be no better combination than a steady flow of good product backed by proper merchandising.

All in all, it looks like a banner year for motion pictures. Let's all pitch in and do a selling job and there can be no doubt the industry will thrive in '55.

Suggestion Box

There are a few things the INDEPENDENT would like to see utilized to greater advantage during the coming year.

We would like to see more product trailers used in theatres and on television programs, even on an all-industry basis, to give the public an idea of the attractions on the way to the nation's theatres. There is no substitute for a little taste to whet the appetite.

We would like to see a better program for the development of fresh new talent to add exciting replacements to the star roster. Lack of new faces has caused a contraction of box office names to a dangerous few.

We would like to see the film companies refrain from a policy of holding back product for peak holiday periods. Ours is a year-round business and quality product will draw at any time unless we educate and encourage the public to stay away at certain times. Remember, the summer, even with air conditioning, was once an off-season.

We would like to see more world premieres, junkets and other programs that add so much excitement and glamor to the presentation of our films. The COMPO audience poll is a step forward in obtaining public participation in our activities. The movies is once again everybody's other business and we should try to keep it that way!

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Aaron Sloan; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 2-6494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., MEtropolitan 8-0001.

Referendum Returns Favor Single Exhib Organization

Preliminary returns in the referendum THE INDEPENDENT is conducting to determine exhibitor opinion on the suggestion made by S. H. Fabian, Stanley Warner president, that one central exhibitor organization be formed, shows the theatremen overwhelmingly in favor of the idea. Representatives of exhibitor organizations, circuits and independent theatres have announced their support to the proposition.

E. D. Martin, TOA president, has answered by supporting "one national exhibitor organization and putting an end to exhibitors fighting among themselves." Martin stated that he was "speaking personally and as president of TOA." He stated that "the only way we see a single national exhibitor organization could be accomplished is through an integration or merger of existing exhibitor organizations."

Conference Suggested

Martin declared that "first, an exhibitor leader conference should be called with those in attendance and elsewhere putting aside personal and selfish interests and thinking only of the best interests of exhibition as a whole." He added that "from such a conference could surely come the foundation of a single national exhibitor organization."

One prominent Allied leader did present a point of view that may be indicative of that group's thinking. Declaring that he has heard some good arguments in favor of having two organizations, the exhibitor leader wondered whether a group like TOA could understand the problems of the small theatres.

The exhibitor reasoned that TOA includes many first-run theatres, whose problems differ from those of the smaller theatres included in Allied membership. He pointed out that the battle over flat deals for small houses might find indifference among New York City exhibitors while it is critical to small town members.

As another example, he stated that the stereophonic sound policy of Disney on "20,000 Leagues Under the Sea" would cause concern to Allied's small theatres, while causing no problem to TOA's first-run theatres. The exhibitor leader acknowledged that one exhibitor group would be healthy in certain respects and offered to discuss the matter.

Gotham Heads Approve

In New York City, the heads of both Gotham exhibitor organizations, Harry Brandt of ITOA and Emanuel Frisch of MMPTA, stated their approval. Brandt estimated that 95 percent of the nation's exhibitors would be in favor of forming one organization, a plan his own group has been proposing for years, he stated.

The ITOA president argued that a divided theatre industry "will continue to be kicked around" and that there would be "no stronger group of business men in America" if exhibitors united.

In stating his approval of an exhibitor referendum on the question, Frisch noted that "it would be a very important step in the direction of achieving" the desired goal.

Expressing his support of the idea, Elmer Rhoden, president of National Theatres, stated "there is no doubt in my mind that if every exhibitor were posed this question, he would be in favor of putting an end to the cheap and retortive bickering between Allied and TOA."

Rhoden stated that "there can be no strength in the exhibition forces of this industry until there is unity." He added that "Si Fabian has given us a great idea—let's act upon it!"

Other exhibitors answering the poll included Robert J. O'Donnell, of the Interstate Circuit, who noted that he "heartily concurs" with the Fabian proposal. O'Donnell stated the "manner in which it should be accomplished presents many problems," but he voiced his belief "that each day we are approaching the solution more and more."

No Difficulty Seen

From John H. Harris, of Harris Amusement Co., came the statement that he "can't understand why there would be any difficulty whatsoever in the forming" of the organization. He noted that "objections could only be from a few who have personal irons in the fire." Harris added that "that which is good for our business will be accepted by the industry."

A suggestion that a meeting be held "of the heads of the present organizations at which time the aims and purposes of one national exhibitor organization should be clearly set forth" was made by Harold D. Field, of Pioneer Theatre Corp. Field proposed that the local units could associate with the one national group, while still retaining their local autonomy.

Field added that "similar to the Illinois TOA unit, the local units should be broken down into regional groups so located geographically that every exhibitor will have an opportunity to participate actively in his regional group, and through his own elected officers in the regional group determine his representation in the larger area group and in the national organization."

Leadership Needed

The Minnesota exhibitor stated that "this plan will come about by itself at the insistence of exhibitors." He agreed with Fabian that "the motion picture industry could move ahead five years in its thinking if the heads of the present exhibitor organizations would take the initiative, which is properly theirs."

A declaration that Fabian's statement "is 100 percent correct" and that "only through a united strong exhibitor group can we overcome the problems brought about by the divorcement" has been issued by Myron N. Blank, president of Central States Theatre Corp. Blank stated that he believes this will come about ultimately and he hopes "the exhibitors of this country are not foolish enough to delay it."

The Iowan noted that "there is no question that small town exhibitors, as well as subsequent run exhibitors, have a different problem than the large first-run exhibitors." He added that "all exhibitors have a common problem and that is seeing that we have proper trade practices within the industry, the proper flow of product, and many others."

Blank stated that "there is no reason

(*Continued on page* 20)

Film Debuts On TV Show Slight Decline

A total of 108 motion pictures originally released for theatre presentation made their appearance on the television screens of Metropolitan New York City during the quarter of Sept. 15-Dec. 15, according to the latest count by THE INDEPENDENT. The figure shows a continuing slight decline, with the previous half year accounting for 248 pictures appearing on video for the first time.

There were 1,698 repeat showings of films previously programmed on TV during the quarter, which is slightly less than half of the 3,823 showings reported for the previous six month period. The additional new pictures bring to a total of 3,658 the number of films played on Gotham video sets since 1948.

Appearing for the first time in any noticeable amount are old Universal pictures, which were taken over by the banks. Also, United Artists and Paramount product, especially the old "Sherlock Holmes" series, have now found their way to the video screens. Many of these films are being shown on the WOR-TV series, "Million Dollar Movie."

Audience Poll Dates To Precede 'Oscars'

The COMPO committee studying the plan for an annual national audience poll will recommend that the first poll be held from next Thanksgiving Day to the following Dec. 7, a COMPO report discloses. Pictures eligible for the voting would be those released between Nov. 1, 1954 and Nov. 1, 1955. The committee decided at its last meeting that the poll couldn't be arranged for this January.

It noted further that any poll coming too soon after the new year would conflict with the Academy Award presentation in March. It therefore suggested the November date. Other details were withheld pending a meeting immediately after the holidays with the COMPO governing committee of Sam Pinanski, Wilbur Snaper and Al Lichtman.

The poll has been made the subject of the latest advertisement in the series that COMPO has been inserting in "Editor & Publisher." Headed "A Newspaper Natural, It Seems To Us," the ad tells newspapermen of the forthcoming event and urges that the papers co-operate with local theatres. Ad copy stresses that the poll will not interfere with Academy Awards.

Justice Not Opposed To Rank Buying Plan

LONDON.—The U. S. Government does not object to the projected purchase and operation of U. S. theatres by the J. Arthur Rank Organization, John Davis, Rank managing director, declared here. Davis revealed that he was given that assurance during his recent trip to the U. S. He further noted that his company contemplates that fewer than 100 U.S. theatres would be needed for the Rank plan.

The company does not expect to purchase the houses outright, he stated, but he gave no further details. In any case, he did state that he was pleased with his talks with American distributors, whom the Rank Organization had contended was blocking booking of Rank product in the U. S.

Schoeppel Chides Hanson's Letter

WASHINGTON.—Reaffirming his faith in arbitration for the film industry and his opposition to government regulation, Sen. Andrew F. Schoeppel (R., Kans.) otherwise blistered the hide of Albert Hanson in a letter to the Southern California Theatre Owners Association director.

The Schoeppel letter was aimed to answer Hanson's Oct. 15 request for action with respect to exhibitor complaints about film industry distribution practices. Hanson on that date sent a letter to the Senator, who is chairman of the Senate Small Business subcommittee, which held extensive hearings on the subject last year.

At one point in his reply, Schoeppel indicated that he wouldn't ordinarily answer "one who writes as you do." However, because many exhibitors are "responsible, fair and objective," and have undoubtedly read the Hanson letter, the Senator explained, "I am anxious that they be fully informed with respect to the other points you make."

Charges Denied

Schoeppel singled out for stringent criticism a statement of Hanson's noting that the exhibitor group was trying to obtain relief from conditions which are "un-American and illegal." The Senator also objected to Hanson's charge that the committee "refused to listen to testimony or consider anything relative to sales price."

The Senator stated that he "deeply resents the implication" of those statements, which, he added, contain "actual misstatements of fact and half-truths." He stated that "it suggests that the Committee took a fixed position inimical to exhibitors before it heard testimony." That, Schoeppel called "a complete falsehood."

The Kansas Republican pointed out that Hanson and his son were among many Los Angeles witnesses who testified on clearances, zoning and pricing. He said the committee thereafter studied all testimony carefully before reaching conclusions.

In view of this, he wrote Hanson, "your thinly veiled suggestion that the Committee had a closed mind on this point, is not only false based on prior false assumptions, but is insulting to the Senate and one of its constituent arms."

Words Cited

Continuing on the two offending paragraphs, Schoeppel added, "you describe the conditions under which you do business as 'un-American and illegal.' Such words have a sinister connotation and are frequently used by rabble rousers when invective must be used instead of fact because there are no facts."

He said that the consent decrees might not be working to the advantage of exhibitors, but Justice testimony indicated there is no way to modify the decrees so as permit only the practices Hanson believes should be permitted, while permitting the rest to stand as is. He also strongly denied that there had been any evidence to support charges of monopoly against producers and distributors.

Schoeppel stated that he knows of no way how the government can compel a man-

(*Continued on page* 20)

War Against Pay Video Begun By Toll TV Unit

The Joint Committee on Toll TV has taken its first major step in its war against subscription video with the filing of a letter with the FCC opposing the plea of the Zenith Corp. that the Commission approve the Zenith pay-video system without holding formal hearings first. The letter was filed by Cohn and Marks, a Washington legal firm hired to represent the committee.

The FCC is asked in the letter to make no immediate decision in the case and to wait to examine the statement being prepared by the Washington attorneys in answer to the Zenith petition. In addition to the Zenith petition, the letter asks for similar delay in the granting of a petition by Teco, Inc.

Investigation Set

Meanwhile, although the joint committee is currently concentrating its energies in opposing these two petitions, the entire subscription TV controversy will be examined, along with radio and television, by the Senate Judiciary Committee. This examination will be held some time after Congress is re-organized after Jan. 1. The Senate Committee will be headed by Sen. Harley Kilgore, (D., W. Va.).

Sen. Kilgore has appointed Howard L. Chernoff of San Diego, Calif., to conduct the study and make the report. Chernoff has been active in newspaper, radio and TV work during the past 25 years and is a winner of the Peabody Award for outstanding public service in radio.

Trueman Rembusch, co-chairman of the exhibitor-led joint committee, has disclosed that his group will contact the Senate Committee at the proper time. The exhibitor leader expressed pleasure upon learning of the forthcoming examination, stating his confidence that the evidence will prove toll TV to be detrimental both to free TV and radio.

The committee co-chairman stated that since the effects of toll TV upon the country's economy and national communications is not readily apparent by a surface examination, a study by a Senate Committee is to be welcomed.

The Senate investigation will study, among other matters, the question of whether the public would be willing to pay for entertainment which it has traditionally received free. The ownership of the nation's stations will also be examined to prevent the growth of monopolies.

Meeting Scheduled

Next meeting of the joint committee is to be scheduled for some time after the new year, it was learned. Major points up for discussion then will be the mapping of campaign strategy and the consideration of raising funds to pay for the campaign. It is expected that exhibitor organizations will be asked to contribute to the campaign.

The amount of money to be sought will in part be determined by the kind of campaign planned. Should the committee decide simply to present its case to the FCC, very little or no funds would be needed. Should it decide to take newspaper ads telling the public its story, more money would be wanted.

There has been some talk of the committee's raising money through COMPO, but this possibility has been ruled be out because COMPO members are not unanimous in their opposition to subscription video. SIMPP, a COMPO member, has announced its support of pay-TV.

The joint committee's position on the toll video question was presented by Rembusch in a conference held with the industry trade press. At that time Rembusch declared that the committee has no objection to toll TV if it will compete on the same economic basis as theatre TV.

The speaker stated that subscription video interests could operate by placing coaxial cables into the homes of their subscribers rather than by using the "free" airwaves. He pointed out that with the use of these cables it would not be necessary for them to obtain FCC approval.

Fears Stated

Rembusch charged that the pay-TV groups want a "preferred economic position" and that they want to "dominate the free airwaves." This would place theatres in an "untenable, uneconomic position," the exhibitor declared. He stated his fear of the "domination of communications" by monopolistic groups.

The Zenith petition is based on the success of that company's test in Chicago, Rembusch asserted, adding that the company is no longer even proposing the same system used in that test. Instead, Zenith is substituting three "untried, unproven" ones that would violate the FCC standards of good engineering, the speaker declared.

The committee objects to all toll-TV systems involving use of the airwaves, Rembusch declared. The group which Rembusch stressed would not be limited to the motion picture industry alone, intends to present its case to the public, it was stated.

All available means of educating the public about the facts of the case will be employed, Rembusch stated. This includes the use of theatre screens, if deemed necessary, he revealed. Such a campaign would be designed to counter-act the "erroneous" claims made by toll-TV proponents, he declared.

Merits Discussed

Present at the conference, in addition to Rembusch, were Herman M. Levy, TOA counsel who represented co-chairman Alfred Starr, Wilbur Snaper, Philip Harling, representing MMPTA, and William Namenson, of ITOA.

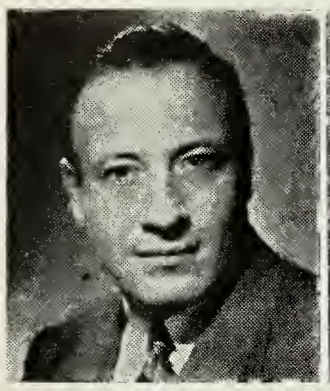
The merits of Zenith's Phonevision were discussed at a meeting of legitimate stage producers and representatives of the Zenith Radio Corp. at Sardi's restaurant. The meeting was held at the invitation of the National Theatre Arts Council. The stage producers were reportedly skeptical in their reception of the Zenith plan, based primarily on an objection to the "one night stand" of plays instead of long runs.

Charges that toll TV would result in a monoply against exhibitors were termed "absurd" by Dr. Millard C. Faught, economic consultant to Zenith, at a speech before the Hartford, Conn. Advertising Club. Faught declared that pay video would bring about more competition and more films.

DCA's Distribution Plan Outlined; Area Franchise Holders Disclosed

The distribution set-up of Distributors Corp. of America was detailed this week by Charles Boasberg, general manager, and Irving Wormser, general sales manager, who met with the trade press. The executives revealed that 75 percent of the major markets will be handled by the home office, while the remaining 25 percent will be sold under state franchises, operating under home office supervision.

This division of the country into home office and branch operation follows the pattern used by other major distributors, they



BOASBERG



WORMSER

announced. The foreign market remains an open and separate matter,and foreign deals will be made picture by picture and country by country.

The executives pointed out that "with low overhead and contracting and expanding operation and with its concentration on one film at a time," DCA "is in a position to generally distribute film at a 25 percent distribution fee." Both men stressed that DCA prefers to have an equity interest in the films it distributes.

The two vice-presidents disclosed that wherever possible they will buy services and avoid the building of a high overhead. Distribution plans call for four pictures a year, but this figure could be either expanded or reduced.

The company plans an active merchandising and exploitation campaign for each of its pictures, and it has already arranged tieups for its forthcoming release of "Long John Silver." They revealed that Macy's in New York and Gimbel's in Philadelphia have agreed to publicize "Silver."

Home Office Selling

It was disclosed that the top, 3,500 situations in the U. S. and Canada will be sold directly from the home office. The company plans to establish regional offices soon in the west coast, the south and Chicago. Representatives will handle the top selling and supervise the franchise deals.

Franchise holders will handle complete physical details on all the accounts, whether sold through the home office or by themselves. Boasberg pointed out that an advantage of this system is that a little man can walk into an office and book his picture because there will be somebody there to sell it to him.

The general manager estimated that "Silver" has been booked into 40 to 50 New England situations for an opening late in February.

Franchise holders were revealed as New York, Favorite Pictures Exchange; Boston, Screen Guild Productions, Inc., Albany and Buffalo, Leiser Film Distribution Co.; Atlanta, Charlotte and Memphis, Howco Productions; Chicago, Realart Films; Cincinnati and Indianapolis, Safer Film Dist.; Cleveland, Imperial Pictures; Dallas and Oklahoma City, Herman Beiersdorf; Denver and Salt Lake City, Dimension Pictures.

Also, Los Angeles, Realart Pictures of Calif.; Minneapolis, Independent-Lippert Dist.; New Orleans, Lippert Pictures of La.; Philadelphia, Screen Guild Productions; Pittsburgh, Cooperative Theatre Service; San Francisco, Portland and Seattle, Favorite Films; Wash., D.C., Equity Films Exchange; Canada, Alliance Films, Ltd. of Toronto; Omaha and Des Moines, Wm. Field, and St. Louis, Herman Gorelick.

Philadelphia MPA Dinner Leaders Set

PHILADELPHIA.—Appointment of district chairmen in charge of ticket sales have been made for the Motion Picture Associates of Philadelphia dinner, set for Jan. 18 at the Bellevue-Stratford Hotel, according to Sam Diamond, MPA president. Chairmen and their areas are: Tom Noble (Warners), Harrisburg; Bill Hopkins (M-G-M), New Jersey; Jack Berger (United Artists), Scranton-Wilkesbarre; Bud Bache (M-G-M), Philadelphia, and Eli Ginsburg (Republic), Delaware.

The dinner will honor four veteran local industryites: William C. Hunt, Abraham Sablosky, Benjamin Amsterdam and Albert R. Boyd. At the same time, the dinner will serve to dedicate the Nickelodeon in Franklin Institute, shrine to the industry. The Nickelodeon was donated by William Goldman, exhibitor leader.

EFFG Moves Ahead, Registered With SEC

WASHINGTON. — Exhibitor financing of motion picture production took a step forward this week when the TOA inspired movement, the Exhibitors Film Financial Group, Inc., filed a registration statement with the Securities and Exchange Commission, announcing the placement on the public market of $10,000,000 of stock to promote production of new product. The new corporation is offering 100,000 shares at $100 par value.

The firm, described in the registration statement as organized by exhibitors with the objective of "improving the available supply of films for exhibition," will concentrate at the outset on financing production of new films, "including, but not limited to, the making of loans to producers of motion pictures and arranging for the making of such loans by others."

Fox Slates Nine Shorts

Nine CinemaScope short subjects, all in color, will be released by 20th Century-Fox between January and April 1955 to make a total of 26 shorts in CinemaScope by the company in the coming year. The short subjects program, which will also see 26 Terrytoons released during the new year, will see a monthly average of two shorts placed in release.

EXHI-BITS

"Oklahoma!" Openings

Plans are being made to open the Todd-AO production of "Oklahoma!" in 25 key situations between May and August, following the world premiere at the Rivoli Theatre, N.Y.C., with another 25 openings planned from August through the rest of 1955, according to a trade report. Magna Theatre Corp. is allegedly holding preliminary negotiations for theatres to book the roadshow engagement. A CinemaScope print of the film has also been made.

Sindlinger Retained

Albert E. Sindlinger, professional statistician, has been retained by New York City exhibitors to gather statistics showing the effect of the city's five percent admissions tax on theatres, it was revealed following an exhibitor meeting. Sindlinger was engaged to "discredit" the tax estimate made by the city budget director.

All Gotham theatres, both independent and circuit-owned, are being sent questionnaires asking for statistical information. The Sindlinger report is expected to be made public in early January. It reportedly will include tax statistics from July 1 to the end of this month.

"Star" Ruling Protested

COLUMBUS, O.—Plans of Warner Bros. to release only the cut version of "A Star is Born" to small towns and subsequent runs was attacked here by the board of directors of Independent Theatre Owners of Ohio. The board protested to Ben Kalmenson, Warner sales chief, urging that exhibitors in the Cleveland and Cincinnati areas, be allowed to choose between the full and cut versions.

Divestiture Time Extended

WASHINGTON. — The Justice Department has agreed to a six months extension of divestiture time covering one Stanley-Warner Theatre, and the chain will be permitted to kep three others, according to the Justice Department. Earlier National Theatres was granted a one month extension of divestiture time, during which period special problems are being studied.

Seal-Less Film Played

CLEVELAND.—This city had its first picture exhibited that lacked a state censor seal when "Without Pity" opened at the Circle Theatre. E. J. Stutz, theatre manager, disclosed that the event passed without any interference from the local authorities.

AB-PT Stock Sale Allowed

WASHINGTON. — The Justice Department has agreed to modification of the terms of the Paramount consent decree to permit sale on the New York stock exchange of shares of American Broadcasting-Paramount Theatres held in the voting trust created by the decree. A court order making the change is expected this week.

"Cinerama' Repeats Success

"This is Cinerama" is repeating earlier foreign fair successes at the Thai Constitution Fair in Bangkok, Thailand, according to the U.S. Information Agency. Once again public demand for tickets exceeds the seating capacity, 2000 in this spot.

SHAPING UP WITH THE YEAR'S BIGGEST GROSSERS!

OTTO PREMINGER presents OSCAR HAMMERSTEIN'S

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Screen Play by HARRY KLEINER

color by DELUXE

t's a pleasure to do business with 20th!"

Independent Trade Reviews

"20,000 Leagues Under the Sea"

(Buena Vista) CinemaScope-Technicolor 138 Min.

Cast: Kirk Douglas, James Mason, Paul Lukas, Peter Lorre, Robert J. Wilke, Ted de Corsia, Carleton Young, J. M. Kerrigan, Percy Helton, Ted Cooper.

Credits: Produced by Walt Disney; Directed by Richard Fleischer; Screen play by Earl Felton; Based on the novel by Jules Verne.

A stupendous screen version of the science-fiction adventure classic of the last century has been delivered with enormous vitality by the Walt Disney organization in "20,000 Leagues Under the Sea." Possessing some remarkable underwater photography, ingenious settings and special effects, the picture registers as eye-popping sensation throughout its 138 minutes of running time. CinemaScope framing, Technicolor tinting and stereophonic sound combine to lend added lure to "Leagues." It is perhaps the greatest children's picture ever produced. The title alone is a by-word with youth the world over. They will be enormously thrilled by the sweep, vigor, fantasy and action of the film.

A strong name cast, headed by Kirk Douglas and James Mason, will serve as potent marquee bait for a grown-up audience. Douglas, as the rough-and-ready harpooner, "Ned Land," turns in a raucous performance that is in keeping with the role. His dash and daring is not without humor, especially in several scenes Douglas shares with a trained seal. Douglas also has a song to sing in "Leagues." As the sombre and mysterious "Captain Nemo," Mason draws his character in bold and world-defying terms. Top-line support is rendered by Paul Lukas, who plays "Prof. Aronnax" and Peter Lorre, as his assistant, "Conseil."

Much care and money was expended on "Leagues" to recreate in great detail the mysterious submarine of the novel. Created by "Capt. Nemo," that vessel was powered by atomic energy and utilized to destroy ships carrying the raw materials of munitions. Motivation is that "Nemo" hates civilization for numerous reasons and despises organized warfare. When "Prof. Aronnax" and "Ned Land" board the submarine, "Nemo's" downfall begins.



Kirk Douglas and Peter Lorre are starred in Walt Disney's "20,000 Leagues Under the Sea," CinemaScope-Technicolor

Action sequences in "Leagues" are abundant and vivid. A mysterious explosion of a sea-going vessel launches the story. Close on its heels comes a street brawl. Not too much footage spins by before a second explosion, in which the mammoth submarine splinters the hull of a naval frigate. Then fist fights, strange underseas exploits involving divers clad in eerie depth clothes, take place. An encounter with cannibals and a savage battle with a deadly giant squid provide more thrills. The flooding, then sinking of the submarine, plus the explosion of an island, giving vent to smoke clouds greater than the famed atomic "mushroom," conclude the tale.

"Young At Heart"

(Warner Bros.) WarnerColor 117 Min.

Cast: Doris Day, Frank Sinatra, Gig Young, Ethel Barrymore, Dorothy Malone, Robert Keith, Elisabeth Frazer, Alan Hale, Jr., Lonny Chapman.

Credits: An Arwin Production; Produced by Henry Blanke; Directed by Gordon Douglas; Screen play by Julius J. Epstein and Lenore Coffee; Adapted by Liam O'Brien from a story by Fannie Hurst.

A sentimental WarnerColor comedy-drama, generously sprinkled with a batch of songs delivered by stars Doris Day and Frank Sinatra, "Young at Heart" looks like a sure winner at the box office. The plot, a mixture of laughs and tears, concerns the marrying-off of the three Tuttle sisters, and as such is strongly reminiscent of the Old Warner film, "Four Daughters," which starred the Lane Sisters and John Garfield. This new picture represents a bit of a departure for Miss Day, whose role calls for more intense dramatic acting than the blond star is usually assigned. She comes across very well in these heavier scenes, while displaying her usual magic in the lighter and musical moments. Sinatra is once again handed a meaty dramatic role, and he makes the most of this opportunity, although the scripters have made sure to allow him to sing a good many wonderful old songs and some fine new ones.



Doris Day and Frank Sinatra co-star in "Young At Heart," WarnerColor, from WB

The film's music consists entirely of solo numbers by the two stars. The songs are placed as part of the plot and are intimate in style rather than production numbers. Among the oldies, Sinatra is especially effective with "One for My Baby" and "Just One of Those Things," while his voice is heard in the title song at the beginning and end of the film. Miss Day handles most of the newer music, while teaming with Sinatra for several duets. These songs should prove helpful for exploitation purposes.

The plot tells a family story of the three daughters, played by Miss Day, Dorothy Malone and Elizabeth Frazer. With a lovable musical father and a knowing aunt, played to perfection by Ethel Barrymore, life goes on peacefully till handsome Gig Young enters the scene. All the girls fall for him, but Miss Day wins him. The others are resigned to their loss, but a new complication arises with the entrance of Sinatra, a cynical self-pitying musician.

At this point the picture completely changes mood from comedy to drama. After an involved courtship, Miss Day deserts Young at the altar to marry Sinatra. Despite his marriage, the latter is still convinced that the fates are against him and tries to commit suicide. In a tearful hospital scene, Miss Day tells him that he is going to become a father, and he now has incentive to live to give the picture a happy ending.

"Bad Day At Black Rock"

(M-G-M) CinemaScope-Eastman Color 81 Min.

Cast: Spencer Tracy, Robert Ryan, Anne Francis, Dean Jagger, Walter Brennan, John Ericson, Ernest Borgnine, Lee Marvin, Russell Collins, Walter Sande.

Credits: Produced by Dore Schary; Directed by John Sturges; Screen play by Millard Kaufman; Adaptation by Don McGuire; Based on a story by Howard Breslin.

Suspense melodrama of an unusual nature and of high-calibre tension is unleashed in this Dore Schary personal production from M-G-M. The picture shows the hallmarks of painstaking effort in conception and consummate craftsmanship in execution. It registers with much emotional force. As such, "Bad Day at Black Rock" should create a good deal of word-of-mouth in the general audience and garner many plaudits from high-brow critics as well. Receipts should be extremely handsome once word gets around about this picture's numerous offbeat assets. Bolstering initial sales will be the star names of Spencer Tracy and Robert Ryan, who head up a top-notch cast in one of the most suspenseful melodramas to reach the screen in months.

Picture is afforded additional box office value via CinemaScope photography; realistic use of color (Eastman Color stock with Technicolor print), and intelligent dramatic employment of multi-directional sound. Narrative is launched with a minimum of dialogue and what is spoken literally seems to crackle with tension for the first 45 minutes as Tracy, a veteran of World War II who lost an arm in combat, arrives at the backwash western town of Black Rock. It is 1945 and Tracy is paying a condolence visit to the Japanese-American father of a wartime buddy who had saved Tracy's life. The townsfolk, lead by Robert Ryan, are sharply hostile to Tracy. Latter eventually discerns that the Nisei had been murdered years before by Ryan. The townsfolk then had been either unconcerned or too much afraid to act against him.

The simplicity of the above narrative is offset by superb camera work, music, sound and silence —serving to generate an extraordinary amount of tension and suspense. Once the purpose of Tracy's visit and the guilt of Ryan are established, the dialogue begins to explode with exciting social meaning. Tracy is faced with a dilemma: how will he bring about justice and save himself from the murderous Ryan when the townspeople are too deeply fear-ridden to help. The climax, a grim affair in which justice is dealt out in harsh but necessary fashion, is



Spencer Tracy and Robert Ryan are the stars of Dore Schary's "Bad Day at Black Rock," CinemaScope-Eastman Color, from M-G-M

depicted with an economy of dialogue in keeping with the picture's beginning.

Tracy turns in an effective performance that is convincing, understandable and sympathetic by turns. He wins the audience all the way. Ryan is properly severe, cunning and ruthless as a man revealed to be harboring a deadly brand of racial bigotry within. Dean Jagger, Walter Brennan and Ernest Borgnine are standouts in supporting roles. Anne Francis, the only woman in the cast, plays a straight dramatic part which offers not one scene of love interest. Certainly, the effectiveness of the acting and the general off-beat quality of the presentation will keep audiences spellbound throughout "Bad Day at Black Rock."

"The Silver Chalice"

(Warner Bros.) CinemaScope-WarnerColor 144 Min.

Cast: Virginia Mayo, Pier Angeli, Jack Palance, Paul Newman, Walter Hampden, Joseph Wiseman, Alexander Scourby, Lorne Greene, David J. Stewart, Herbert Rudley, Jacques Aubuchon, E. G. Marshall.

Credits: Produced and directed by Victor Saville; Screen play by Lesser Samuels; Assistant directors, Melvin Dellar, Russell Llewellyn; From the novel by Thomas B. Costain.

From Thomas B. Costain's best-selling historical novel of the search for the cup which Jesus used at the Last Supper has been made a "big" motion picture: big as to the size and scope of the CinemaScope-WarnerColor production and big as to the film's grossing potential. A newcomer, Paul Newman, is introduced in the leading role, but there is ample box office strength in the other three leads—Virginia Mayo, Pier Angeli and Jack Palance. In addition, the film presents a positive spiritual message, while at the same time telling an exciting story of temptresses and mad magicians. The combination of religion and sex seems to be riding high at the moment, and "The Silver Chalice" should cash in for top financial rewards.

Set in 20 A.D., the production travels from Antioch to Jerusalem to Rome. This has given the scripters a chance to bring in the highlights of these three civilizations, climaxing in the bacchanalian atmosphere of Nero's court. At the same time, the production designer, Rolf Gerard, has had a field day creating sets and costumes for all these places. His work will undoubtedly arouse some word-of-mouth, for he has conceived this ancient world largely in modernistic geometric-type sets. The contrast is striking, adding an unusual note to the production.

Newman makes a good initial appearance in the pivotal role of the sculptor chosen to forge the receptacle for the religious relic, and Miss Angeli will elicit the sympathy of the audience as the religious Deborra, a devout Christian in love with Newman. These performers are given stiff competition from Miss Mayo and Jack Palance, in the more interesting roles of temptress and magician, respectively. The blond female star slithers her way across the wide CinemaScope screen, to the delight of all the Romans, and modern audiences, too. Palance gives the top performance as Simon, the wizard who eventually goes mad when he believes that he is another Messiah, and then God Himself.



Virginia Mayo and Paul Newman co-star in "The Silver Chalice," CinemaScope-WarnerColor, from WB

The script, which runs for 144 minutes, follows Basil as he grows from childhood to manhood. Misfortune befalls him when he is sold into slavery, but the Christians buy his freedom in order that he may mould the framework for the cup. Here the sprawling religious-political world enters the picture, with the Jews, Christians, Romans and Jerusalem revolutionaries all opposing each other. Here, too, Palance makes his entrance, performing feats of trickery for the Roman soldiers and CinemaScope cameras. Out for revenge on the apostle Peter, he joins in a plan to start a new "religion," but he eventually believes his own propaganda and falls to his death trying to show that he can fly. Meanwhile, Newman wavers between the Misses Mayo and Angeli, but the seductress loses out when Newman decides on Miss Angeli and Christianity. The lovers go off to a happy ending, although the silver cup is lost to this day.



Paul Douglas, Grace Kelly and Stewart Granger star in "Green Fire," CinemaScope-Eastman Color, from M-G-M

"Green Fire"

(M-G-M) CinemaScope-Eastman Color 100 Min.

Cast: Stewart Granger, Grace Kelly, Paul Douglas, John Ericson, Murvyn Vye, Jose Torvay, Robert Tafur.

Credits: Produced by Armand Deutsch; Directed by Andrew Marton; Written for the screen by Ivan Goff and Ben Roberts.

A trio of top stars headlines this CinemaScope adventure-romance, involving a pair of ever-quarreling buddies, a comely blonde and a rivalry between a coffee plantation and an emerald mine in Colombia, South America. Picture should fare satisfactorily at the box office, and particularly in the action market. It boasts some handsome location photography, rendered on Eastman Color stock with print by Technicolor, and a sufficient amount of action and suspense. Story affords opportunity for fisticuffs, a mine cave-in, a number of explosions and a raging rifle battle at the climax. As main menaces, a bandit gang, of which Murvyn Vye is properly sinister as the leader, appears periodically to make the emerald mine operation difficult for Stewart Granger and Paul Douglas, the owners. In the story's romantic portions Grace Kelly handles her chores capably. Much use can be made of her name on the marquee to boost attendance since this star is currently riding the crest of audience popularity.

Granger, playing an adventurous prospector, uncovers an emerald mine in Colombia and tricks his wary partner, Douglas, into helping him launch an excavating party. Near the mine, Miss Kelly and John Ericson, her brother, own and work a coffee plantation. Granger and Miss Kelly fall in love but complications ensue when Granger's selfish tactics threaten the existence of her plantation. To confound matters, Ericson, who has defied his sister by joining with Granger, meets an accidental death. Douglas, disgusted, splits with Granger and joins Miss Kelly. Finale has the trio defeating a group of bandits bent on emeralds. The mine is sacrificed in favor of the plantation and Granger clinches with Miss Kelly.

"Romeo And Juliet"

(United Artists) Technicolor 140 Min.

Cast: Laurence Harvey, Susan Shentall, Flora Robson, Norman Wooland, Mervyn Johns, Bill Travers, Sebastian Cabot, Lydia Sherwood, John Gielgud (narrator).

Credits: A J. Arthur Rank Organization presentation; Produced by Sandro Ghenzi in association with Joseph Janni; Directed and adapted for the screen by Renato Castellani; From the play by William Shakespeare.

A tremendously beautiful and literally faithful screen version of Shakespeare's immortal tragedy of young love, "Romeo and Juliet," is rendered in exquisite shades of Technicolor in this film. Chalk it up as superior motion picture entertainment: a natural long-run art house attraction, a vast general audience grosser. Film was produced both in Italy and England under the general supervision of the J. Arthur Rank Organization. Playing the leading roles are Laurence Harvey, seen here in one or two films previously, and Susan Shentall, a charming blonde unknown to American movie-goers. Extremely capable support is furnished by a large cast headlined by Flora Robson, Mervyn Johns, Bill Travers and Sebastian Cabot, with the great Shakespearean interpreter, John Gielgud, making a brief appearance as the introductory narrator.

The portions of the picture that were photographed in Italy provide "Romeo and Juliet" with authentic locations of Verona, scene of the story. Renato Castellani, who directed and adapted the tragedy, shows a masterful knowledge of the story and how to interpret the Bard for modern screen audiences. The dialogue is spoken distinctly and with ease. The narrative is supplemented by strong dramatic visualizations of action which the stage can only talk about. The play's full quota of duels, dances and incidental pursuits are seen here in all their glorious pageantry.

The fundamentals of the play, one of the most famous of all the Shakesperean tragedies, concern the love for Juliet, daughter of a noble Italian family of the middle ages, by Romeo, son of a rival family. Since both households are feuding, the romance between the pair is fraught with tension and physical difficulties. Duels over their courtship (they become married in secret) result in the banishment of Romeo. It is planned that he will return some day to claim Juliet. Her father, however, bids her marry a suitor and she conspires with a friar to frustrate the plan. The plan misfires and Romeo, returning to find Juliet in her coffin (she really is only drugged into a temporary stupor), commits suicide. Juliet awakens and, finding her lover dead, kills herself.

(*Continued on next page*)



Laurence Harvey plays opposite Susan Shentall in "Romeo and Juliet," Technicolor, from UA

"Vera Cruz"

(United Artists) SuperScope-Technicolor 94 Min.

Cast: Gary Cooper, Burt Lancaster, Denise Darcel, Cesar Romero, George Macready, Ernest Borgnine, Sarita Montiel, Charles Buchinsky, Jack Elam.

Credits: A Hecht-Lancaster Production; Presented by Harold Hecht; Produced by James Hill; Directed by Robert Aldrich; Screen play by Roland Kibbee and James R. Webb; Story by Borden Chase; Song, "Vera Cruz," by Hugo Friedhofer and Sammy Cahn.

A pungent and fast-moving outdoor action drama, starring two of the biggest box office draws in the land, is dished up by the Hecht-Lancaster organization in "Vera Cruz." Here Gary Cooper and Burt Lancaster portray a pair of rough hombres south-of-the-border and involved in the Maximillian-Juarez warfare of 1866. The story is solidly constructed, the women are attractive, the action is fast, furious and violent and the Technicolor, especially when it captures the Mexican locales, is something to see. Another asset of "Vera Cruz" is the use of the SuperScope process, which makes its theatrical debut in this film. These assorted entertainment values add up to top-draw appeal for "Vera Cruz" and should help rack up a magnificiently high gross in the action market. Performances are vigorously in keeping with the rough-and-ready atmosphere of the subject matter. Large scale battles between horsemen and foot soldiers, frantic overland chases, countless displays of marksmanship and lusty brawls punctuate the proceedings. "Vera Cruz" is constantly on the go in delivering its action promise.

"Vera Cruz" concentrates on the tense personal relationship between its two main characters for dramatic impact. Cooper is seen as an ex-Confederate officer down Mexico way in search of a quick dollar as a mercenary for the side paying the most. Lancaster possesses the same desires but has a shady past which stamps him as a questionable character. The pair join forces under Maximillian's flag in an effort to escort a coachload of gold to the port of Vera Cruz. The gold would then be shipped to Europe to pay for the services of more anti-Juarez soldiers. In the course of the proceedings, the pair tangle with Denise Darcel and Sarita Montiel, a brunette newcomer, over the fate of the gold. And for the finale, Lancaster receives his come-uppance when Cooper realizes that the cause of the Mexican rebellion is more important than a fast dollar.

With SuperScope equipment, the picture can be projected in any of several aspect ratios. At the Capitol Theatre, N.Y.C., "Vera Cruz" was run off at a 2-1 ratio. The result was on the whole satisfactory; sometimes the image seemed curiously blurred in the center, which may have been the fault of the projection or a a flaw in the print.

(*Continued on page* 17)

Hillman Wins Contest Honoring S. H. Fabian

Irving Hillman, manager of the Roger Sherman Theatre, New Haven, Conn., has been named the winner of the "Fabian's Fabulous Forty" contest by which the Stanley Warner Corp. celebrated the 40th anniversary of its president, S. H. Fabian, in show business. Hillman won a two week trip to England with his wife, according to Harry M. Kalmine, Stanley Warner vice-president and general manager.

Additional prizes going to Mrs. Hillman include a mink stole, a diamond studded watch, a set of matched luggage and several years supply of a number of famous perfumes. The stole was a gift from Confection Cabinet Corp., ABC Vending Corp. and Tri-State Automatic Candy Corp. The watch was presented by Pepsi Cola Co., the luggage by Barnet Film Service and the perfume by

(*Continued on page* 27)



Gary Cooper, Burt Lancaster in "Vera Cruz," SuperScope and Technicolor

Para Execs See Big Year Ahead

The year 1955 will see Paramount Pictures releasing a tentative calendar of 20 releases "richer in number and quality" than any previous line-up in the company's history, Barney Balaban, Paramount president, told the trade press this week. He said that all of the pictures are completed and that 12 will reach theatres within the first six months of the year.

The main worry of the company is print supply, it was pointed out by A. W. Schwalberg, president of Paramount Film Distributing Corp., who was present with Balaban at a home office luncheon during which the disclosures were made. Grosses, however, should be "more than we've ever done before" and reach the highest figures on the smallest number of pictures ever produced per year by the company, both executives predicted.

Balaban said that the VistaVision program of Paramount will receive an aid via distribution free to exhibitors of a special 20-minute entertainment short carrying scenes from the first 10 films produced by the studio in that process.

Exhib Filming Hailed

Both the Paramount president and Adolph Zukor, board chairman, concurred that the entrance of exhibitors to production portended "fine and healthy things" for the industry. "Now they'll learn what some of the problems we face are," Balaban said.

Balaban maintained additionally that his company is going into Telemeter "deeper than ever." Equipment used for the recently concluded Palm Springs tests is being revamped and new audience experiments are anticipated, he stated. Date for resumption of tests depends on the FCC, Balaban said.

Paramount's "The Bridges at Toko-Ri" has been slated for the most comprehensive series of special national preview showings in the company's history, according to Schwalberg. The special previews were blueprinted at meetings with division managers held around the country with their respective branch managers.

Exhibitors, U.S. Navy officials, press, radio and television personalities, civic and other public leaders will be invited to the previews, Schwalberg revealed. Regular theatres will be utilized for these showings of the William Holden-Grace Kelly starrer.

NEWS BRIEFS

Federation Luncheon

The amusement industry division of the Federation of Jewish Philanthropie's second annual mark of achievements luncheon, scheduled for Jan. 20 in the grand ballroom of the Sheraton Astor, will have Harry Brandt, Brandt Theatres president, as luncheon chairman and Oscar Hammerstein II as awards chairman. The mark of achievement awards are given annually to outstanding entertainment world figures. Recipients of the 1954-55 awards will be announced shortly.

Disney Earnings Up

Walt Disney Productions is expected to declare earnings for the fiscal year ended Oct. 31 of close to $1 per share, up from last year's 79 cents, according to a report in the "Wall St. Journal." Increase is attributed to better film earnings and the TV show "Disneyland." The company is also reportedly saving money by releasing its films through its own subsidiary, Buena Vista Distribution Co.

"Fear" Slated

"The Wages of Fear," which won the Grand Prix at the Cannes Film Festival, will be launched in the U. S. early in 1955 by International Affiliates, Inc., representing Filmsonor of France. John G. McCarthy, president of International Affiliates, announced that the picture will have its American premiere at a top New York art house in February.

"Gate" Award

Edward Harrison's release of the Japanese color film, "Gate of Hell," received this week the annual Joseph Burstyn Award as the best foreign-language film of the year.

"Underwater" Budget

A budget in excess of $500,000, one of the largest in recent RKO history, has been alloted to the initial phase of the advance advertising campaign for Howard Hughes' "Underwater." This aspect of the campaign will concentrate on full color space in national magazines and Sunday supplements and extensive national posting.

Irving Rapper Lamblasts All Types Of Censorship

Director Irving Rapper, in town prior to his departure for the continent for the launching of production activities on "The Boy and the Bull" for RKO Pictures release, let fly a series of blasts against all types of motion picture censorship last week. Rapper said that newspaper critics should intensify their efforts at freeing the screen from the blue pencil.

"Bull," which will be a venture of the King Bros. production unit, will be filmed in CinemaScope in Spain beginning Feb. 15, Rapper disclosed. He said that the endorsement of Ernest Hemingway, Nobel Prize novelist, is being sought for the picture, which deals with bullfighting, a subject on which the novelist is an authority. A "slow and determined" pre-release publicity campaign is being planned for the film, Rapper added.

ARE YOU EQUIPPED FOR CINEMASCOPROSPERITY IN 1955!



*The cornerstone of 12,463 theatres!**

* *as of Dec. 14, 1954*

Columbia Stockholders Back Firm On All Issues; OK Cohn Pact

The management of Columbia Pictures was supported right down the line at the company's annual meeting held at the home office with the stockholders approving virtually every one of its propositions. With more than 90 percent of the stockholders present or represented, the group ratified the extension of president Harry Cohn's contract for five years and re-elected the board of directors.

The stockholders voted additionally to amend the certificate of incorporation so as to change the authorized no par value common stock already issued and unissued into common stock having a par value of $5 per share. The group also increased the authorized common stock from 1,000,000 to 2,000,000 shares and ratified the appointment of Price, Waterhouse and Co. as the corporation's independent public accountants.

The stockholders backed up management in rejecting a resolution of Mrs. Clarabel K. Mardfin to place cumulative voting before holders at a future meeting. In all cases, the voting was marked by landslide totals supporting the management. No voting came anywhere near to being close.

Directors Chosen

Directors re-elected to serve until the next annual meeting include Harry Cohn, Jack Cohn, N. B. Spingold, A. Montague, A. Schneider, L. M. Blancke, Donald S. Stralem, A. M. Sonnabend and Alfred Hart. The board re-elected all of the company's officers.

In the course of the meeting it was learned from Schneider, company treasurer, that approximately 35 to 40 percent of Columbia's revenue now comes from overseas. Another fact learned was that Columbia has entered into a participation deal with Tyrone Power for "The Long Gray Line." This disclosure came from Harry Cohn.

Columbia expects to "build our business into a very much bigger business," Schneider told the stockholders. He noted that the company expects a "very, very fine" six months statement of earnings. The film industry is still expanding, the treasurer declared.

Exhibitor Participation In Art Runs Sought

OAKHURST, N. J.—A plan allowing exhibitors to participate financially in the distribution of specialized quality films was presented to the trade press by Frank Kassler, president of Continental Distributors, Inc., and Walter Reade, Jr., president of Reade Theatres and associate of Kassler in Continental.

The plan calls for an exhibitor in a certain territory to invest an amount of money equivalent to the film's distribution possibility in that area. The exhibitor would then be given first run rights, and he would then handle subsequent run rights in his area. The exhibitor would share in the western hemisphere gross in the same ratio as he invested in the picture.

First picture to be handled under the "Continental Plan" will be "To Paris With Love," a J. Arthur Rank Technicolor comedy starring Alec Guiness. Continental has western hemisphere rights on the picture. Kassler revealed that Continental plans to make three to four pictures available a year under this distribution method.

"Waterfront" Rated Review Board's Best

The year's best film, according to the National Board of Review's committee on exceptional films, was "On the Waterfront," (Columbia) with "Romeo and Juliet," (United Artists), chosen as the best foreign film shown in the U.S. during 1954. Bing Crosby was voted the best actor for his role in "The Country Girl," (Paramount), and Grace Kelly the year's best actress, primarily for her performance in the same film.

Runners-up in the domestic film category for best 1954 pictures were: "Seven Brides for Seven Brothers" (M-G-M), "Country Girl," "A Star Is Born" (Warner Bros.), "Executive Suite" (M-G-M), "The Vanishing Prairie (Disney), "Sabrina," (Para), "20,000 Leagues Under the Sea" (Disney), "The Unconquered" and "Beat the Devil" (UA).

Foreign film runners-up were "Heart of the Matter," "Gate of Hell," "Diary of a Country Priest" "The Little Kidnappers," "Genevieve," "Beauties of the Night." "Mr. Hulot's Holiday," "The Detective" and "Bread, Love and Dreams."

The year's best director was named as Renato Castellani for "Romeo and Juliet." Nina Foch and John Williams were cited as best supporting actress and actor for their respective roles in "Executive Suite," "Dial M for Murder" (WB) and "Sabrina."

WB Discloses $3,976,000 1954 Fiscal Year Profit

Warner Bros. has announced a consolidated profit for the fiscal year ending Aug. 31, 1954 of $3,976,000, equivalent to $1.60 per share. The report covers the first full year of operations since the company reorganized in 1953. Sale of the Sunset Boulevard property for $1,185,000 resulted in a profit before taxes of $767,000 from that source, the company noted.

Film rental, sales, etc. increased $600,000 over the previous year resulting from an increase in the remittable foreign film rental which was partly offset by a decrease in domestic film rentals. The report predicts that the quarter ending Nov. 27, 1954, will show a gain over the corresponding period last year.

Para Earnings Seen Up

Paramount Pictures notes in a letter to stockholders that it is continuing "to make encouraging progress" with earnings for the nine months ended Oct. 2, 1954, estimated at $6,390,000, after provision for income taxes. Earnings represented $2.89 per share. Consolidated earnings for the comparable nine months of 1953 were $4,996,000, representing $2.21 per share. The company paid a fourth quarter dividend of 50 cents per share, anticipating favorable fourth quarter earnings.

Universal Drives Honor Executives

Universal-International will have two sales drives going on concurrently from Jan. 3 to Apr. 30, with the domestic branches engaged in the Charles J. Feldman Annual Drive, while the overseas exchanges will conduct the 1955 Al Daff Drive. Slogan of the domestic drive is "big pictures make big profits," while the international drive will use the slogan "everyone a winner."

Details of the U. S. drive in honor of the vice-president and general sale manager were



DAFF



FELDMAN

announced at the concluding session of the company's west coast sales meeting. Universal will release 13 pictures during the drive, for which more than $36,000 will be distributed in prizes. In addition to the regular prizes, branch managers will compete for a Man of the Week award.

Ben M. Cohn, assistant foreign general manager, has been named to serve as captain of the international drive held in honor of Universal's executive vice-president. In addition to the regular Daff drive, Latin Ameriea and the Philippines will compete in a drive-within-a-drive on J. Arthur Rank productions. These will include "Genevieve," "The Young Lovers" and "West of Zanzibar."

Theatre Receipts Put At Over One Billion

Motion picture theatre receipts are estimated to hit above $1,200,000,000 in 1954, showing a 20 percent increase over last year's $1,007,500,000, according to the latest survey by Standard & Poor. These figures are exclusive of tax. The upswing is attributed to the lowering of the Federal admission tax and an increased attendance.

The survey report notes that "following slightly lower attendance during the early months of 1954, average weekly theatre attendance has run materially above that a year earlier." Average weekly attendance for 1954 may have approached 50,000,000 admissions, compared with 46,000,000 in 1953, the survey finds. It predicts that "a further gain is likely in the first half of 1955."

Film Dividends Rise

WASHINGTON. — Publicly declared dividends by film industry corporations in November were far over the corresponding month last year, as were the total dividends for the first 11 months of 1954 much greater than during the same period in 1953, according to the Department of Commerce. The total for the first 11 months reached $22,747,000, compared to $18,519,000 during Jan.-Nov., 1953. November, 1954, was $2,533,000 compared to $1,018,000 in the same month last year.

NEW POSTS

JOSEPH A. MCCONVILLE, president of Columbia Pictures International since the company's founding, moved over from that post to become chairman of the board of the organization. He is succeeded as president by LACY KASTNER, former executive vice-president. McConville, who is also a vice-president of Columbia Pictures, has been with the parent company for many years in various sales executive costs. Kastner, who was also elected to the board of Columbia International, had been managing director for the European continent and Near East for the company.

FRANK J. DAMIS, zone manager who has supervised the Stanley Warner North Jersey Theatre Circuit for the past ten years and is leaving that organization effective January 1, joined Confection Cabinet Corp. as a vice president with headquarters in Newark. In his new association, Damis has combined with Ben, Manuel and Sheldon Smerling and Charles Stern of Confection Cabinet in the purchase of the Eastern Drive-In Corp., circuit of seven drive-in theatres in the Jersey area, consisting of Route 22 Union, Route 10 Morris Plains, Route 46 Totowa, Route 1 Brunswick, Route 4 Paramus, the "Shore" and "Fly In" Farmingdale. He will head the management and operation of the drive-in chain in addition to his overall activities with Confection Cabinet.

NEIL AGNEW was appointed national sales manager for "Day of Triumph," a George J. Schaefer release. Agnew is a former national sales manager for Paramount and he also headed the sales organization for Selznick's "Duel in the Sun."

AUGUSTUS F. WALDENBURG was appointed manager of Ansco's San Francisco sales district. A graduate of Dartmouth College, he joined Ansco in 1938. For the past two years he has been sales supervisor of the company's Chicago district.

Sol Seigel Sees Market As Ideal

The current film market approaches the ideal situation, with no limit to the grosses of hit pictures, stated producer Sol C. Siegel at a conference with the trade press. The producer, who came into town for the premiere of his "There's No Business Like Showbusiness," now heads his own production unit at Paramount.

Siegel looked ahead to the day that pictures could gross from $20,000,000 to $25,000,000 in the world market. He revealed that his own "Three Coins in the Fountain" is expected to gross in excess of $10,000,000, while Paramount's "White Christmas" is expected to hit more than $14,000,000.

With such high grosses possible, studios are encouraged to spend more money on their productions, the producer stated. In addition, the studios are more willing than ever to work with independent producers because pictures handled in such a way bring in greater financial rewards, he declared.

Independent production is encouraging to the producer, stars and all others connected with the film, he stated. Producers are especially happy to work this way because they have more to say about their own productions. Also, via capital gains deals, they can save tax money.

Producers and studios are thinking in original terms today, Siegel stated. He pointed to the use of negroes by Otto Preminger in his "Carmen Jones" as an example of forward thinking on the producer's part.

The producer cited the need for more talent and good stories for the making of pictures. He declared that there is enough "medium" talent available, but not enough top talent. This he expects eventually to be developed in television. As for stories, he claimed that the story makes the picture, with star names and processes secondary to a good yarn.

DISTRI-BITS

Meyers Tops B of T

Fred Meyers of United Artists has been elected new president of the New York Film Board of Trade, succeeding outgoing president Lou Allerhand of Loew's. Other newly elected officers include Joseph Wohl of Republic, first vice-president; Joe Sugar of UA, second vice-president; Myron Sattler of Paramount, treasurer; Saul Gottlieb of Loew's, secretary, and Allerhand, sergeant-at-arms. Louis Nizer continues as counsel and executive secretary.

Para Short Gratis

HOLLYWOOD.—"Paramount Presents VistaVision," a 20-minute product presentation, will be made available free to exhibitors early in January, A. W. Schwalberg, president of Paramount Film Distributing Corp., has disclosed here. The featurette shows scenes from 10 VistaVision pictures of the company. There will be 500 prints made, and the film will be handled through division managers, according to Schwalberg.

Six Disney CS Shorts

Walt Disney will turn out six CinemaScope-Technicolor cartoons in 1955, according to Sidney Kramer, RKO Radio short subject sales manager. First such cartoon will be "No Hunting," a Donald Duck subject. Kramer stressed that any theatre equipped to project anamorphically may use the CinemaScope prints, whether or not their equipment is actually CinemaScope.

Foy Defends "Bamboo"

In answer to a charge of Dale Francis, syndicated columnist in the Catholic press, that Columbia's "The Bamboo Prison" is anti-Catholic, the film company released a statement of Byran Foy, film's producer, denying the charge. Foy declared that he himself is a Catholic and called it "unthinkable" that he would do anything "to disparage Catholics or the Catholic church." Francis was asked to reprint Foy's letter.

M-G-M Sets Shorts

M-G-M will release 12 short subjects during the first four months of 1955, of which four will be Gold Medal "Tom and Jerry" reprint cartoons. In addition, there will be two "Tom and Jerry" CinemaScope cartoons, four Pete Smith "Specialties," and two "Fitzpatrick Traveltalks," the company reveals.

Exhibs Plan Film

BOSTON.—Three local exhibitors, owners and operators of the Brattle Theatre, Cambridge, plan to produce "A Clerical Error" as a two-reel short aimed at art theatre release. Cyrus Harvey Jr., Bryant Halliday and Myles Morgan also recently formed Janus Films, a distribution company for foreign films. Their latest venture puts them in three phases of the motion picture business. Film will be shot in Boston.

20th-Fox Schedules 10 Releases From January Until April

With 20th Century-Fox expecting to release 30 films in 1955, the company announced this week a program of 10 releases between January and April, 1955, of which eight are in CinemaScope and nine in color. Two CinemaScope productions will be released each month during the quarter, with standard films coming in February and March.

Drawing upon Broadway plays, novels and original screen plays, the line-up commences in January with Otto Preminger's "Carmen Jones" and "Prince of Players," starring Richard Burton and Maggie McNamara. Both are in CinemaScope-DeLuxe color. February releases are "White Feather," CS-Technicolor, starring Robert Wagner; "The Racers," CS-DeLuxe, starring Kirk Douglas, and Panoramic's "A Life in the Balance," starring Ricardo Montalban.

In March the company will release "Untamed," CS-DeLuxe, starring Tyrone Power and Susan Hayward; "That Lady," CS-Technicolor, starring Olivia deHavilland, and "Our Girl Friday," color. April releases are "A Man Called Peter," CS-DeLuxe, starring Jean Peters and Richard Todd, and "Violent Saturday," CS-Technicolor, starring Victor Mature.

New Distribution Deal For Indie Films Set

Sam Nathanson, president of Gibraltar Motion Picture Distributors, Inc., has announced details of the formation of a new releasing organization which will handle independent product for a distribution charge of 15 percent. Plans call for the setting up of 12 zones in the U. S., each supervised by a zone manager and assistant. National Film Service will care for physical handling of prints, Nathanson revealed.

Each picture will receive individual, concentrated handling, according to the executive. He pointed out the need for such a new organization at this time when independent production is expanding. The low percentage fee was declared feasible because of contemplated office economies in handling.

Johnston Predicts Gross

A foreign market gross of $210,000,000 should be realized by American film companies in 1955, according to an estimate delivered by Eric A. Johnston, MPAA president, at a conference with the trade press last week.

Boston Workshop A Success; Denver Session Slated

M-G-M's third Ticket-Selling Workshop, at Boston, attracted 347 exhibitors among whom were those (beginning with top left photo and reading straight across and down the page) shown below and listed on bottom.













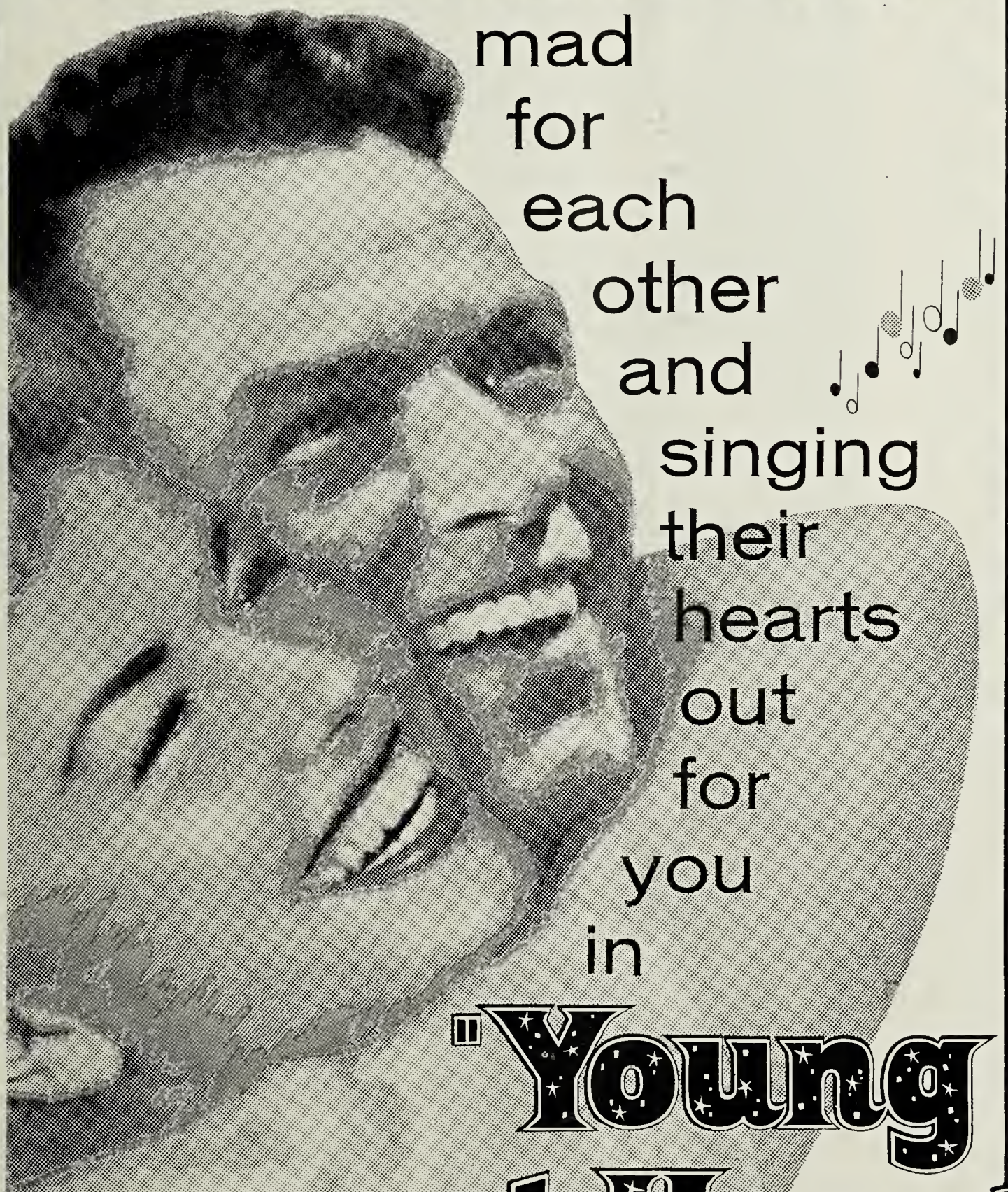






Ernest Cody, Howard Cadman, Arthur Maybe, Sherburn Graves, John Galaher, Raymond Kinery, George Bailey, William Sinnott, William Wass, Jack O'Leary, Reginald Drown, Christopher Joyce, Howard Bailey, Don McNally, Joseph Rapolus, Robert Johnson, Lawrence Doran, David Newcomb, Douglas Amos, Vincent Youmatz, Wilfred Howard, John O'Sullivan, Francis Cahalan, Walter Heath, Richard Doane, William Staples, Robert Terrel, Edward Haskins, Charles Champine, Morrill Parmenter, Carl Beals, Harry Roode, Thomas Roderick, Robert Atamian, Ned Fisner, Felix Migliaccio, George T. Ramsdell, Burton J. Perkins, Walter Brooks, Joseph Quattriocchi, Ed Daley, P. J. Levesque, Morton Katz, A. Eisen, Bernard Watts, Richard Allen, Thomas Kilcoyne, Spero Latchis, Charles Brooks, Frank LePage, Glen Wheaton, John E. Calvin, Marie Bruno, Lillian Couture, Henry J. Chapman, Burton J. Perkins, George T. Ramsdell, Walter Brooks, Joseph Quattriocchi, Edward Daley, Bill Kitrage, Louis Masson, Edward Fahey, Albert Foley, Fenton Scribner, Walter Pearson, Julian Rifkin, Paul Kessler, Clifford Boyd, Rene Joyal, Albert Desaulets, Charles Hurley, Ernest Altree, Doc Burnham Peterson, Powers Peterson, Edward Fedelli, William Canning, Stanley Rothenberg, Joseph Stanzler, Norman Glassman, Sam Resnick, Joe Cohen, William F. Brown, Kenneth Forkey, Dominic Tuturro, Rowland Moon, Walter Pearson, Julian Rivkin, Albert Daytz, James Nadeau, Ted Rosenblat, James A. Townes, Wilfred J. Rousse, Lloyd Bridgham, Robert H. Knight, Harry McGee, Mel Morrison, James R. Libby, Arthur Allaire, Robert Waldman, Albert Lourie, Joseph Lourie, George E. Tabor, James Sheerin, Herbert Henderson, Armand Pepin, Louis Masson.

DORIS DAY AND FRANK SINATRA



mad for each other and singing their hearts out for you in

"Young at Heart"

IN WARNERCOLOR



DORIS AND FRANK SING 'EM AS ONLY THEY CAN!

'HOLD ME IN YOUR ARMS'
'READY WILLING AND ABLE'
'THERE'S A RISING MOON'
'YOU MY LOVE'
'TIL MY LOVE COMES TO ME'
'JUST ONE OF THOSE THINGS'
'ONE FOR MY BABY'
'SOMEONE TO WATCH OVER ME'
'YOUNG AT HEART'

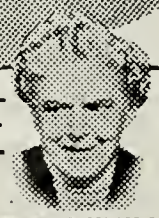


Nobody knew what Barney would do next– and she didn't care, just so he did it with her!

Another sensation-role for Sinatra, dream-teamed with Doris and presented by WARNER BROS!



ALSO STARRING

GIG YOUNG  ETHEL BARRYMORE  DOROTHY MALONE

WITH ROBERT KEITH

SCREEN PLAY BY JULIUS J. EPSTEIN AND LENORE COFFEE · PRINT BY TECHNICOLOR

AN ARWIN PRODUCTION · PRODUCED BY HENRY BLANKE · DIRECTED BY GORDON DOUGLAS · PRESENTED BY WARNER BROS.

This is one of the ads in the pressbook campaign.

For a Merry Kissmas and a Huggy New Year—
from WARNER BROS.

Promotion:

"Show Business" Drive Launched

Fashion tie-ups with firms manufacturing men's and women's clothing plus promotions linked to the Decca record album of the film's score have been arranged by 20th Century-Fox on behalf of its all-star musical, Irving Berlin's "There's No Business Like Show Business." The CinemaScope feature was given its world premiere at the Roxy Theatre, N.Y.C. with a benefit for the Actor's Fund.

Six actresses were provided by the American Theatre Wing to tour Sardi's, the Stork Club, El Morocco and other Gotham night clubs and restaurants selling tickets for the opening. The girls appeared on many TV and radio shows making appeals for the charity event.

Posters heralding the gala opening blanketed the Manhattan area with prominent displays posted in legitimate theatre ticket offices, hotels, restaurants and night clubs. Cards were also placed in the lobbies of the city's legitimate theatres.

Dress Tie-Up

A $1,000,000 national advertising and promotion campaign has been set by Natlynn Junior Original dresses, which are merchandising a full line of modes inspired by the film. The drive, to last six months, will feature national TV, radio, newspaper and magazine advertising, comparable regional and local level advertising, co-operative promotions, including fashion shows and contests, and local theatre co-operation.

Full-page advertisements in "Women's Wear Daily" announced the campaign centering around six new dress styles and follow-up insertions are planned. Advertisements have been scheduled in "Charm" and "Glamour" magazines. In addition, 5,000 complete campaign kits have been sent to retail outlets to facilitate store promotions during the Christmas season and concurrent with initial playdates.

Each kit contains vinyl window streamers, radio and TV spot announcements, fashion show plans, a four-page letter on how to make the promotion a success at retail stores, newspaper ad mats, reproofs of this mat for interior displays, a set of 8x10 glossy photographs showing the six Natlynn styles and scene stills from the feature.

Kits Distributed

Also featured in the kits are a complete list of 20th-Fox field exploitation representatives to be contacted, specially recorded promotional records, hang tags fully crediting the picture, ad proofs of the "Charm" insertion, and tearsheets of the "Women's Wear Daily" ad. This material will be supplemented by mail stuffers, stickers, etc.

The Natlynn fashions were introduced before 200 newspaper, magazine and wire service fashion representatives at a special fashion show, cocktail party and preview of the feature.

Another fashion tie-up, this one with the Ansonia shoe chain, is resulting in a series of window and in-store displays in cities with Ansonia outlets. These include New York City, Long Island, Newark, Washington and Miami Beach. Window and counter decorations and activities on the local level will credit local runs of the picture.

Men's fashions has been brought into the campaign, with Westbrooke Clothes sponsoring a nationwide contest in conjunction with the film. The clothing company is publicizing a suit fashioned in honor of Donald O'Connor, one of the "Show Business" stars.

Theme of the competition is "Westbrooke Clothes, as worn by Donald O'Connor, are best for me because . . ." The contest, open to all men between the ages of 15 and 30, requires entrants to complete the sentence in 25 words or less. The grand prize is a trip to Hollywood or New York, with a $250 U.S. Defense Bond an alternate prize.

As an extra incentive to Westbrooke dealers, an identical bonus prize is being made to the manager or buyer of the store whose contestant wins the grand prize. Additional prizes to contestants will be merchandise and guest tickets.

Extra Prizes Offered

An auxiliary contest is offering three cash prizes for the best "Donald O'Connor Clothes by Westbrooke" store window display. Prizes are of $100, $50 and $25. National magazine advertising in such publications as "Esquire" has been scheduled to back up the campaign. The ads feature O'Connor and give full credits to the production.

Selections from the sound track of the film are being issued by Decca Records in a special album to be promoted extensively with the national release of the film. Stars Ethel Merman, Donald O'Connor, Dan Dailey, Johnnie Ray and Mitzi Gaynor are featured, while Marilyn Monroe's numbers are sung on the record by Dolores Gray.

Decca has urged its distributors and thousands of accounts to co-operate with theatremen. Disk jockeys and juke box operators have been contacted, and program salutes to Irving Berlin are being lined-up in the overall drive. Art showing the personalities and full credits to the picture appear on the album's front and back covers.

STARS TWINKLE AT ROXY PREMIERE



Industryites attending the Roxy Theatre world premiere of 20th Century-Fox's "There's No Business Like Show Business" included (above, l to r): William Moclaire, Roxy managing director; Ethel Merman, star, and Frank H. Ricketson Jr., National Theatres Corp. vice-president; (below, l to r): Charles Einfeld, 20th-Fox vice-president; Jack Bean; Mitzi Gaynor, star and wife of Jack Bean, and Mrs. Einfeld.

Scented Blotters Net Attention For "Paris"

Blotters scented with expensive French perfume provided an attention-arousing method of publicizing a run of M-G-M's "The Last Time I Saw Paris" at Parker's Broadway Theatre, Portland, Ore. Since the perfume was promoted, the theatre had to pay only for the paper, resulting in an inexpensive stunt that paid off by setting the biggest box office reaction with the least expense on record.

Manager Herb Royster thought up the blotter idea, but when he priced French perfume, he decided the cost would be prohibitive. However, the local representative of LeGui perfume saw the possibilities of a tie-up and offered the perfume for nothing.

Copy on the blotters read that "As the famous perfume LeGui (mistletoe in French) is the essence of gay, romantic Paris . . . let its fragrance on this blotter remind you that Elizabeth Taylor, Van Johnson, Walter Pidgeon, Donna Reed and Eva Gabor will be at J. J. Parker's Broadway in "Last Time I Saw Paris."

Female movie patrons snapped up 5,000 blotters, with many more requested. The management reported that the film opened to a gross of almost $5,000 for the first day.

Independent Trade Reviews

(*Continued from page 10*)

"Trouble in the Glen"

(Republic) Trucolor 91 Min.

Cast: Margaret Lockwood, Orson Welles, Forrest Tucker, Victor McLaglen, John McCallum, Eddie Byrne, Archie Duncan, Ann Gudrun, Moultrie Kelsall, Margaret McCourt.

Credits: Presented by Herbert J. Yates and Herbert Wilcox; Produced and directed by Wilcox; Screen play by Frank S. Nugent; Story by Maurice Walsh.



Forrest Tucker, Margaret Lockwood and Orson Welles star in "Trouble in the Glen," Trucolor, from Republic

A pleasant, sometimes touching and frequently charming tale of romance and adventure on the highlands of Scotland is unspooled with good pacing in "Trouble in the Glen." Unquestionably, this is Republic's biggest picture of the year. Much care was given the production, the story and the characterizations. Herbert Wilcox, who produced and directed, carried off this venture successfully. Primarily, "Trouble" is a recounting of a feud between the folk of a small Scottish village and the manor lord, played with great warmth and humor by Orson Welles. Interwoven with this theme are a romance between Welles' daughter, Margaret Lockwood, and Forrest Tucker; a human interest tale involving Tucker and his young, bed-ridden daughter, and a seething account of how the migrant Tinkers, landless men, are treated by both village folk and lord alike.

These diverse elements meld into a unified package for entertainment that should find a wide market in the general audience. Excellent rendering of the beauteous Scottish countryside in Trucolor by Consolidated should serve also to enhance this film's appeal. The action sequences, involving a climactic fist fight and an attempt to blow up a bridge, will carry weight with those in the audience who like their blood-and-thunder in picturesque doses. The names of Welles, Miss Lockwood and Tucker should become additional assets; the first two for the big city markets, and Tucker for the action houses.

Under Wilcox' direction, "Trouble" moves along with the accent largely on humor. Story is related in flashback, with Welles acting as narrator to launch the proceedings. His inability, as a man from another land, in understanding Scottish tradition supplies the springboard for much of the humor.

"Black Tuesday"

(United Artists) 80 Min.

Cast: Edward G. Robinson, Peter Graves, Jean Parker, Milburn Stone, Warren Stevens, Jack Kelly, Sylvia Findley, James Bell.

Credits: A Leonard Goldstein Production; Produced by Robert Goldstein; Directed by Hugo Fregonese; Original screen play and story by Sidney Boehm.

Edward G. Robinson once again recreates the type of role which brought him fame in this cleverly contrived and fast-paced jail break melodrama. Due to very good performances from a competent cast, crackling dialogue and unusually effective plotting, "Black Tuesday" comes through as superior program fare that should in numerous situations hold its own as an action house top-liner. The story is absorbing, suspenseful and grim; the plot calls for too much violence, a factor which may be distasteful to many in the audience. No visual holds are barred in the story's depiction of a superb jail break and last-ditch stand against the police as enacted by Robinson and his plug-uglies.

Supporting the star are Peter Graves, as a death house companion who joins in the prison escape; Jean Parker, as Robinson's hard-bitten moll who engineers the break, and an assortment of character actors who portray the subordinate gangsters and their victims. Close to one dozen in the supporting line-up are murdered in cold blood during the course of the proceedings. Safely outside the electrocution chamber of the prison, Robinson sets up his hideout in a warehouse and begins battling the police, supplying one dead hostage after another in grim determination to stay alive. Robinson's maniacal lust for killing is finally ended via a bullet from the gun of an associate who can no longer stomach his chief's show of violence.

"Gate Of Hell"

(Harrison & Davidson) Eastman Color 89 Min.

Cast: Machiko Kyo, Kazuo Hasegawa, Isao Yamagata.

Credits: A Daiei Production; Produced by Masaichi Nagata; Directed and written by Teinosuke Kinugasa; Based on the play, "Kesa's Husband," by Kan Kikuchi.

The first Japanese motion picture in color to be shown in the U.S., "Gate of Hell" commands distinction as one of the finest examples of color photography to be exhibited anywhere. Picture utilizes Eastman Color with consummate artistry in attuning the various shades of the spectrum to the ranges of emotion and mood established by the story. Set in 12th Century Japan, when rival noble clans struggled for control of the nation, "Gate of Hell" unspools a tragic tale of how a heroic but self-centered soldier tries to usurp the beautiful wife of a nobleman for himself. Being a classic tale, the end result is tragedy for all concerned. Each plot turn is infused with a high degree of passion and anguish. Romance and action alike are charged with an electrifying sense of drama rarely seen on the screen.

As an art house attraction, "Gate of Hell" should do sure-fire business. It possesses the simplest plot line of any Japanese picture yet shown here and consequently merits a good chance of securing general audience engagements. For the latter patron category, "Gate of Hell" delivers a sensational amount of violent action in the form of army battles and swordplay. The theme of lust and selfishness which underlies the story has universal meaning and is completely visual in the telling. Satisfactory English titles translate the dialogue while an intriguing musical score helps make "Gate of Hell" a haunting theatrical experience.

"Hunters of the Deep"

(DCA) Color 64 Min.

Credits: An Allan Dowling presentation; Produced by Tom Gries; Written by Gries and Dowling; Narrated by Dan O'Herlihy.

The first release of Distributors Corp. of America, a documentary of undersea life off the coast of the U.S., is a picturesque and fascinating feature. The poetry of nature's underwater life struggle, as rendered in color by this film, should appeal to art house patrons. Savage encounters between man and fish, and remarkable scenes in which marine monsters duel to the finish, provide "Hunters" with first rate exploitation matter that should broaden the picture's market. There is also more than a touch of humor in the depiction of how many of the ocean's denizens reacted to the visiting cameramen.

Picture was photographed in various areas of the Atlantic and Pacific oceans to record the exploits of geologists studying undersea life. Early scenes reveal how the divers, wearing aquatic lungs and rubber fins, prepare to descend. Subsequent sequences provide revealing close-ups of marine creatures; strange and exotic fish, dreadful sharks, comical sea lions, etc., are the "stars." Stringing together the activities of these creatures is a literate and sometimes humorous narration which Dan O'Herlihy, the actor, recites.

"The Beachcomber"

(United Artists) Technicolor 82 Min.

Cast: Glynis Johns, Robert Newton, Donald Sinden, Paul Rogers.

Credits: A J. Arthur Rank Organization presentation; Produced by William MacQuitty; Directed by Muriel Box; Screen play by Sydney Box; From a story by W. Somerset Maugham.

The South Sea islands tale of an irascible beachcomber whom a spinsterish missionary helps rehabilitate is related in pleasant, leisurely fashion in this Technicolor feature from Britain. Picture carries a measure of name value with Glynis Johns and Robert Newton appearing in the key roles. Story mixes melodrama and humor for diverting results that should please the art house clientele and satisfy general audiences as well. "The Beachcomber," it should be remembered, was made once before with Charles Laughton and Elsa Lancaster in the leading roles.

Tale begins with emphasis on Donald Sinden, playing a British colonial official in charge of the tropical island of Baru, where the action takes place. Developing as a thorn in Sinden's administration of a peaceful government is Newton, an outcast of wealthy British parents. Newton gets into a drunken brawl once too often and Sinden sends him to jail. Upon his release, Newton becomes the object of Miss John's respect. He, however, favors native women and it is only after the two help defeat a cholera epidemic that they realize mutual respect and love for each other. Together they escape death at the hands of hostile natives. Fadeout finds them operating the mission church together.

"An Inspector Calls"

(Associated Artists Prods.) 80 Min.

Cast: Alastair Sim, Arthur Young, Jane Wenham, Olga Lindo.

Credits: Produced by A. D. Peters; Directed by Guy Hamilton; Screen play by Desmond Davis from a play by J. B. Priestly.

Neatly contrived and possessing a highly absorbing script, "An Inspector Calls" offers literate art house entertainment that should merit top bookings in its field. Bolstering this British attraction for art house patrons is the presence of Alastair Sim, whose name has grown quite familiar with class audiences. Story interestingly depicts how Sim, a unique sort of police inspector, exposes the personal secrets and selfish traits of the members of an upper class family. Performances are generally convincing in a picture that takes place for the most part within the confines of a drawing room. Intelligent use of flashbacks adds movement and pacing via numerous scene shifts. For the climax, a genuine twister is wrought; audiences will leave the theatre with something extra to talk about.

"An Inspector Calls" was first presented in the U.S. as a stage play. Taking place in the home of an upper class family, the story shows how Sim, presumably a police inspector, elicits personal disclosures from each member of the family on his varying relationships with a young woman who has just died. It turns out that each had hurt the young woman in one way or another. Then, just as each realizes his mistake, it is revealed that Sim is not a police inspector. The family members then reconsider their confessions and many grow selfish once again. But a lesson is learned by one and all when Sim is disclosed to have mysterious, otherworldly roots.

"This Is Your Army"

Technicolor 55 Min.

Credits: Produced by Edmund Reek; Associate producer, John J. Gordon; Written by James Altieri and Joseph Kenas; Narrated by Joe King.

"This Is Your Army," 55-minute Technicolor documentary of the U.S. Army, presents an interesting insight into military life in the atomic era, and it's a film that exhibitors should be proud to play. Sponsored by COMPO, and produced in co-operation with the U.S. Army, the feature is being released by different film companies in the several exchange regions of the nation, with rental sufficient only to cover costs of prints and advertising accessories. The feature starts out by following the routine of the young inductee, taking him from the first hectic days through basic training. The feature then takes a survey of the 600 specialized phases of running an army. The soldier can become an infantryman, artilleryman, paratrooper, bread baker or bridge builder, the feature explains. No matter what he does, he will have the best equipment available. Probably the most fascinating part of the film is the presentation of some of the latest weapons, including an atomic cannon. The documentary then goes to tho far-off places of the world where members of the U.S. Army are now located, showing that these seemingly scattered elements are all components of one organization, whose duty it is to safeguard freedom.

"Devil's Harbor"

(20th-Fox) 71 Min.

Cast: Richard Arlen, Greta Gynt, Donald Houston, Mary Germaine, Elspet Gray.

Credits: Produced and written by Charles Deane; Directed by Montgomery Tully; Assistant producers, Desmond Kayton and Clive St. George.

A British melodrama about a gang of drug thieves, "Devil's Harbor" presents a routine melodrama that will fill the second half of the double bill. Richard Arlen is cast as the sea captain who inadvertently walks into the middle of a smuggling intrigue. The familiar tale follows the attempts of the thieves to recapture the package of drugs that accidentally falls into Arlen's hands. The film is played mostly in tho British dockyard district, where the atmosphere helps create suspense. A subdued romantic theme is woven into the adventure, with Arlen in love with barmaid Greta Gynt, but too poor to marry her. Some rough knock-about action and a final chase scene provide the action highlights of the film.

The script, which sometimes is a bit difficult to follow, concerns the adventures that befall Arlen when he breaks up a fight between two strange men on his dock. The men, part of a smuggling outfit, leave behind them a package of valuable drugs. Arlen forgets about the package, but the ring does everything it can to get it back. A series of incidents leads Arlen to the insurance firm covering the theft, and he finally learns what has happened. Helping to track down the gang leaders, he is presented with a reward large enough to enable him to claim his girl.

"Masterson Of Kansas"

(Columbia) Technicolor 72 Min.

Cast: George Montgomery, Nancy Gates, James Griffith, Jean Willes, Benny Rubin, William A. Henry, David Bruce, Bruce Cowling, Gregg Barton, Donald Murphy.

Credits: Produced by Sam Katzman; Directed by William Castle; Screen play and story by Douglas Heyes.

"Masterson of Kansas" is an above average oater due to a slick screen play and the top thesping of George Montgomery as the title character and James Griffith as the fabulous gunman, Doc Holliday. Griffith's role is an exacting plum and he injects it with a lot of pathos and drama. The Sam Katzman production is well mounted. The film has plenty of action with lead flying, guns blazing and lots of suspense. Masterson's life is well documented and Nancy Gates is also well cast as the woman in the famous Western sheriff's life. Technicolor gives the film a top assist, especially in the very scenic sequences.

A group of crooked cattle barons are trying to get Indian grazing land, which peace commissioner John Maxwell wants to give to the Indians. The cattlemen frame him. They use a murder charge and the Indians tell George Montgomery that war will break out if Maxwell is not treated fairly. After Maxwell is found guilty on the testimony of David Bruce, Montgomery learns that Bruce was lying and that he was miles away from where the crime occurred. Montgomery finds that the only one who can tell him where Bruce has gone is his enemy, James Griffith. Griffith refuses to tell Montgomery, but gives the information to Maxwell's daughter, Nancy Gates, who relays it to Montgomery. When Montgomery gets a confession from Bruce, he rides back to help Maxwell. Joined in town by Griffith, and Bruce Cowling, two gunmen as famous as himself, Montgomery dishes out lead justice to the badmen and frees Maxwell and the threat of an Indian war disappears.

"The Other Woman"

(20th-Fox) 81 Min.

Cast: Cleo Moore, Hugo Haas, Lance Fuller, Lucille Barkley, Karolee Kelly, Mark Lowell, Jan Englund.

Credits: An H&H Production; Produced, directed and written by Hugo Haas; Associate producer, Robert Erlik.

Exploitation houses will provide the best market for this latest effort of Hugo Haas, in which the producer-director-writer-star has once again concentrated on the combination of sex and violence. Beautiful Cleo Moore is on hand to present the chief female interest, and the script gives her full opportunity to develop this interest. The star's wardrobe consists for the most part of sexy gowns and flimsy negligees. The plot concerns Miss Moore's attempt to blackmail Haas on a trumped-up paternity suit. The whole thing is played against a Hollywood background, with Haas playing a famous European director and Miss Moore a would-be starlet who can't act.

The setting provides the film's motivation, in that Miss Moore enters the scheme in order to "get even" with Haas for not casting her in the film he is directing. With few punches pulled, the feature shows in detail how Miss Moore uses her physical charms to lure Haas into her power. Once caught in the trap, the director sees no way out of it except through murder. He devises what he thinks is an airtight alibi and kills the girl. Tracked down by the police, he finally gives himself up. The use of the Hollywood atmosphere, with back-stage and laboratory shots, serves throughout to bolster the script and add to the suspense.

"Utopia"

(Exploitation) 86 Min.

Cast: Stan Laurel, Oliver Hardy, Suzy Delaire.

Credits: An Exploitation Productions, Inc. film.

Laurel and Hardy fans who have missed the antics of this comedy team for the past few years will now have another chance to see the comedians in action. Youngsters who have never seen them before should prove another good market for the film. "Utopia" is pure slap-stick comedy, with the team using the same sort of material for which they became famous. This picture was evidently filmed abroad, with an English sound track dubbed in for the other characters. The dubbing is not of the highest caliber, but then "Utopia" is primarily a visual comedy, with most of the laughs coming from the action rather than the dialogue. For their leading lady the team has chosen Suzy Delaire, a delightful French comedienne whose work is known only to few art house patrons over here.

Mixed in with the traditional Laurel and Hardy clowning are elements of a political satire blended with a spoof on science-fiction films. Laurel inherits an island in the South Seas and an old boat to take him there. Hardy and two political refugees go along to escape civilization. Shipwrecked on another island, the men establish "Crusoeland," a Utopia. Civilization intervenes, however, to spoil their bliss. When that island sinks, Laurel and Hardy finally find their own island, only to find that they can't afford the taxes there.

"The Game Of Love"

(Times Film) FRENCH 108 Min.

Cast: Edwige Feuillere, Nicole Berger, Pierre-Michel Beck.

Credits: A William Shelton Films, Inc., presentation; Directed by Claude Autant-Lara; Adaptation and dialogue by Pierre Bost, Jean Aurenche and Autant-Lara; From the novel, "Le Ble en Herbe" by Colette.

A fine adult drama dealing with the initiation of an adolescent lad to the rites of love is leisurely unfolded with a maximum of good tasto in this French-language presentation. Because of the strictly adult level of the theme, "Game of Love" is clearly delineated for art house and class audience situations. Here the marquees should gain considerably by the presence of the Edwige Feuillere and Colette names. Miss Feuillere, a French actress, has a fairly extensive art house following while Colette, the French novelist, possesses a strong reputation. Picture, set in a seaside resort on the coast of Brittany, carries the correct amount of atmosphere for its subject matter. Many of the romantic touches are subtle and do not lack humor. Dialogue is well translated by English titles.

Key situations in the film concern the amorous adventures of a 16-year-old boy with a woman much older than himself and with a 15-year-old girl. The camera follows a frankly-told and detailed set of proceedings with a graphic lens to show how the youth reacts to sex and love.

"The Violent Men"

(Columbia) CinemaScope-Technicolor 95 Min.

Cast: Glenn Ford, Barbara Stanwyck, Edward G. Robinson, Dianne Foster, Brian Keith, May Wynn, Warner Anderson, Basil Ruysdael, Lita Milan, Richard Jaeckel.

Credits: Produced by Lewis J. Rachmil; Directed by Rudy Mate; Screen play by Harry Kleiner; Based on the novel by Donald Hamilton.

An offbeat western, presented with hard-hitting dramatic and pictorial effects, is to be found in this CinemaScope-Technicolor feature. As a result, "The Violent Men" can go out as a top-level attraction in the general market. Film has good star value in the names of Glenn Ford, Barbara Stanwyck and Edward G. Robinson, and is related with a number of novel twists which keep interest whetted throughout. Story of "Violent Men" concerns the efforts of a powerful land baron, whom Robinson portrays, at ruthlessly driving little ranchers and dirt farmers from their land. Well mounted production and keen camera work give this tale a slick veneer. Credibility is furnished as a result of location shooting while the violence promised by the title is fulfilled in the plot surprises.

Ford, ex-soldier out west to regain his health, is approached by Robinson, cattle baron, to sell his ranch. Ford refuses a ridiculous offer and it appears that Robinson has one of Ford's men killed, then burns his ranch to force him to sell. Ford retaliates by firing Robinson's ranch. Latter, a cripple, narrowly escapes death after his wife, Barbara Stanwyck, runs out on him with his brother, Brian Keith. Robinson realizes his errors and joins Ford, who shoots it out with Keith as the latter's Mexican girl, Lita Baron, kills Miss Stanwyck. Ford teams with Robinson's daughter, Dianne Foster.

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M-G-M Workshop Next In Denver

M-G-M executives conducting the fourth Ticket Selling Workshop, scheduled for Jan. 12 in Denver, will outline the numerous facets of the company's 1955 theatre celebration and discuss means of best using the slogan "there's more fun at the movies," according to a company report. L. J. Williams, operator of theatres in Missouri, will repeat as small town theatre guest speaker, it was disclosed.

Set for the panel also is Al Reynolds, general manager for Claude Ezell and Associates of Dallas, as guest drive-in theatres panelist. Emery Austin, M-G-M exploitation chief, stated that the company is building "a completely new show" to be launched at Denver.

Following the Denver meeting the fifth workshop will be held in Jackson, Miss., on Jan. 24. Succeeding dates are Memphis, Jan. 27; Richmond, Va., Feb. 8, and Detroit, Feb. 22. Many of these meetings will be held in connection with annual meetings of local exhibitor organizations.

"Waterfront," "Girl" Tie For Top Honors

Paramount's "The Country Girl" and Columbia's "On the Waterfront" have tied for top honors in the annual "best" selections of the editorial committee of the General Federation of Women's Clubs, it was revealed this week. Top acting awards went to Bing Crosby for "Girl" and Grace Kelly for "Rear Window" and "Girl."

The Federation selected Elia Kazan as best director for "Waterfront." Best children's performance was voted to Jon Whiteley and Vincent Winter in "The Little Kidnappers." Other films voted among the 10 best were "Rear Window," "Executive Suite," "Broken Lance," "A Star is Born," "Sabrina," "White Christmas," "Night People" and "Deep in My Heart."

Award for the best documentary went to "The Vanishing Prairie," while "Kidnappers" and "Hobson's Choice" took the prizes as the best foreign films of 1954.

Meanwhile, "Country Girl" accounted for the best pre-Christmas business in the history of the Criterion Theatre, N.Y.C., according to Charles B. Moss, director of the house.

Rex Theatre Charges Conspiracy In Suit

WHEELING, W. VA.—A suit filed on behalf of Publix Wheeling Theatre Corp., owners of the Rex Theatre here, charges the operators of the Capitol, Court and Victoria Theatres of conspiring to force the Rex to close. The claim includes the charge that the theatres offered exceptionally high prices for films to the distributors, thus forcing the Rex out of business.

The suit, signed by George Zeppos, manager of the Rex, cites prices paid for certain films. Zeppos charged that the defendants threatened to cut off his supply of first-run films unless the opposing circuit was given a 50 percent interest in the indepenednt theatre. The suit claims that the defendant theatres are being operated at a loss until the circuit gains a monopoly.

Referendum Returns Reveal Favor Shown For Single Exhibitor Group

(*Continued from page 4*)

why an exhibitors organization shouldn't be formed within each exchange or state area." These would be affiliated with a national organization, he suggested.

While agreeing that "one central exhibitor organization would be a big improvement over the various organizations that exist today," Marc J. Wolf, of the Y&W Management Corp., of Indianapolis, reasoned that before this is possible, "the various exhibitor organizations will have to reconcile their thinking and come to an agreement on many subjects on which at the present time they do not agree."

Suggests Leaders Confer

From A. Fuller Sams, Jr., president of the Statesville Theatre Corp., Statesville, N. C., comes the announcement that he "heartily agrees" with Fabian. Sams suggests that the leaders of the two large organizations work out a plan "which will be acceptable not only to them, but to the state and regional organizations which comprise the two national organizations."

A quotation from Benjamin Franklin that "we hang together or we will hang separately" was used by R. B. Wilby, of the Wilby-Kincey Service Corp., Atlanta, to back up the Fabian proposal. Wilby stated that "the individual exhibitor would be well served if there be only a single national exhibitor organization."

Declaring that "leadership is the solution along with good membership," J. C. Shanklin, exhibitor in Ronceverte, W. Va., stated that "we need something and so I will say yes." He argued that "the reason of a divided house now is on account of good, indifferent and bad exhibitors."

While expressing favor for the idea, Marvin J. Goldman, of K-B Theatres, Wash., D. C. noted that he does not feel that "setting up this group would be the magic remedy for all the ills that beset us." He stated that many questions "have to be cured not by legislation of either group, but by day to day co-operation."

Joseph Blumenfeld, of Blumenfeld Theatres, San Francisco, declared that "there is no question that Mr. Fabian's stand is the only sensible one for any responsible exhibitor to support." He further stated that "nothing can be realized with a house divided and until we come under one leadership there will be no peace in our industry or anything accomplished."

"United Front" Sought

The suggestion that a small group of representatives from Allied and TOA meet to "present a united front for all exhibitors in national problems" was proposed by Harry Pickett, Jr., of the Craver Theatres, Charlotte, N. C. Pickett stated he feels sure "that all exhibitors long for the day when one organization can speak for the vast majority."

I. H. Harris, of Harris-Voeller Theatres, Burley, Idaho, suggested that the central exhibitor organization be set up after the model of the American Hotel Association. He also suggested that state and regional associations be an integral part of a strong national organization.

Schoeppel Chides Hanson's Letter

(*Continued from page 5*)

ufacturer to make more product than he finds feasible or desirable to make. He reasoned that "to suggest that product shortage is artificial is to contend that the producers and distributors do not want to make as much money as is possible, and that point even you refute."

The Senator acknowledged that theatre exhibitors have problems, "but the solution does not lie in charging that this is illegal, or immoral, or un-American. The investor in pictures has a right to get his investment and a reasonable profit, if he can," he stated.

The Hanson argument boils down to a contention that small theatres cannot afford to pay rental paid by larger houses and that some arrangements must be made to insure smaller rentals, Schoeppel said.

"If the exhibitor is to be guaranteed against losses, some kind of a subsidy is entailed. I don't know whether motion picture producers and distributors would favor a subsidy, or in fact whether they can support one. Certainly, I for one, would not approve of the government subsidizing an information and entertainment medium."

Opposes Regulation

On government regulation, Schoeppel stated "if I were an exhibitor, I would think a long time before I would urge government regulation of my business. Government regulation is not a one-way street. I would not want the government telling me what price I could charge at the box office, what return I could get on my investment, and having bureaucrats drawing up schedules telling me what pictures I could play, for how long, and when."

"Nor do I see how government regulations would cure the product shortage, unless you also expect the government to enter into or subsidize picture production," the Senator added. "The best solution for the complex problems of the motion picture industry lies in an effective system of arbitration," he stated.

He added that "I believe that with good faith on both sides, the difficulties of the smaller theatre can be satisfactorily worked out in arbitration tribunals which are best equipped to deal with bidding, runs, clearances, print shortages and similar complexities of this business, in each particular situation."

Impound French Film

The U. S. Customs Dept. has impounded as "possibly pornographic" the French motion picture "Versailles," according to Jean Goldwurm, president of Times Film Corp., importer. Picture was produced with the co-operation of several French government agencies.

Case is being taken up with the appropriate Federal agencies, Goldwurm disclosed, noting that he has requested the State and Treasury departments "quickly to correct this blunder which would cause a misunderstanding between our two countries."

REGIONEWS

ALBANY

Variety Club is sponsoring a testimonial dinner at the Sheraton-Ten Eyck Hotel on Jan. 11 to former chief barker Charles A. Smakwitz, who transfers from Albany to Newark, N. J. as zone mgr. for Stanley-Warner. Jules Perlmutter of Perlmutter Theatres is in charge of Albany reservations. . . . Al Swett, mgr. of the Avon, Utica, spotlighted "National Safe Driving Day" in newspaper copy. . . . Dakin Hall in New Berlin, operated by Woolsey Ackerman, and the Capitol in Roxbury, conducted by Mr. & Mrs. Frank Vargas, have been closed. . . . The Royal in Harrisville, managed by Mr. & Mrs. George J Holtrey, was closed for the month of Dec. while the Holtreys vacationed in Florida.

The Grand Theatre in Albany, operated by Paul V. Wallen, was darkened as a result of the strike by IATSE Local 14, in which Projectionists Local 322 ultimately joined. . . . Variety Club's dough guy, Sidney Urbach, underwent an appendectomy. . . . Goal of the 20th-Fox exchange here, according to branch mgr. Nat C. Rosen, is to have all drive-ins in the territory equipped with CinemaScope by next season. . . . Fire of undetermined origin caused considerable damage to the stage of the Colonial Theatre, Albany, as Dr. Henry Brown of N. Y. C. was having it renovated for reopening Christmas week.

ATLANTA

A corporation headed by R. M. Condra, now operating the Colonial and Bel Air Drive-In in Nashville, Tenn., will soon start work on a new ozoner and amusement center on Hyway 100. The 800-car project will cost $200,000 and include a swimming pool and pony riding trails. . . . After 20 years with Georgia Theatre Co., Pierce E. McCoy resigned as city mgr. at Augusta, Ga. He has been replaced by James Cartledge, who served as city mgr. in Macon. . . . Billy Brooks was appointed mgr. of the Glades Theatre in Moore Haven, Fla., replacing J. C. McMahan, who is now in Fort Myers. . . . James Balkoom installed CinemaScope in his Gray Theatre, Gray, Ga.

New owner of the State Theatre, Knoxville, Tenn., is F. J. Jeffries, who took over from K. Williams. . . . Ken Laird, U-I's Jacksonville sales representative, now with Buena Vista as southern dist. mgr. . . . Harlem Drive-In, owned by Charles Tracy, has closed. . . . Garden Theatre, operated by John Carter, is running week-ends only. . . . Waters Circuit closed its Palace Theatre in Ensley, Ala. . . . Monteen Howatt, booking dept. of Allied Southern Exchanges, was married Dec. 17. . . . Glad to report that Fred Coleman, head of East Point Amuse. Co., East Point, Ga., is back home after an operation.

John R. Lawson, who recently took over the New Theatre, Palatka, Fla., plans improvements. . . . Martin Theas. closed the Dalton at Dalton, Ga. . . . Franklin Theatre, Lavonia, Ga., was reopened by Co-At-Co Theas. after lengthy shuttering. . . .Al Rook Booking Service took over buying and booking for the following: J. M. Reynolds' Madison at Madison, Ga. and his Union at Union Point; and R. T. Moody's Omega Theatre, Omega, Ga., now using 16mm. . . . Milton Randolph, 56, amusement editor of the Nashville, Tenn. Banner, passed away.

The Paramount Theatre's 69-foot electric sign, a downtown landmark, was dismantled because it was feared corrosion had weakened it. Mgr. Sam George reports no decision yet as to a new one. . . . Herman (Dusty) Rhodes, drive-in owner in Ga. and Ala., was on the row for the first time in several months after a heart attack. . . . Jay Solomon, with Independent Theas. in Chattanooga, Tenn., has a new son. . . . Dave Prince, RKO's southern dist. mgr., back at his office after several months in the hospital. . . . Over 500 children attended a free cartoon carnival at the Van Croix Theatre in Melbourne, Fla., managed by Jim Branch, as guests of a local auto dealer.

Wide screen and new booth equipment installed at the Strand in Jesup, Ga. . . . CinemaScope installed in the Clay Theatre, Celine Tenn., and Wilby's Roxy, Atlanta. . . . The Avon, Savannah, Ga., and Floyd's Tarpon, Tarpon Springs, Fla., have new wide screens. . . . The Atlanta WOMPI's made a contribution to the Georgia Assn. for Retarded Children and presented gifts to the Formwalt Mission. Mrs. Betty Rary, WOMPI pres., was guest of honor at a luncheon given by the Better Films Council and presented a check to that organization.

BOSTON

"Six Bridges to Cross," the Universal film shot in Boston last June, is to have its world premiere at the Keith Memorial Theatre on Jan. 19 in the first of a series of territorial playdates. It will be backed by personal appearances of stars Tony Curtis, Julie Adams and George Nader. . . . All drive-ins in the metropolitan area were closed but in Springfield, Joseph Levine is continuing operation of the Round Hill on a week-end policy. . . . Tony Zinn, asst. mgr. at the Keith Memorial, resigned after 25 years with RKO. He has no immediate plans.

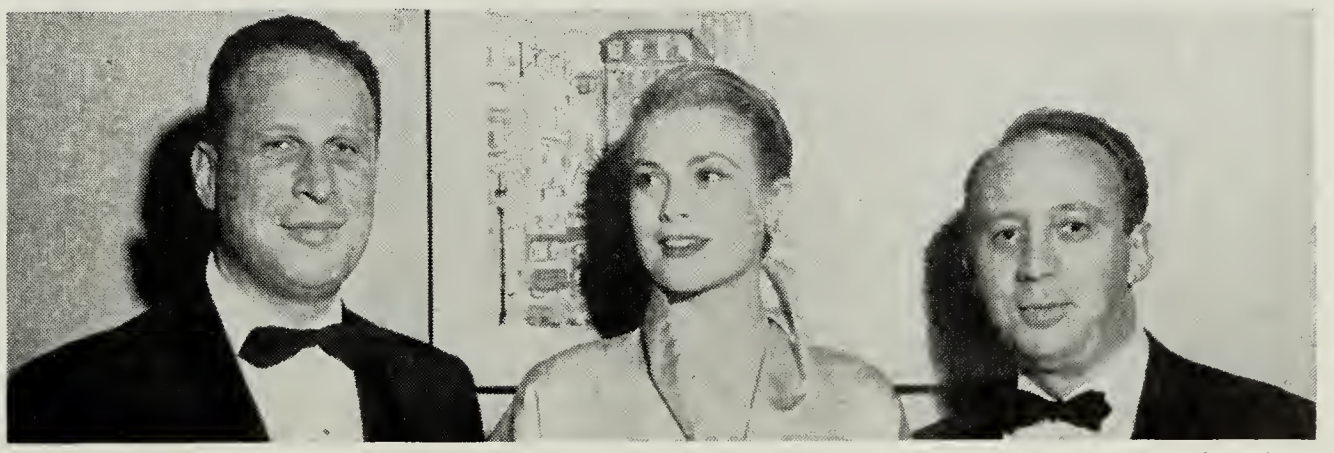
Cyrus Harvey, Jr., Bryant Haliday and Myles Morgan, owners and operators of the Brattle Theatre, Cambridge, are entering the production field and have purchased screen rights for James G. Cozzens' Pulitzer prize story, "A Clerical Error." The trio recently formed Janus Films Co., to distribute foreign films nationally. . . . Al Swerdlove has been appointed New Eng. representative for Distributors Corp. of America and his first release for that company will be "Long John Silver," in mid-February, which will be backed by a strong TV and radio exploitation campaign.

"This Is Cinerama" will be one year old here on Jan. 4 and some 500,000 persons will have seen it. There will be a gala celebration in the lobby of the theatre, with Mayor Hynes cutting a huge birthday cake and presentation of a citation to Si Fabian by Don Hurley of the Boston Chamber of Commerce, also a "Salute to Cinerama" luncheon at the Statler given by the Advertising Club of Boston. . . . The anti-trust case of Victoria Amusement Co., Lawrence, Mass., was settled in favor of plaintiff Sam Rosen, operator of the State Theatre in Lawrence, for an undisclosed amount, rumored to be $87,500. . . . Morris Wheeler reopened the Richmond, Maine Theatre.

Joe Kennedy, Key Theatre, Meredith, N. H., has taken over the Park, Nashua, last operated by Eddie Sokoloski. . . . Max Levenson, head of the Levenson circuit, whose doctors ordered a rest, is in greatly improved condition. . . . Carl Biard is the new mgr. of the Scenic Theatre, Rochester, N. H., for Interstate, replacing Carmen Urcuioli who resigned to enter another field. . . . "Young In Heart" will be the New Year's Eve presentation at the Metropolitan, with regular showing to start Jan. 6. . . . New England premiere of "Aida," scheduled for Dec. 23 at the Kenmore Theatre in Boston, has been postponed because of a fire which caused the house to close.

CHARLOTTE

The remodeled Criterion Theatre in Durham, N.C. has been taken over by Consolidated, owners of other houses there. . . . W. Kenneth Laird, former Universal sales representative, now mgr. of the southeastern office of Buena Vista. . . . Theatre li-



Charles B. Moss (left), head of the B. S. Moss Circuit, and Larry Morris, gen. mgr. of the Criterion Theatre in N. Y., are shown with star Grace Kelly on her arrival at the theatre for world premiere of Paramount's "The Country Girl."

CHARLOTTE (cont'd.)

cense fees are cut about 50 percent under the 1955 license bill passed by the City Council of Charleston, S.C. Houses with over 1,000 seats will pay $300; 400 to 1,000 seats, $200; smaller houses $100. . . . Iris Marlene, daughter of E. B. Robinson, owner of the Monte Vista Drive-In, Gastonia, N.C., was married to A. B. Nivens. . . . Dave Williams, IFE, was in town screening several pictures. The company will soon open a branch here. . . . O. A. Kafer, 82, who was mgr. of the Masonic Theatre, Newbern, N.C., for 37 years before he resigned, is in a hospital there.

Someone slashed 25 leather seats in the newly redecorated Imperial Theatre at Asheville, N.C. . . . Skyvue Drive-In Theatre Inc., Fayetteville, N. C., incorporated by Jesse G., Frances C. and Cliff C. Wellon. . . . The Hannah Pickett Theatre closed and all equipment being sold. . . . Southeastern Theatre Equip. Co. added Mitchell Little, former Republic office mgr., to its sales force. . . . North 29 Drive-In, Charlotte, lost part of its screen and most of the fence from a sudden local windstorm.

Carl Patterson, Columbia office mgr., received a watch from branch mgr. R. L. Williamson for his 25 years with the company. . . . Skyvue Drive-In, Smoky Mountain, Waynesville, N. C., closed for the winter. . . . New owners of the Royal Drive-In at Beaufort, S. C. are Ira and Earl Smith, taken over from J. W. McWilliam. . . . Roxie Theatre, Bessemer City, N. C., installing new seats. . . . David Woodward, operator of the Broadway, Dillon, S. C., admitted to Will Rogers Memorial Hospital for treatment.

CHICAGO

The main offices of the Alger Theatre Circuit have been moved from LaSalle to Peru, Ill. . . . Variety Club will dedicate the Willie Shore laboratory at LaRabida Sanitarium in Jan. The club contributed $74,000 for memorial to the late actor. Dr. Albert Dorfman, research director, will be in charge of the project. . . . Paramount exchange is getting a larger Walker screen for its projection room, in charge of operator Herman Busch. Exchange employees getting less than $100 per week received $50 bonus checks. . . . Julius Lee Karty, Universal Match Corp. and veteran theatre executive, passed away.

B&K managerial appointments include Ken Edgerly at the Paradise, succeeding John O'Connor; Robert Hyde at the Will Rogers; Robert Mangle at the Luna. . . . Loop houses report good sale of theatre gift books for the holiday season. . . . Y&W Drive-In at Merryville, Ind. plans to keep open throughout the winter, with heaters provided for patrons. Starlight Outdoor Theatre on the southside of Chicago plans to do likewise week-ends. . . . Bugg Theatre, Chicago, reopened under new management of Chris Theatre Co. . . . Hanns Teichert, theatre decorating company, reports complete painting job completed at the Marquette Theatre, Chicago, and the Tivoli in Downers Grove.

Perry Heffler, formerly with Great States, has closed the Orpheum Theatre in Quincy. Building may be converted for other business. . . . John Balaban and his wife gave their summer home at Mercer, Wis. for use as a church and settlement house. . . . Office of Burton Holmes Travelogues moved to 541 Diversey Parkway, reports gen. mgr. Walter T. Everest. . . . Victor West was named v.p. and gen. mgr. of the Pixley and Ehlers chain in Chicago. Goodman interests took over the company after death of A. Boyd Pixley some months ago. . . . Essaness Circuit closed the Harlem Drive-In and will install CinemaScope equipment for the new season. Screen will also be extended.

H&E Balaban circuit will give week's salary for holiday bonus. . . . John Helmer of B&K's Covent Theatre staff succumbed to a heart attack. . . . Monroe Theatre antitrust suit against RKO, UA, Universal, Columbia, Warner, Paramount and B&K under way and outlook is for a long legal battle. . . . Jack Kirsch, pres. of Allied of Ill., will act as chairman of Cook County Theatre Week for the 1955 March of Dimes. His office is making plans for theatre lobby collections week of Jan. 7-13. . . . Joseph Bucey, operator of the Boulevard Theatre, was injured by a group of teenagers who attempted to rob the theatre. . . . M and N Theatre Corp., headed by Aleck Bernstein, has been formed with headquarters at 3507 South State St. . . . Arthur Arveson, Alliance circuit supervisor, became the father of a baby girl named Linda Rae.

CINCINNATI

Robert C. McNabb, 20th-Fox branch mgr., was elected chief barker of Variety Club for 1955. Elected to serve with him are Herbert Gillis as 1st asst.; Harry Hartman, 2nd asst.; Saul M. Greenberg, property master; Wm. Onie, dough guy. Mrs. Herman Hunt is the new pres. of the Ladies Auxiliary of Tent #3, and will be installed at the January banquet for Variety's new officers. Herman H. Hunt was chosen chairman of the heart committee. . . . Warren Corbus, mgr. of the Mariemont Theatre, Mariemont, O., is in Good Samaritan Hospital for an eye infection.

Bennett Goldstein was appointed sales mgr. of the local 20th-Fox branch, replacing Jack Kaufman, who resigned sometime ago. . . . Harold Ball and James Booze, who recently leased the Ronnie Drive-In at London, Ky. from Jimmy Minnix, have also leased the Lynn at Woodbine from Minnix and eventually hope to circulate prints among their three operations. . . . Paul Mitchell, who operates the Magic and Mitchell in Barbourville, Ky. and recently opened his new Knox Drive-In there, capacity 300 cars, may operate the new ozoner through the winter months.

Larry Davis took over the Columbia Theatre, Coldwater, O., from Gordon Carroll. . . . Floyd Miller installed CinemaScope in his Vernon Theatre, Mt. Vernon. . . . Dick Johnson completed plans for the addition of an indoor theatre, to accommodate 300, in conjunction with his Family Drive-In at Lexington, Ky. . . . Earl Hale, owner of the Kenova Theatre, Kenova, W. Va., recently took over operation of the Waco Theatre at Huntington, W. Va. . . . Lou Korte, 20th-Fox shipper before army service, is back with the company in the booking dept.

DALLAS

A subsidiary of Claude Ezell & Associates, Dallas, is the newly chartered East Side Drive-In Corp, headed by C. C. Ezell, Albert H. Reynolds, Dowlen Russell, and represents the initial step in locating a new theatre in the Houston area. . . . Dallas will be the experimental area for a strong producer-distributor advertising campaign, with copy in two metropolitan dailies from mid-Jan. thru March and with Interstate Circuit and other exhibitors cooperating. Virgil Miers, Times-Herald amusement editor, and John Rosenfeld, drama editor of The Dallas News were in N.Y. working on plans with the major companies.

Max Uray announced a new policy for the Ewing Theatre in Trinity Hts., which he purchased and will operate. A bill of family type double features will be changed every two days and a children's program on Saturdays to include prizes. . . . Ceremonies marked presentation of a $100,000 check from Karl Hoblitzelle, pres. of Interstate, to the University of Texas Southwestern Medical School. Hoblitzelle is pres. of the board of trustees of Southwestern Medical Foundation. . . . Duke Clark, former dist. mgr. for Paramount, has been appointed UA branch



Sales and promotional executives of Universal Pictures start their week-long series of meetings at the U-I Studios, L. to R.: (seated) Mark Plottel, David A. Levy, F. T. Murray, Ray Moon, David A. Lipton, Milton R. Rackmil, Charles J. Feldman, Alfred E. Daff, Ed Muhl, Americo Aboaf, P. F. Rosian, P. T. Dana, Joseph Gins, and (standing) Clark Ramsay, A. W. Perry (Empire Universal), Fortunat Baronat, F. J. A. McCarthy, Robert Gilham (Cunningham & Walsh), Maurice A. Bergman, H. H. Martin, James Frew, Foster M. Blake, Irving Sochin, Ben Cohn, Philip Gerard, Harry Fellerman, Archie Herzoff, Manie M. Gottlieb, Charles Simonelli, Morris Weiner, Barney Rose, James J. Jordon and Lester Zucker.



Robert S. Benjamin (left), board chairman of United Artists, maps arrangements for the American premiere of "Romeo and Juliet" at the Sutton Theatre in N. Y. with Eddie Dowling, chairman of the March of Dimes Theatre Committee, which is sponsoring the benefit bow for the Mary MacArthur Fund, and committee member Magda Gabor

DALLAS (cont'd.)

mgr. here to succeed W. C. Haynes, who is entering private business in Atlanta, Ga.

Claude Atkinson, former branch mgr. for Republic in Oklahoma City, assumed similar duties for Republic here, replacing John Hoolihan, now pres. of Midwestern Security Life Insurance Co. which is composed mainly of industryites. . . . Free parking is being offered to patrons attending the Melba Theatre for Cinerama, now in its seventh month, and ticket reservations may be made by telephone. . . . Three barrels stationed by Dallas WOMPI in offices on film row were rapidly filled with donations of food items which will be arranged in baskets and delivered to needy families. . . . "Bad Day at Black Rock" will be launched in five Texas towns between Jan. 13-15, with Anne Francis, who appears in the film, making personal appearances in San Antonio, Austin, Dallas, Ft. Worth and El Paso. Bill Coleman, M-G-M field press representative, and Kevin Genther, Dallas press representative, will handle advance publicity and accompany Miss Francis on tour.

DENVER

Variety Tent 37 will hold open house in the Century Room at the Cosmopolitan Hotel Dec. 31, from 9 p.m. to 2 a.m. . . . .Harold Cunyas closed the Roxy and Uptown from Dec. 18 to Jan. 2. . . . "White Christmas" ran for a record seven weeks at the Denham, where it showed to some 117,000 and grossed around $103,000. . . . Lester Dollison has bought the Ernie Pyle, Albuquerque, N. M., closed for some time, from Marlin Butler. . . . Frank H. Ricketson Jr., Fox-Intermountain prexy, heads the state Heart Fund campaign for 1955. Ricketson's parents celebrated their 60th wedding anniversary with a party at the Cosmopolitan Hotel.

Westland Theatres have taken over operation of the Northside and Starlight drive-ins, Colorado Springs, Colo., from Lee Theatres. . . . Lem Lee, pres. of Lee Theatres, and Marjorie Anderson of Albuquerque, N. M. were married in Juarez, Mexico. After a honeymoon, they will live in Denver. . . . Joe Ashby and Robt. Smith, owners of the Chief, Steamboat Springs, and the Rio, Oak Creek, Colo., closed the houses Dec. 24 and entertained all the employees at a turkey dinner, in Steamboat Springs. . . . Mike Cramer, asst. branch mgr. at Metro, on jury duty.

Hal Fuller has established Denver headquarters for his Dimension Pictures at 2081 Broadway. He is handling reissues and will add the output of Distributors Corp. of America. . . . Elden Menagh sold the Starlight Drive-In, Brighton, Colo., to Sam Feinstein and Arlie Berry. . . . In looking over the local setup of Buena Vista and conferring with dist. supervisor Marvin Goldfarb were Lou Gaudreaux, business mgr., and Chas. Levy, head of publicity.

DES MOINES

Kensil Elkins, mgr. of the State Theatre in Fort Madison, received a $25 cash prize from M-G-M in connection with promotion of the film "Rose Marie." Also presented with a $25 prize was Harry Rempe of the Rempe Music House, whose window display promoting the picture won third place in the national contest. Awards were made by Bernard E. Evans of Kansas City, M-G-M field representative. . . . The Lorimer has been closed for an indefinite period. . . . Mrs. Opal Canty reopened the Nashua Theatre in Nashua and will have 4-day a week showings, possibly adding a Saturday matinee after first of the year. . . . Jack Kennedy, owner of the theatre at Adel, has taken on an additional job as mgr. of the Allied Artists exchange here.

Variety Club elected the following officers to take over on Jan. 1: Frank D. Rubel, chief barker; William Field, 1st asst.; Charles Iles, 2nd asst.; Lou Levy, dough guy, and Don West, property master. Rubel succeeds Byron Shapiro. New crew members are Ed Utah, William DeFrenne, Don Conley Ralph Olson, Robert Sandler and Dave Gold. . . . Harold Kramer took over ownership of the Ringsted Theatre in Ringsted. Kramer has been employed in Algona for the past few years. . . . Earl Peters, Hartley Farmer, purchased the building housing the Hartley Theatre from Mr. and Mrs. Earl Burns, who plan to move to Texas. . . . A series of three free Saturday matinees are being held at the Rialto in Villisca for children of grade school age. Sponsors are the theatre and Villisca Chamber of Commerce.

DETROIT

David Korman, independent circuit owner, plans to open a drive-in theatre around the 1st of May, highlighting a $600,000 amusement project to be known as "Wonderland," in the north end suburbs of Royal Oak Township. . . . Wayne Parsons, former mgr. of the Broadway-Capitol, is taking over management of the Gold Coast Theatre in addition to his supervisory duties with the Korman Circuit. Mrs. Rita Harris has been named asst. . . . Betty Fusner, chief booker at Paramount, is lining up saturation dates for "Reap the Wild Wind."

The Van Houdt houses, now opearted by Sterling Theatres, remain under active supervision of Lloyd Turel. His long time associate, Jack Broder, is returning to the production field. . . . Time Theatre has been closed by Paul Broder, head of Sterling Theas., and reports indicate the building will be converted into a garage. . . . Bill Thick is in University Hospital at Ann Arbor for treatment. . . . Joseph D. Lenahan, who has for 32 years been associated with Mills Mutual Agency, specialists in theatrical insurance, is buying out the business of Mills in partnership with his son. . . . Monroe Carmichael, projectionst for the State in Pontiac, passed away.

Alex Schreiber again took his traditional once-a-year stand as newsboy in front of the Film Exchange Building for benefit of the Old Newsboys Goodfellows Fund. . . . James Nederlander, new owner-mgr. of the 2,800-seat Riviera, announced that the house will be used for stage presentations and alternate with second-run films. . . . Al Champagne, 20th-Fox head booker, was reelected business agent of Local F25, marking his eighth term in that post. . . . The FCC has given its final denial to W. S. Butterfield Theas. and Trebit Corp. to operate a TV station in Flint.

INDIANAPOLIS

The local Variety Club has completed a 90-minute TV report to the Indianapolis Community concerning its activities in the field of Cerebral Palsy. A year ago, Tent No. 10 handled the C.P. telethon which raised $264,000 and since then has been in full charge of their recreational program. Variety Club has just leased new quarters at 521 N. Illinois St. and will occupy the building jointly with Allied Theatre Owners of Indiana. . . . William A. Bremen, realtor, and Gearge T. Landis of Amusement Enterprises, reopened the Vogue, northside house, after a month of darkness.

Al Hendricks, mgr. of the Indiana Theatre, had an audience of 1,300 for the Notre Dame-Iowa telecast against strong sectional competition on home TV in the Michigan-Ohio State game. . . . Joseph F. Bohn, mgr. of Realart Pictures, confined to St. Vincents Hospital here for treatment. . . . Moe Esserman, Screen Classics mgr., back from a business trip in Ohio and parts of W. Va., reported "Karamoja" going over good in all spots. . . . Al Tribbett was named mgr. of the Indiana Theatre, Terre Haute.

Watch These Dates!

Dec 29: Chicago—Allied Theatres of Illinois 24th anniversary celebration—Chez Paree.

Jan. 13: New York National Conference of Christians and Jews, Brotherhood Dinner —Waldorf-Astoria Hotel.

Jan. 18: Philadelphia—Motion Picture Associates dinner—Bellevue-Stratford Hotel.

Jan. 20: New York—Federation of Jewish Philanthropies, amusement and allied industries luncheon—Hotel Sheraton Astor.

Feb. 8-9: St. Louis—National Allied Drive-In Theatres convention—Chase Hotel.

Feb. 28-March 1: Oklahoma City — Allied Theatre Owners of Oklahoma convention —Skirvin Tower Hotel.

March 1-2: Columbus — Independent Theatre Owners of Ohio convention—Deshler-Hilton Hotel.

March 8-9: Kanass City—Kansas-Missouri Theatre Assn. drive-in session and convention (tentative).

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KANSAS CITY

Recently named directors of MPTA of Greater K. C. are: Ed Hartman, Ben Mareus, Harry Gaffney, Clarence Schultz, Sid Levy and Ralph Ammacher. The Assn. set up a scholarship fund for 1-year tuition for a worthy student and voted to erect a memorial shelter house at the Santosage boys' summer camp in honor of the late Sam Abend, who had been a director. . . . Kans. —Mo. Theatre Assn. decided to combine the Spring drive-in session and convention, with tentative dates as Mar. 8-9. KMTA's office has been dressed up with a new rug.

Jim Chapman of K. C. bought the closed Comet Theatre and will remodel it. . . . Ritz Theatre at Keyetsville, Mo. remodeled by Chester Rhenahan and given new screen and projectors. . . . Hank Doering equipped the Peoples Theatre at Garnett, Kans. with new screen and lenses. . . . The Cozy at Chetopa, Kans. has new screen. . . . Louis Sutter's ozoner at St. James Rd. and U. S. 50 near K. C. is under eonstruction. . . . Durwood's Skylark ozoners at St. Joe and Jefferson City, Mo. closed for the season.

Marty Landau, who with his brother Ed operates theatres in Kans. and Mo., will be married Jan. 6 to Jeanne Roberts of K. C. . . . Jack Hillyer, public-relations director for United Film Service underwent surgery. . . . Granada, Tower and Uptown theatres offered sneak previews every night between Dec. 16 and 22. . . . Gilbert Crocker, operator of the Rialto at Lyndon, Kans., died the day following show in reeognition of his 7 years with the theatre. Mr. and Mrs. Crocker had adopted four children from the same family in Lyndon. . . . Genevieve G. Hackett, movie reviewer for Natl. Counеil of Catholic Women in the K. C. diocese, passed away.

LOS ANGELES

Seventeen employees of Technicolor Motion Picture Corp., who completed 25 years of service, were honored at a banquet and presented with gold watches by Dr. Herbert T. Kalmus, pres. and gen. mgr. So honored were Maleolm H. Ames, David L. Balser, Alfonso Blanco, A. E. Carlson, Gifford Chamberlain, Russell W. Conant, Ed Cook, Louise Corkran, Melville Coye, Thomas Di Sessa, Francis J. Downey, Paul W. Fassnacht, Charles J. Fitzsimmons,



Gary Cooper, who stars with Burt Lancaster in United Artists' "Vera Cruz," first film to be released in Superscope, is greeted by staff of UA exchange in New Orleans as he launches personal appearance tour for the Hecht-Lancaster production in Technicolor. To right of the star are UA publicity mgr. Mort Nathanson, branch mgr. Alex Maillho and southern dist. mgr. George Pabst.



Hollywood stars check in at Lake Saranac for world premiere of Warner's "The Silver Chalice" in honor of the Christmas Seal Fund. L. to R.: Alan Hale, Jr., Gonzalez-Gonzalez, George O'Hanlon, Mrs. O'Hanlon, Ann Robinson and Marian Carr.

Florence Harris, Arthur G. Jacobs, David J. Johnson, Floyd Lee, Gerald Maekenzie, Walter Myron, Glen Twombly and Clarence Warme.

MIAMI

Sidney Meyers, co-owner of the Wometco chain, was feted on his 65th birthday at West View Country Club, of which he is now pres. . . . James Frazier is new mgr. in training at the Tower Theatre. . . . Edward Claughton, Jr. and Henry Gibson, attorneys for the Claughton chain, are trying to re-set trial for suit against several major film companies, which recently ended in a mistrial. . . . Ray Rayvid, out of military service, returned to Wometco for new assignment. . . . Jack Miller tied up five merchants to sponsor a free kiddie show at the Shores Theatre. . . . Harry Kronowitz is now relief mgr. at first-run houses. . . . Mel Haber appointed asst. to mgr. Tom Rayfield at the Carib. . . . Carl Jamroga is new mgr. at the Miracle.

MILWAUKEE

The Fenway Theatre in Fennimore, Wis. was sold by owner Ralph Farrington. . . . Harold Weiss, Paramount salesman, was married and is honeymooning in Florida. . . . Republic branch mgr. Jack Frackman is back at the office after a bout in the hospital. . . . H. Olshan's son Alan is engaged to Marilyn Podell. . . . Dave Chapman, Columbia salesman, is vacationing in Mexico

MINNEAPOLIS

Theatres in the territory recently closed include the Lyric at Atwater, the Ulen at Ulen, and the Badger at Badger, Minn. . . . Lee Campbell is the new booker and William Marshall new student booker at U-I. . . . Southern Minn. Exhibitors Assn. had its dinner and Christmas party at the Nicollet Hotel. . . . Al O. Bondy, national representative for General Electrie films, called on local bookers and Mrs. Dorothy Wilk, office mgr. of North Star Pictures, local distributor. . . . Variety Club of the Northwest will have its New Years Eve Frolic at the Nicollet Hotel. Howard Greenstein, U-I salesman, is in charge of reservations.

It was erroneously reported here that Herman Frajola, operator of the Lyceum at Gilbert, Minn., passed away. Frajola is reeuperating at home from a heart attack. . . . Hal Perlman, U-I exploiteer, was in working on holiday openings of "Sign of the Pagan" and "So This Is Paris." . . . Hjalmer Kauppi reopened the Lake at Eden Valley, Minn. . . . UA placed first in the second lap of the Robert Benjamin drive. . . . Charlotte Silverman is the new bookers clerk at MGM.

Exhibitors from S. D., northwestern Ia. and northeastern Minn., theatre supply dealers and equipment representatives were in Sioux Falls, S. D., to attend a "show me" meeting at the Hollywood Theatre, featuring new film techniques. They were hosted by the South Dakota Motion Picture Exhibitors Assn. Pat McGee of Cooper Foundation Theatres, Denver, gave the keynote address at the closing banquet. . . . At a special holiday party for two employes who had been with the company 25 years, Columbia presented wrist watches to Genevieve Donovan, cashier, and Jean Paulson, inspeetress. Presentation was made by braneh mgr. Hy Chapman. . . . More than 1,300 kids jammed the Nicholas Theatre at Fairmont, Minn. on a Saturday morning for the annual Christman party given by the Fairmont Chamber of Commerce and John Brandenhoff, theatre operator.

NEW HAVEN

Admission prices have been dropped by Morris Pouzzner at his Victory Theatre, New London. . . . Lou Cohen, mgr. of Loew's Poli, Hartford, has given checks for $261.55 eaeh to the summer camp for underprivileged children, sponsored by the Hartford Times and Hartford Courant. The figure represents a purse given to Cohen at a testimonial marking his 35th year in the industry. . . . George Comden, former owner of the Fine Arts Theatre, Westport, has acquired the Country Barn on Route 25, Monroe, from Al Brundage, Danbury square dance caller.

The 20th-Fox Family Club elected salesman Sam Germaine as pres., to succeed booker Morris Alderman, who left the local exchange. . . .Ernest A. Greeula, former ad-pub direetor for Hartford Theatres Circuit, has joined Walter Reade Theatres as mgr. of the Paramount, Plainfield, N. J. . . . Mrs. Hazel Florian, mgr. of L&G's Strand, Winsted, ran a benefit for the Litchfield County Hospital. . . . Nine independent theatres took part in a Christmas party for some 20,000 children, hosted by the New Haven Savings Bank, showing the same film program. They were the Westville, Whalley, Howard and Pequot in New Haven; Strand, Dixwell and Whitney in Hamden; Rivoli, West Haven and Capitol, East Haven.

Michael Masselli, ex-mgr. of the Plainfield Theatre, Plainfield, for Community Amusement, is now operating the Baltic Theatre, Baltic, Conn., owned by Ed Lord. . . . Joseph S. Borenstein, mgr. of S-W's Strand, New Britain, back on the job following surgery. . . . Jack Leitao, E. Hartford businessman, disclosed plans for construction of a 503-car ozoner at nearby Glastonbury. The project will feature a 90x40′ screen. . . . Harry Feldman has been elected pres. of IATSE Local 74, sueceeding James Flynn. John Miller was named business agent for his eighth term.

Premiere of "Many Rivers to Cross,"

(*Continued on page* 26)

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NEW HAVEN (cont'd.)

starring Robert Taylor will be held in New Haven on Jan. 26. A big celebration, tieing in with Winchester Arms and with Taylor coming on from the coast, will mark the event. Assisting in the promotion will be Arthur Canton, eastern field press. representative, and Floyd Fitzsimmons, handling Boston and New Haven press relations for M-G-M.

NEW YORK

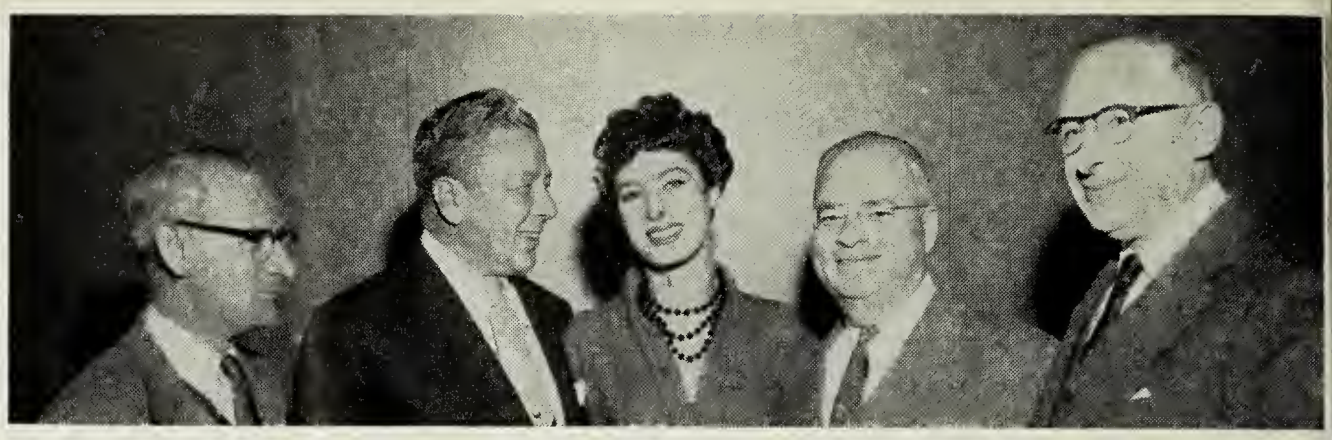
Jay Emanuel, theatre owner in Philadelphia and publisher of "The Exhibitor," has acquired the Avenue B Theatre, formerly known as Loew's Avenue B. Brandt Theatres will handle booking and supervision of the house. . . . Sam Feinblum, for many years head booker for Columbia, passed away suddenly last week at the age of 59. . . . Variety Club of Albany is sponsoring a testimonial dinner for former chief barker Charles A. Smakwitz, who transfers from Albany to Newark, N. J. as zone mgr. for Stanley-Warner, at the Sheraton-Ten Eyck Hotel on Jan. 11. Herman Ripps at the M-G-M exchange here is in charge of N. Y. C. reservations.

Leon J. Bamberger of RKO was reelected pres. of the Cinema Stamp Collectors Club. . . . Offices of RKO Theatres moved from 1270 Sixth Ave. to 1740 Broadway, occupying space on the 17th floor. . . . Stanley-Warner moved its offices into the Warner Theatre bldg. at 1585 Broadway.

OKLAHOMA CITY

Dave Hunt, former Republic mgr. and now KWTV film director, is the new chief barker of Variety Tent 22. Elected to serve with him are Don Tullius, Warner branch mgr., 1st asst.; Claude Motley, Video Theas., 2nd asst.; Paul Rice, Paramount salesman, property master; George Fisher, M-G-M mgr., dough guy, and Sam Orunk, Buena Vista salesman, international canvasman. . . . Shortage of good movies will close the Harber Theatre for most of Dec., according to Pat McGee, mgr. of the Cooper theatres.

Edward Thorn, gen. mgr. of Cooper Foundation, was elected pres. of Theatre Owners of Okla., succeeding Morris Loewenstein, who stepped down from the post after nearly half century. Ralph Drewry, Tulsa, was elected v.p., and Ray Hughes of Heavener was named secy-treas. . . . Work was started on remodeling and modernization of Cushing's largest and oldest theatre, the Dunkin, managed by Dale Hellwege and owned by Video. Cost will run around $50,000. . . . "Bad Day at Blackrock" will have a gala premiere at the Warner Theatre on Jan. 15.



Rita Gam, starred with Jeff Chandler, Jack Palance and Ludmilla Tcherina in "Sign of the Pagan," Universal-International's Technicolor and CinemaScope production, on a tour of key cities in behalf of the film, is seen here in Boston with (l. to r.): Louis Krasna, Astor Theatre mgr.; E. Myer Feltman, Universal branch mgr.; Max Hoffman and Daniel Finn, B&Q Theatre executives.

PHILADELPHIA

Broadway Theatre in Palmyra is now owned by E. Karpen, who reopened the house. . . . Ritz in Coplay, Pa. reopened. . . . James A. Carey's York Theatre in York is back with Allied M.P.T. Service. . . . Alvan Milgram, Nate Milgram's son, engaged to Eva Jacoby, secy. to Nate Milgram for three weeks. . . . Buena Vista opened new offices at 311 N. 13th St. . . . Charles Goldfine of the South City Drive-In has an idea for keeping ozoners open in the winter by turning them into farmers' markets. There will be plenty of parking room, he suggests.

The Hatfield Township supervisors approved commercial zoning for the 135-acre tract on the west side of Bethlehem Pike, to be developed by a syndicate represented by Herbert F. Diener & Co. Diener announced that it will include one of the largest drive-ins in the country. . . . Councilman Victor H. Blanc, former chief barker of Variety Tent 13, was renamed chairman of the local chapter of the National Foundation for Infantile Paralysis, which carries with it the general chairmanship of the 1955 March of Dimes drive. . . . Jack Weiss is handling both live and film roadshow attractions.

Ben Glatz is now a booker at Loew's in addition to handling the projection and censorship duties. . . . Meyer Adleman, N. J. Messenger Service, is industry chairman for the annual Deborah Sanatorium and Hospital maintenance drive. Dave Supowitz, Norman Silverman, Sam Diamond and Jack Beresin are associate chairmen. . . . Ed Gabriel is handling distribution in Eastern Pa. for Associated Picts. . . . Dave Rosen was in N.Y. trying to close some deals for additional English-made product. . . . "The Farmer's Daughter" and "Notorious," next two Goldwyn releases, are being handled by Screen Guild.

Benjamin Amsterdam, Albert R. Boyd, Wm. C. Hunt and Abraham Sablosky, industry pioneers, will be honored at the Motion Picture Associates' $25 a plate dinner on Jan. 18, in conjunction with opening of the Nickelodeon in Franklin Institute. William Goldman, dinner chairman, is sponsor of the Nickelodeon, which is planned as a shrine to the industry. . . . Hollywood's pictures for 1955 give promise of being better than last year, Harold W. Seidenberg, managing director of the Fox in Phila., on his return from a four-day convention of key executives of National Theatres.

PITTSBURGH

Bob Ellison, night asst. at the Fulton, left for Newark, O., to become asst. mgr. of Shea's Midland and Auditorium in that city. . . . Officers recently elected for Screen Guild Picts. are: Ben Amdur, pres.; Harry Hendel, v.p.; Harry Rachiele, treas.; and Charles Mervis, secy. . . . Jack Judd, Columbia mgr., accompanied by Mrs. Judd, is taking a South American holiday cruise. . . . Mike Manos, theatre circuit operator, is hospitalized in Florida, where he and his wife went to spend the winter. . . . Film Row shocked at the death of Bob Leiber, popular Braddock theatre owner.

The Stanley-Warner Club elected the following for 1955: Charles Comar, pres.; Ben W. Steerman, Paul Rich and Sidney Newman, veeps; Mildred White, secy.; Harry McCartney, treas., and Ray Ayrey, chairman of the guidance committee. . . . The second week of "White Christmas" at the Penn wound up with $33,000, just a couple of thousand short of the first week's figure. . . . Dave Brown left RKO and stepping into his post as salesman in the W. Va. area is Joel Golden, formerly with Allied Artists. . . . "This Is Cinerama" celebrated its first birthday here with many festivities and parties. . . . The Press Old News Boy affair will premiere "Young At Heart." . . . The Palace Theatre, Union City, Pa., has been sold to Eugene Gallagher of Jamestown, N. Y., who takes over on Jan. 3.

PORTLAND

United Theatres, headed by Al and Wm. Forman, purchased the 2,000-seat Elsinor Theatre at Salem, Ore., which they have been operating on lease since 1951, for a reported $175,000. United also owns and operates the Grand and Capitol in Salem and two ozoners in the area. . . Despite added expense of modernization, the 300-seat Blue Mouse Theatre is still offering three features for 25¢ and keeping the house nearly full all day. . . . West side suburban Lincoln

FILMS ON TELEVISION DEC. 11 to 24

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	*Cast*	*Original Release Date*
A Christmas Carol	Alastair Sim	UA 11-8-51
Black Hills Riders	Bob Livingston	
Border Trouble	James Newell	
Case For P.C. 49	Sonja Henie	Univ. 11-3-48
Countess of Monte Cristo		
Cowboys from Texas	Bob Livingston	Rep. 12-5-39
Double Exposure	George Brent	
Guilty of Treason	Paul Kelly	Eagle Lion 12-29-49
Meet Mr. Callaghan	Derrick De Marney	
Salute John Citizen	Peggy Cummins	
Silver Trails	Jimmy Wakeley	Mono. 8-28-48
Song Of My Heart	Sir Cedric Hardwicke	Allied Artists 1-31-48
Yellow Fin	Wayne Morris	Mono. 10-14-51

PORTLAND (cont'd.)

Theatre, operated by Mrs. Carlton, is closed.

In conjunction with opening of 'Always A Wedding" at the 450-seat Guild, mgr. Martin M. Foster arranged with two leading bakers to have a mammoth wedding cake on hand to serve all his guests. . . . As the final curtain fell on the performance of Helen Hayes in "What Every Woman Knows," workmen began tearing down the Metropolitan Theatre which, since 1911, has housed numerous memorable stage productions and, more recently, movie features. . . . After a two-month closing, Mrs. J. J. Parker announced reopening of the United Artists Theatre with "Hansel and Gretel" as the feature attraction.

Herbert Larson, veteran motion picture editor of The Oregonian, back at his desk after a long siege of pneumonia. . . . "They Were So Young" is slated to have its Pacific Northwest premiere at the Lippert theatres in Medford, Ore., following the mailing of a 4-page illustrated tabloid to every household in Jackson County.

ST. LOUIS

The annual Christmas party for local orphans, sponsored by F&M and the Globe Democrat, has been postponed to July at the Fox Theatre due to the number of similar events crowding the calendar at this time. . . . Two new ozoners are being built in the Chaffee, Mo. area—one by Mrs. Bernice Montgomery, owner of the Horstman Theatre there, to be a 350-car project costing around $75,000, and a 350-car drive-in by Robert Capshaw, an auto dealer. . . Marion Castellano, builder and contractor, is erecting a 500-car drive-in at Marion, Ill.. which he hopes to open in the spring. . . . "Gone with the Wind" was the first presentation on new wide screen at the Tivoli Theatre, Morris City, Mo., owned by J. A. Gessett.

David G. Arthur was elected chief barker of the Local Variety Club, succeeding his brother, Edward B. Al Poos was named 1st asst.; Gordon Halloran, 2nd asst.; Joseph Ansell, dough guy, and Jim Goldsmith, property master. The club has set aside funds for the annual purchase of eye glasses for needy school children. . . . Sol Hankin, veteran film salesman and theatre mgr., is at Jewish Hospital following a stroke. . . . The 430-seat Uptown Theatre at Fairfield, Ill., will be closed Mon.-Tues.-Wed. effective Dec. 27. Owners Barnes and Pitner also operate the Strand there. . . . Closed for an indefinite period are C. W. Paisley's 350-seat Mark Twain at Perry, Mo.; the 200-seat M.W.A. at Morrison, Mo.; Barney Diamond's 525-seat Amythis in St. L.; Ray Bell's 300-seat Roxy at Stonington, Ill.

Extensive alterations, including installation of CinemaScope and VistaVision equipment, were completed at the 295-seat Red Bud Theatre at Red Bud, Ill. Wayne Stephenson, Paramount salesman, was elected pres. of the local Colosseum of M. P. Salesmen; Robert Lightfoot of Allied Artists named a second v.p. of the national organization. . . . Hobart Lay sold his 350-car Sunset Drive-In at Houston, Mo. to R. D. Fischer. . . . The 350-seat Vista Theatre at Centralia, Mo. has a new RCA Dynalite screen and lenses for CinemaScope presentations. . . . Holiday Amusement, Inc. of Clayton, headed by S. L. and J. Jablonow and M. Komm, incorporated, to own and operate a drive-in in the Overland section of St. L. County. The new ozoner will have a 1,000-car capacity and become a unit of Komm Circuit, of which Louis Jablonow is gen. mgr.

The 3441-seat Missouri Theatre, closed because of a shortage of films, will now be known as the Missouri Theatre Auditorium and is available for conventions, sales meeting, special stage attractions, etc. Mgr. Roy Muehlemann will remain as director. . . . Larribob Productions, headed by H., M., I. J. and R. F. Eisenkramer, was incorporated to deal in movie films. . . .Louis K. Ansell named theatre chairman of the local March of Dimes campaign. . . . Hugh Graham, sub-lessee of the LaCosa Theatre here, gave up its operation and is temporarily out of exhibition. . . . Officers and directors of MITO will meet at Hotel Melbourne here on Jan. 11. . . . St. Louis has been made a permanent link in the closed circuit network of Box Office Television, Inc.

SALT LAKE CITY

Harold Green, who was local branch mgr. for Columbia here for several years, has been upped to the Los Angeles managerial post. . . . Loss by total destruction of the Ritz Theatre, Layton, Utah, owned and operated by the Hawk circuit, is estimated at $90,000. . . . The Capitol Theatre, Salt Lake City, managed by Marvin George, served pink lemonade in the lobby as a tiein with the showing of "Three Ring Circus." . . . Lobby displays of Army equipment and facilities for enlistment were featured in connection with the showing of "This Is The Army" at the Uptown Theatre, managed by Duane Grant. . . . Walter Reade, Jr., TOA's board chairman, Intermountain area director Carl Anderson, and v.p. Joe Rosenfield of Spokane, Wash. addressed a recent meeting at the Hotel Utah, attended by local theatre men.

SEATTLE

H. A. Haines has purchased the Alpine Theatre and the Auto Drive-In at Colville, Wash., also the Avalon Theatre at Chewelah from Max Hadfield. . . . Clayton Finkbeiner, owner of the Sunset Drive-In at Othello, Wash., passed away. . . . The Shelby Theatre at Shelby, Mont., owned by Mrs. Herb Kluth, has been remodeled and CinemaScope installed. Reopening was set for Dec. 25. . . . Anamorphic lenses were purchased for the Blue Mouse Theatre, Tacoma. . . . John Lee will open his Othello Theatre at Othello in the near future. He also owns theatres in Soap Lake, Ephrata and Moses Lake, Wash.

The Mode Theatre of Cottonwood, Idaho, received a CinemaScope installation. . . . Ed Metzgar remodeled his Auto Theatre at Moscow, Idaho, so that it may serve as both an indoor theatre and an ozoner. The indoor part will display pictures to ranchers from 7 to 9:30 P.M. and after that serve as an ozoner. . . . The Onalaska Theatre of Onalaska, and the G Theatre of Mossyrock, Wash. have CinemaScope now, installed by the B. F. Shearer Co. of Seattle.

Allied Artists held their annual Children's Christmas Party for the children of employees on film row. . . . William S. Smith, 55, special installation man for B. F. Shearer, died of a heart attack while hanging draperies in a local theatre. . . . The Rivoli Theatre, Seattle, on recommendation of the Board of Theatre Supervisors, was ordered closed for 10 days by the City Council for permitting minors to view stage productions.



Snapped at recent RKO regional sales meeting in New York (l. to r.): Sidney Kramer, short subject sales mgr., Herbert H. Greenblatt, domestic sales mgr., and Frank Dervin, asst. to Edward L. Walton. It was announced at this meeting that Howard Hughes' Technicolor-Superscope production, "Underwater!" would go into general release Feb. 9.



Kirk Douglas (right), star of Walt Disney's "20,000 Leagues Under the Sea," receives a citation for "his outstanding performance" from The Magazine of Fantasy and Science Fiction, presented by publisher Joseph W. Ferman. Attending an exhibitor screening in New York (extreme left) are Sam Rinzler, head of the Randforce Circuit, and Leo Samuels, gen. sales mgr. of Buena Vista, distributors of the film.

Hillman Wins Contest Honoring S. H. Fabian

(*Continued from page* 10)

Jo-Lo Perfume Co.

The second national prize, a $1,500 U.S. Bond was won by William Wyatt of the Virginian Theatre, Charleston, W. Va. Frank Costa of the Warner Theatre, Ridgewood, N. J., won the third prize, a $1,000 U.S. Bond. Award for the best series of promotions went to Claude Land of the Silver Theatre, Silver Springs, Md., while the prize for the best series of kiddie show attractions was given to Jack Harvey of the Palace Theatre, Danbury, Conn.

The winners of exploitation prizes on individual pictures included Howard Higley, Allen Theatre, Cleveland; Dominick Lucente, Broadway Theatre, Phila.; Henry Rastetter, Warner, Erie, Pa.; James Salmans, 68th St. Theatre, Coschocton, O.; Iz Perlin, Stanley, Camden, N. J.; Sidney Hoffman, Metropolitan, Wash.; William Wyatt, Virginian, Charleston, W. Va.; Willard Osborne, Granada, Santa Barbara, Calif.; Al Plough, Stanley, Phila.

Allied Artists Sets Seven New Pictures For First '55 Quarter

Seven films, including one in CinemaScope, will roll for Allied Artists during the first quarter of 1955, it was announced by Walter Mirisch, executive producer. Four of these films will go before the cameras in January, two will roll in February and one has been given a March starting date, he disclosed.

The first to go into production is "Wichita," a Joel McCrea starrer which Mirisch will personally produce. It will be a CinemaScope production and has been given a Jan. 10 starting date.

Another big-scale production to be launched during the first three months of the new year include "Hold Back The Night," which Hayes Goetz will produce with Richard Basehart and Neville Brand starring. This is set for Feb. 12.

A third important film, "Phenix City," based on the exposure of corruption in Phenix City, Ala. has been given a Mar. 10 starting date. With this film, Samuel Bischoff will launch his association with Allied Artists.

Other films to roll in the first quarter and their starting dates are: "Neon Rainbow," to be produced by William F. Broidy, Jan. 10; "Royal Rogues," to be produced by Ben Schwalb with Leo Gorcey and Huntz Hall started, Jan. 25; "Women's Reformatory," which Broidy will produce, Jan. 26; and "Lord of the Jungle," a Johnny Sheffield starrer which Ford Beebe will produce and direct Feb. 28.

Title Changes

Allied Artists: **"The Warrior"** is the new title for "The Black Prince." (Stars Errol Flynn; Henry Levin directed).

U-I: **"Ain't Misbehavin'"** is the new title for "Three Girls On The Right." (Stars Piper Laurie; Eddie Buzzel directs).

Paramount: **"Hell's Island"** is the final title for "Love Is A Weapon." (Stars John Payne and Mary Murphy; Pine-Thomas produces; Phil Karlson directs).

HOLLYWOOD ...on the wire

RICHARD BERNSTEIN, *Edito*
Hollywood Office
4225½ Lockwood Ave
Hollywood 29. Tel
Normandie 2-6494

One of the immortal literary classics of all time, "Faust," will be brought to the screen by Warner Bros. as a drama with music and featuring a cast of what is called the world's greatest acting and singing talent and on an epic scale in keeping with the importance of the subject. Among star possibilities loom the names of Jack Palance, Jerome Hines, Ezio Pinza, Mario Lanza, Nadine Connor and Eleanor Steber. Top roles to be filled include that of Mephistopheles, the devil; Faust, the master scholar who bartered his soul to the devil, and Marguerite. Much of the Gounod score from his opera of the same name will be utilized in the film version.

* * *

George Murphy, long known as Hollywood's unofficial ambassador of good will, took over public relations duties at M-G-M in addition to his current representation on behalf of the studio and industry with theatre organizations. In his new position, the actor-emissary will serve as the studio's contact with national, state and local civic bodies, as well as other activities formerly assigned to the late Ida Koverman.

* * *

Original negative of Warner Bros., production "This is the Army" was turned over permanently to This is The Army, Inc., on behalf of Army Emergency Relief. . . . Lee J. Cobb was signed by Republic to co-star with John Payne and Mona Freeman in "Man From Texas," an outdoor feature scheduled to start early in January under the direction of associate producer Joe Kane. The picture will be filmed in Trucolor by Consolidated on location at St. George, Utah. "Man From Texas" is from the "Saturday Evening Post" story by Bill Gulick. The screen play was written by Horace McCoy and Allen Rivkin.

* * *

Arthur Kennedy was signed by U-I to co-star with Tony Curtis in "The Rawhide Years," a large-scale Technicolor western which will go into production in mid January with Stanley Rubin producing. Kennedy will portray a gunman who becomes Curtis' partner, later turns against him and in the end is saved from a lynching by Curtis.

* * *

Allied Artists Productions has completed negotiations with Masthead Productions, Inc., under which it will distribute the latter's recently filmed "Murder Is My Bea directed by Edgar Ulmer. . . . Charl Laughton and film editor Robert Gold have completed editing on Paul Gregory "Night of the Hunter," which stars Robc Mitchum, Lillian Gish and Shelley Winte Laughton directed the feature.

* * *

Jack L. Warner announced that Bru Manning has joined Warner Bros. Studi to start preparing the screen play of "T Lion's Share" as a starring vehicle f Clark Gable. Arrangements are for Gable star in "The Lion's Share," a modern dran based on a new novel by Eleanor Buckle The story concerns a test pilot turned avi tion executive. It has been placed on t production schedule of Willis Goldbeck a will roll in 1955.

* * *

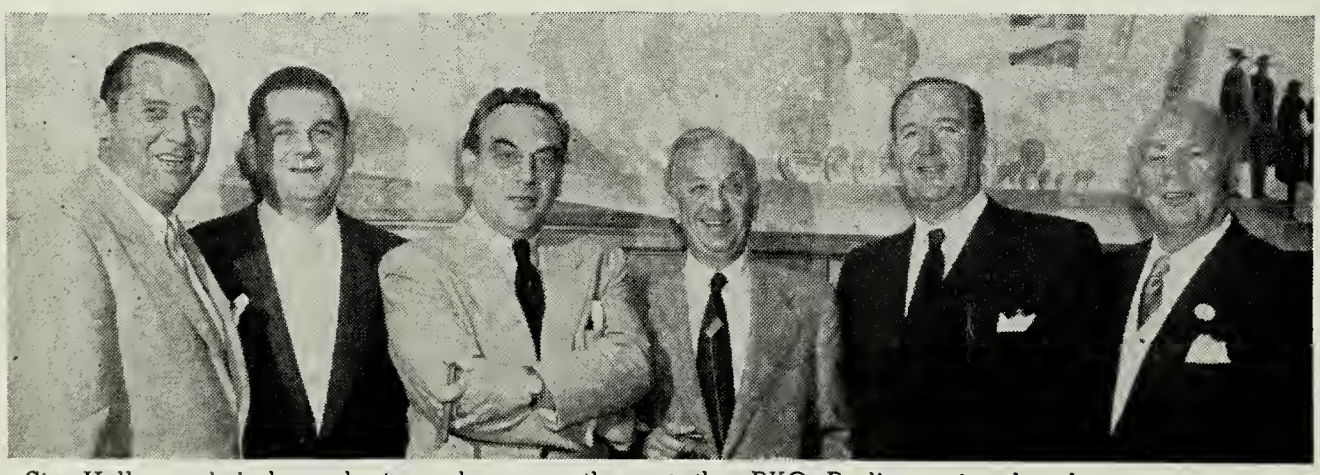
Dorothy Patrick plays the femme lead "Violent Saturday," for 20th Century-Fo Victor Mature stars with her. . . . Jack Ro and Melville Shavelson have entered into multiple-picture agreement with the Par mount studio. Several of these films will made by their own company, Scribe Pr ductions, at Paramount. Rose and Shavels will write the screen plays. Rose will pr duce and Shavelson will direct, as they d for their initial film, "The Seven Litt Boys," which starred Bob Hope. Scribe al has an agreement with Hope Enterprises film three Bob Hope starrers. These are i dependent of the Paramount deal. The ne Paramount agreement goes into effect Ja 3, 1955.

* * *

Producer Sam Spiegel announced that h next production will be from the nove "The Bridge Over the River Kwai." Spi gel currently has "On The Waterfront" i Columbia release. . . . Allied Artists signe Fred MacMurray to star in "Gun Point," a CinemaScope production in Technicolo according to Walter Mirisch, executive pr ducer. The film will roll in Utah in Apr with Vincent M. Fennelly producing an Alfred Werker directing. The screen pla is by Dan Ullman. Joel McCrea was signe last week to a multiple picture pact with th studio. His first film will also be in Cinema Scope and is titled "Wichita." It will b directed by Jacques Tourneur, who earlie this year directed McCrea in "Stranger o Horseback," for 20th Century-Fox releas . . . Warner Bros. will release the Hall Bart lett production, "Unchained," which Bart lett produced, directed and wrote.

* * *

Upon delivery of "Lucy Gallant," the fina picture under its current releasing contrac Pine-Thomas Productions will not continu releasing an annual program of picture through Paramount, it was announced. De claring the parting after 14-years associatio was a most friendly one, Bill Pine and Bi Thomas stated that their decision was base on the current trend of the industry. "Op portunity for the creative independent pr ducer is the greatest in the history of th business," they declared. "Nearly ever major studio, including Paramount, has an nounced its willingness to finance and releas important pictures with commanding bo



Six Hollywood independent producers gather at the RKO Radio regional sales convention in Hollywood to outline plans for the 12 RKO attractions they will make during 1955 to the company's western division sales force. (L to r): Edmund Grainger; Hymie King of the King Brothers, Benedict Bogeaus, Sol Lesser, David Butler and Nat Holt. Each will contribute two films.

Pictures Need Novelty, Freshness n Approach: Producer Fadiman

By Richard Bernstein

Columbia Producer William Fadiman, who as been at various times executive assistant o Dore Schary and Howard Hughes, is firm n maintaining that "you can't have a good icture without a good story." There are exeptions to that rule, Fadiman pointed out, nd these are what he terms "freaks"—picures that are dangerous to handle.

Motion pictures, he contends, must be preented with fresh, unusual or novel angles ontinuously. The novelty in approach to a ubject, he noted, has become a most imporant factor in production. It is, he stressed, he second biggest problems other than castng, Fadiman ventured.

Public Idea Important

"A producer must be aware of the public's dea of entertainment along with his own peronal idea of entertainment," said Fadiman. Every producer at times must compromise n his personal and the public's appraisal."

The Columbia producer went on to state hat "we all work with a margin for error; ve all try to keep this as low as possible. The public may not at times know what they vill like, but they know what they do not ike."

He said that when a producer picks a popular novel and examines the book as a possibility for a screen subject, he asks himself one important question: "Is it entertaining?"

All other factors, Fadiman maintained, are secondary. The next question for a producer, he added, is: "Is this material visual?" In order to answer this, the producer must consider the entertainment value of the material, Fadiman added.

Whether or not novelists are the best translators of their own books into motion picture scripts was the next topic commented on by the Columbia producer. He cited the main cause for the novelist's difficulty in this respect as his "unfamiliarity with our medium."

The recipe blend of a top novel by a novelist and a top screen play by a script writer gives us a first-rate picture, he said.

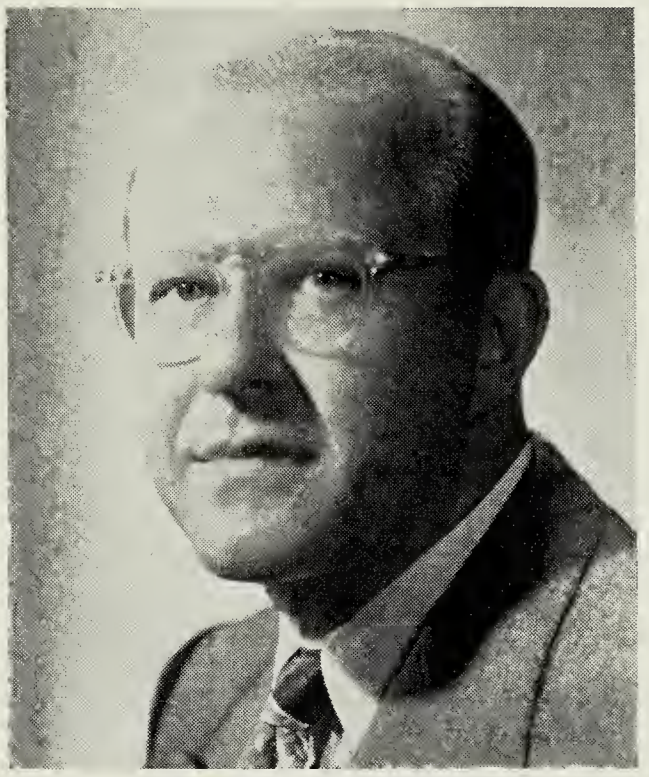
"Rooster" Next

Fadiman is currently at work on "The Gilded Rooster," an adaptation of Richard Emery Roberts' best-seller of the same name. The film will be in color and Victor Mature is the star. Story deals with a man who abhors all forms of civilization until he learns that man cannot live alone in the world.

A previous film, "Bad for Each Other," was also based on a best-seller: Horace McCoy's "Scalpel," a novel. It starred Charlton Heston and Lizabeth Scott.

Upcoming on the Fadiman schedule is "The Life of Franz Liszt," which will be filmed in Europe and in color. Fadiman said that there will be 28 minutes "of the finest music in the world" in the picture.

Another film on which Fadiman is working is "Jubal Troop," which he described as the story of a man's survival and his conflict with life.



WILLIAM FADIMAN

Katzman Pencils 15 Films For New Year

Sam Katzman's Clover Productions program for Columbia Pictures will consist of 15 feature films in 1955, seven in Technicolor and the balance in black-and-white. Katzman has already selected the first six properties and will announce nine more in January.

The Columbia producer says his story department is wide open to writers with action stories, as indicated by the titles of the first six on his schedule. "Jail Bait," a story of juvenile delinquency, is the first and will go before the cameras in January. "Ten Nights in a Harem" will roll in February.

"The Houston Story," dealing with the background of exciting oil strikes in Texas, has a March starting date. "The Attack of the Flying Saucers," a science-fiction thriller, is scheduled for April. "Inside Detroit," a police yarn, is slated for May and "Blackjack Ketchum," a real-life story of one of the West's most famous badmen, will roll in June.

HOLLYWOOD...

office ingredients on an individual picture-by-picture basis. The sought after stars, directors and writers are only interested in projects, regardless whether these projects are controlled by an independent or a major company. We intend to follow this trend and only after we have acquired a story property, developed a screen play and set the stars and the directors will we seek further financing or the release for the picture. We are most appreciative of the cooperation and the friendship of Barney Balaban, Y. Frank Freeman, Don Hartman and all the executives and other with whom we have been associated at Paramount throughout the many years." The first Pine-Thomas production in work under the new policy is "Lincoln McKeever," a novel by Eleazar Lipsky. The screen play is now being written by Winston Miller.

* * *

John Goddard, who just finished a role in Stanley Kramer's "Not As A Stranger," for UA release, has been set for a top role in the independent film, "Kill Me With Kindness." . . . Baynes Barron has been inked for a top role in Sam Katzman's "Duel on the Mississippi," which stars Les Barker and Patricia Medina. William Castle directs. The film will be shot in Technicolor.

* * *

Margaret Fitts has been signed by Columbia to write the screen play of Harriette Arnow's best selling novel, "The Dollmaker," for Producer William H. Wright, thus reuniting the writer-producer teams of "Stars in My Crown," at M-G-M. More recently at M-G-M, Miss Fitts collaborated on the script of "Moonfleet." "The Dollmaker" has been on the best-seller lists of the nation for 31 consecutive weeks. . . . Republic has extended Sterling Hayden's multiple picture contract two years, during which time the actor will make four pictures.

* * *

Producer Lindsley Parsons signed Warren Douglas to write "Son of Jack Slade," which he will film next year for Allied Artists as a sequel to "Jack Slade," a Mark Stevens starrer, which was one of AA's top grossers of the year. . . . Producer Jesse Lasky announced that he has set Frank Sinatra as the star of "The Big Brass Band," which is scheduled to roll in July. Lasky was the first producer to give Sinatra a non-singing role in "Miracle of the Bells." . . . Cameraman Stanley Cortez, who filmed "The Night of the Hunter" for Paul Gregory, will also be cinematographer on Gregory's production of the Norman Mailer best-seller, "The Naked and The Dead."



Paramount executives huddle during the company's recent international promotion co-ordination meeting at the Hollywood studio. (L to r): Sid Blumenstock, advertising manager; Don Hartman, executive producer; Y. Frank Freeman, vice president and studio head, and Jerome Pickman, advertising publicity vice president.

SHORTS—Calendar of Releases

(As far ahead as it is possible to obtain them)

COLUMBIA

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
All Star	6415	Tooting Tooters	2	May 13	17
"	6416	Two April Fools	2	June 17	16
Stooges	6405	Spooks (2-D)	2	Mar. 18	16
"	6406	Pardon My Backfire (2-D)	2	Apr. 15	16
"	6407	Musty Musketeers	2	May 13	16
"	6408	Pals & Gals	2	June 3	17
Color Favorites (Tech.) (Re-Issues)	6608	The Egg Yegg	1	Mar. 31	7½
"	6609	The Way of All Pests	1	May 13	7½
"	6610	Amoozin' But Confoozin'	1	May 27	8
"	6611	A Cat, A Mouse and A Bell	1	June 17	7
"	6612	The Disillusioned Bluebird			
"	6613	Calypso Joe	1	June 24	7
		Mr. Moocher	1	July 8	7
"	6614	The Herring Murder Mystery	1	July 22	7
Assorted 2-Reel Favorites	6425	Two Nuts in a Rut	2	Mar. 11	18
"	6426	She Snoops To Conquer	2	Apr. 29	17½
World of Sports	6806	Tee Magic	1	Mar. 25	9
"	6807	Racquet Wizards	1	Apr. 22	9
"	6808	World Soccer Champions	1	May 20	10
"	6809	Diving Cavalcade	1	June 24	9
"	6810	Target Tricksters	1	Aug. 12	9
Screen Snapshots	6857	Hollywood Goes to Mexico	1	Mar. 25	10½
"	6858	Hula From Hollywood	1	May 6	10½
"	6859	Hollywood's Invisible Man	1	June 10	9
"	6860	Hollywood Grows Up	1	July 15	10½
Thrills of Music	6955	Charlie Barnet & Orch.	1	Apr. 1	10½
"	6956	Skitch Henderson & Orch.	1	June 3	10
Candid Microphone	6554	No. 4	1	Mar. 18	10
"	6555	No. 5	1	June 24	10
Comedy Favorites Re-Issue)	6435	Slappily Married	2	Mar. 4	16½
"	6436	Fiddling Around	2	July 8	17½
Mr. Magoo	6701	Magoo Slept Here	1	Nov. 19	7
"	6702	Magoo Goes Skiing	1	Mar. 11	7
"	6703	Kangaroo Courting	1	July 1	7
U.P.A. Assorted (Tech.)	6503	The Man On The Flying Trapeze	1	Apr. 8	7
"	6504	Fudget's Budget	1	June 17	7
Topnotchers	6901	Canine Crimebusters	1	Apr. 15	10
"	6902	Push Back the Edge	1	May 27	10
Serials 15 chapters	6160	Gunfighters of the Northwest	...	April 15	.....
" "	6180	Batman	...	July	.....
1954-55					
All Star	7411	The Fire Chaser	2	Sept. 30	16
"	7412	Kids Will be Kids	2	Dec. 9	16
Three Stooges	7401	Knutsy Knight	2	Sept. 2	17½
"	7402	Shot in Frontier	2	Oct. 7	16
"	7403	Scotched in Scotland	2	Nov. 4	15½
Color Favorites	7601	Imagination	1	Sept. 2	8
(Tech. Re-issue)	7602	Red Riding Hood Rides Again	1	Oct. 7	7
"	7603	A Hunting We Won't Go	1	Nov. 4	7
"	7604	Gifts from the Air	1	Nov. 25	7½
"	7605	Mysto Fox	1	Dec. 9	7
Assorted Favorites	7421	His Hotel Sweet	2	Sept. 16	17½
"	7422	Billie Gets Her Man	2	Oct. 14	17
"	7423	Cupid Goes Nuts	2	Dec. 2	16
World of Sports	7801	Argentine Athletes	1	Sept. 16	10
"	7802	Hunting Thrills	1	Oct. 14	10
"	7803	Skiing the Andes	1	Nov. 11	10
Screen Snapshots	7851	Hollywood Marches On	1	Sept. 23	10½
"	7852	Hollywood Stars on Parade	1	Oct. 21	9½
"	7853	Hollywood Cowboy Stars	1	Nov. 18	.....
"	7854	Hollywood Life	1	Dec. 1	6
Thrills of Music (Re-issue)	7951	Ted Weems & Orch.	1	Sept. 9	10½
"	7952	Gene Krupa & Orch.	1	Nov. 11	10
Candid Microphone	7953	The Lecuona Cuban Boys	1	Dec. 23	10½
"	7551	No. 1	1	Sept. 23	11
U.P.A. Assorted Tech.)	7552	No. 2	1	Dec. 2	10½
One Reel Special	7501	How Now Boing Boing	1	Sept. 23	7½
Comedy Favorites (Re-issue)	7999	Autumn in Rome	1	Sept. 2	9
"	7431	Wedding Belle	2	Oct. 21	17
"	7432	Rolling Down to Reno	2	Nov. 18	10½
Serials—15 Chapters	7433	The Good Bad Egg	2	Dec. 16	17
	7120	Riding With Buffalo Bill	...	Nov. 11	.....

METRO-GOLDWYN-MAYER

Cartoon (Tech.)	W-539	The Impossible Possum	1	Mar. 20	7
" "	*W-540	Hic-Cup Pup	1	April 17	6
" "	W-541	Billy Boy	1	May 8	6
" "	W-542	Little School Mouse	1	May 29	7
" "	W-543	Sleep Time Squirrel	1	June 19	7
" "	*W-544	Homesteader Droopy	1	July 10	8
" "	W-545	Bird Brain Bird Dog	1	July 31	7
" "	*W-546	Baby Butch	1	Aug. 14	8
Pete Smith Spec. (Technicolor)	*S-557	Fih Tales (Technicolor)	1	Mar. 13	8
"	*S-558	Do Someone A Favor	1	Apr. 10	9
"	S-559	Out For Fun	1	May 8	10
"	*S-560	Safe at Home	1	June 12	8
Gold Medal Reprint Cartoons (Tech.)	*W-567	Trap Happy	1	Mar. 6	7
"	*W-568	Solid Serenade	1	Apr. 3	7
CinemaScope Musical Gems (Technicolor)	K572	Poet & Peasant Overture	1	Mar. 19	9
"	K573	MGM Jubilee Overture	1	June 25	10
1954-55					
Cartoons (Tech.)	W-632	Mice Follies	1	Sept. 4	7
"	W-634	Farm of Tomorrow	1	Sept. 18	7
"	*W-636	Neapolitan Mouse	1	Oct. 2	7
"	*W-638	The Flea Circus	1	Nov. 6	7
"	*W-639	Downhearted Duckling	1	Nov. 13	7
"	*W-640	Dixeland Droopy	1	Dec. 4	8
Gold Medal Reprint Cartoons (Tech.)	*W-661	Cat Fishin'	1	Oct. 30	8
Fitzpatrick Traveltalk Reprints	*T-611	Yosemite, The Magnificent	1	Sept. 11	9
"	*T-612	Grand Canyon, Pride of Creation	1	Oct. 16	9
"	*T-613	Picturesque Patzcuaro	1	Nov. 27	
"	*T-614	Glacier Park & Waterton Lakes	1	Dec. 25	
CinemaScope Musical Gems (Tech.)	K-674	The Thieving Magpie	1	Sept. 1	
"	K-675	The Strauss Fantasy	1	Oct. 22	
Pete Smith Specialties	S-651	The Camera Caught	1	Oct. 9	
	S-652	Rough Riding (Tech.)	1	Dec. 11	
Cinemascope Cartoons (Tech.)	C-631	Pet Peeve	1	Nov. 20	
	C-633	Touche Pussy Cat	1	Dec. 18	

* NOTE: Suitable for screens up to 1.71-to-1 ratio.

PARAMOUNT

Popeye (Tech.)	E13-4	Popeye's 20th Anniversary	1	Apr. 2	
"	E13-5	Taxi-Turvey	1	June 4	
"	E13-6	Bride and Gloom	1	July 2	
"	E13-7	Greek Mirthology	1	Aug. 13	
"	E13-8	Fright To A Finish	1	Aug. 27	
Pacemaker	K13-3	The Room That Flies	1	Mar. 26	1
"	K13-4	What's Wrong Here	1	Apr. 30	1
"	K13-5	Million Dollar Playground	1	May 5	1
"	K13-6	Touchdown Highlight	1	Aug. 20	1
Sportlight	R13-7	Kids on a Springboard	1	Feb. 26	1
"	R13-8	Riding The 'Glades	1	Mar. 12	
"	R13-9	Rough and Tumble Stick Games	1	Apr. 30	
"	R13-10	The Men Who Can Take It	1	June 18	
"	R13-11	Untitled	1	July 23	
"	R13-12	One Hundred Usual Boys	1	Aug. 6	
Topper	M13-3	Wings in the North	1	Feb. 19	1
"	M13-4	Bear Jam	1	Mar. 19	1
"	M13-5	Three Wishes	1	Apr. 9	1
"	M13-6	The Darkest Florida	1	July 9	1
Caspar (Tech.)	B13-3	Boo Moon (3-D)	1	Mar. 5	
"	B13-4	Zero The Hour	1	Mar. 26	
"	B13-5	Casper Genie	1	May 28	
"	B13-6	Puss'n Boot	1	July 16	
Noveltoon (Tech.)	P13-3	Crazy Town	1	Feb. 12	
"	P13-4	Hair Today, Gone Tomorrow	1	Apr. 16	
"	P13-5	Candy Cabaret	1	June 11	
"	B13-6	The Oily Bird	1	July 30	
Herman & Katnip (Tech.)	H13-3	Surf and Sound	1	Mar. 5	
"	H13-3	Of Mice & Menance	1	June 25	
"	H13-4	Ship-A-Hooey	1	Aug. 20	
1954-55					
Cartoon Chmapion (Tech.)	S14-1	We're in the Honey	1	Oct. 1	
"	S14-2	Butterscotch and Soda	1	Oct. 1	
"	S14-3	Sudden Fried Chicken	1	Oct. 1	
"	S14-4	The Friendly Ghost	1	Oct. 1	
"	S14-5	The Bored Cuckoo	1	Oct. 1	
"	S14-6	Santa's Surprise	1	Oct. 1	
Headliner Champion	A14-1	Speaking of Animals and their Families	1	Oct. 1	
"	A14-2	Speaking of Animals in a Musical Way	1	Oct. 1	
"	A14-3	Stork Crazy	1	Oct. 1	
"	A14-4	The Lonesome Stranger	1	Oct. 1	
"	A14-5	Calling All Animals	1	Oct. 1	
Sportlight	R14-1	Twin Riding Champs	1	Oct. 1	
"	R14-2	Hot & Cold Glides, Slides & Rides	1	Oct. 22	
"	R14-3	What Everybody Rides	1	Nov. 5	
"	R14-4	Boyhood Thrills	1	Dec. 10	
"	R14-5	Pike's Peak Arena	1	Dec. 24	
"	R14-6	Untitled	1	Jan. 7	
Pacemaker	K14-1	Drilling for Girls in Texas	1	Oct. 8	
"	K14-2	How to Win at the Races	1	Dec. 17	1
"	K14-3	Untitled	1	Jan. 21	
Casper (Tech.)	B14-1	Boos and Arrows	1	Oct. 15	
"	B14-2	Boo Ribbon Winner	1	Dec. 3	
"	B14-3	Hide and Shriek	1	Jan. 28	
Noveltoon (Tech.)	P14-1	Fido Beta Kappa	1	Oct. 19	
"	P14-2	No Ifs, Ands or Butts	1	Dec. 17	
Popeye (Tech.)	E14-1	Private Eye Popeye	1	Nov. 12	
"	E14-2	Gopher Spinach	1	Dec. 10	
"	E14-3	Cookin' With Gags	1	Jan. 14	
Topper	M14-1	The Nerve of Some People	1	Nov. 19	1
Herman & Catnip (Tech.)	H14-1	Rail-Rodents	1	Nov. 26	
VistaVision Specials (Tech)	T14-1	Vistavision Visits Norway	2	Nov. 5	1

RKO-RADIO

RKO-Pathe Specials	43104	Taming the Crippler	2	Mar. 26	1
Walt Disney (Tech.)	44107	Donald's Diary	1	Mar. 5	
"	44108	The Lone Chipmunks	1	Apr. 7	
"	44109	Pigs' Is Pigs	1	May 21	
"	44110	Casey Bats Again	1	June 18	
"	44111	Dragon Around	1	July 16	
"	44112	Grin and Bear It	1	Aug. 13	
Sportscopes	44308	Dog Scents	1	Mar. 19	
"	44309	International Road Race	1	Apr. 16	
"	44310	Leather & Lather	1	May 14	
"	44311	Desert Anglers	1	June 11	
"	44312	Hot Rod Galahads	1	July 9	
"	44313	Water Ski Marathon	1	Aug. 6	
Screenliners	44207	Golden Gate	1	Mar. 5	
"	44208	Mission Ship	1	Apr. 11	1
"	44209	Black Painer	1	Apr. 30	
"	44210	Untroubled Border	1	May 28	
"	44211	Long Time No See	1	June 25	
"	44212	Riding The Wind	1	July 23	
"	44213	The Big Part	1	Aug 20	
Sports Specials	43801	Basketball Headliners	2	Apr. 16	1
Adventures in Music	44601	Melody (3D)	1	June 12	1
	44701	Melody (2-D)	1	June 12	1
Marquee Musicals	44001	Two for the Record	1	Apr. 23	
"	44002	Johnny Fedora and Alice Blue Bonnet	1	May 21	
"	44003	The Martins and the Coys	1	June 18	
"	44004	Casey at the Bat	1	July 16	
RKO Pathe Specials	53101	The Iron Fence	2	Oct. 8	2
" "	53102	Circus Trainer	2	Nov. 12	1
" "	53103	Fast Freight	2	Dec. 17	1
My Pal (Re-releases	53201	I Found a Dog	2	Oct. 8	2
"	53202	Pal's Return	2	Nov. 5	2
Ray Whitley					

SHORT SUBJECT RELEASES (CONTINUED)

REPUBLIC

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Serial	5383	Trader Tom of the China Seas	12 Ep.	Jan. 11	----
"	5384	Manhunt in African Jungle	15 Ep.	April 7	----
"	5481	Man With the Steel Whip	12 Ep.	July 19	----
"	5482	Ghost Riders of the West (formerly The Phantom Rider)	12 Ep.	Oct. 11	----
Short Subjects	9225	Hong Kong	1	Jan. 15	9
" "	9226	Formosa	1	May 10	9
" "	5385	Ireland	1	Aug. 1	9
" "	.....	Thailand	1	Nov. 15	9
" "	.....	Bali	1	Dec. 15	9
Commando Cody Adventures	5279	Captives of the Zero Hour	3	Aug. 7	30

TWENTIETH CENTURY-FOX

1954

Terrytoon (Tech.)	5407	Mighty Mouse in the Helpless Hippo	1	March	7
" "	5408	Terry Bears In Pet Problems	1	March	7
" "	5409	The Frog and the Princess (Re-release)	1	March	7
" "	5410	Little Roquefort in Prescription For Percy	1	April	7
" "	5411	Heckle and Jeckle the Talking Magpies in Satisfied Customers	1	April	7
" "	5412	Mighty Mouse in the Wreck of the Hesperus (Re-release)	1	April	7
" "	5413	Phoney Baloney in the Tale Teller	1	May	7
" "	5414	Willie the Walrus in Arctic Rivals	1	May	7
" "	5415	Gandy Goose in the Ghost Town (Re-release)	1	May	7
" "	5416	Terry Bears in a Howling Success	1	June	7
" "	5417	A Day in June	1	June	7
" "	5418	Percival Sleuthhound in Paris	1	July	7
" "	5419	Gandy Goose in Fishermans Luck	1	July	7
" "	5420	Little Roquefort in the Cat's Revenge	1	Aug.	7
" "	5421	Ants in Your Pantry (Re-release)	1	Aug.	7
" "	5422	The Reformed Wolf	1	Sept.	7
" "	5423	A Wacky Romance (Re-release)	1	Oct.	7
" "	5424	Heckle and Jeckle in Blue Plate Symphony	1	Nov.	7
" "	5425	Torrid Toreador (Re-release)	1	Dec.	7
Sport	3401	Touchdown Trophies	1	April	8
"	3402	Dizzy Diving	1	July	8
"	3403	Sporty Simians	1	Sept.	7
"	3404	Untitled	1	Oct.	
"	3405	Untitled	1	Nov.	
"	3406	Untitled	1	Dec.	
See It Happen (Movietone)	6401	Accent on Courage	1	April	9
"	6402	Tumult	1	April	9
"	6403	Isles of Destiny	1	Aug.	9
"	6404	Untitled	1	Oct.	9
"	6405	Untitled	1	Nov.	9
"	6406	Untitled	1	Dec.	9
CinemaScope (Tech.)	7402	Dancers of the Deep	1	Jan. ----	6
"	7405	Polovetzian Dances	1	Feb. ----	8
"	7406	Tournament of Roses	2	Feb. ----	18
"	7407	The New Venezuela	1	Mar. ----	10
"	7408	Haydn's Farewell Symphony	1	Mar. ----	9
"	7415	Roger Wagner Chorale	1	Apr. ----	8
"	7416	New Horizons	1	April ----	10
"	7417	Land of Legend	1	May ----	9
"	7410	First Piano Quartet	1	May ----	10
"	7411	Motion Picture Stunt Pilot	2	May ----	17
"	7419	Calypso Cruise	1	June ----	9
"	7418	Piano Encores	1	July ----	10
"	7409	Jet Carrier	2	Aug. ----	19
"	7414	Miracle of Stereophonic Sound	1	Aug. ----	11
"	7420	Pride of the Nation	1	Sept. ----	12
"	7421	Fabulous Las Vegas	2	Oct. ----	19
"	7422	The CinemaScope Parade	2	Oct. ----	22
"	7423	El Toro (DeLuxe Color)	1	Oct. ----	9
"	7425	Empire Games (Color	1	Oct. ----	13
"	7426	Fly To Fish (DeLuxe Color)	1	Nov. ----	10
"	7427	Far East Bastions	1	Nov. ----	10
"	7424	Queens Guard (De Luxe Color)	2	Dec. ----	16

UNIVERSAL

1953-54

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Musical Featurette	9305	Rhythm and Rhyme	2	Apr. 23	15
" "	9306	The Four Aces Sing	2	May 28	15
" "	9307	"Tennessee Ernie" Ford and Molly In Corral Cuties	2	June 21	15
" "	9308	Birth of a Band	2	July 16	15
" "	9309	College Capers	2	Aug. 16	15
" "	9310	Going Strong	2	Oct. 11	15
" "	9311	Leave It to Harry	2	Oct. 25	15
Variety View	9341	Byways To Broadway	1	July 26	15
"	9342	Bow River Valley	1	Aug. 16	15
"	9343	Brooklyn Goes To Chicago	1	Oct. 11	15
"	9344	Moving Thru Space	1	Apr. 12	8
"	9345	Stallions on Parade	1	July 26	8
"	9346	Brooklyn Goes to Philadelphia	1	Aug. 30	8
"	9347	Dear Myrtle	1	Sept. 27	8
"	9348	Port of Merchants	1	Oct. 25	8
Woody Woodpecker Cartune (Tech.)	9324	Alley to Bali	1	Mar. 15	7
"	9325	Under the Counter Spy	1	May 10	7
"	9326	Dig That Dog	1	Apr. 12	7
"	9327	Hay Rube	1	June 7	7
"	9328	Hot Rod Huckster	1	July 5	7
"	9329	Broadway Bow Wows	1	Aug. 2	7
"	9331	Real Gone Woody	1	Aug. 30	7
"	9332	Five Feathered Frenzy	1	Sept. 20	7
"	9330	Pig in a Pickle	1	Oct. 25	7
"	9333	Convict Concerto	1	Nov. 20	7
Color Parade	9382	Royal Mid-Ocean Visit	1	Mar. 1	9
" "	9383	Rolling in Style	1	Apr. 12	9
" "	9384	Fair Today	1	May 10	9
" "	9385	Talent Scout	1	June 14	9
" "	9386	Star Studded Ride	1	July 19	9
" "	9387	Bonus Land	1	Sept. 20	9
" "	9388	Holiday Ahead	1	Oct. 25	9

1954-55

Musical Featurette	1301	Champ Butler Sings	2	Nov. 29	15
" "	1302	Road Show	2	Dec. 30	15
Variety View	1321	I'm Cold	1	Dec. 20	6
"	1322	Helter Shelter	1	Jan. 17	6

VITAPHONE

Technicolor Specials	1008	Continental Holiday	2	Apr. 10	20
"	1009	Declaration of Independence	2	May 15	20
"	1010	Silver Lightning	2	July 17	15
"	1011	Frontier Days	2	June 12	20
"	1012	Who's Who in the Zoo	2	Aug. 21	17
Featurettes	1104	This Wonderful World	2	Apr. 3	20
"	1105	California Jr. Symphony	2	May 29	20
"	1106	This Was Yesterday	2	July 31	20
Blue Ribbon Cartoons (Tech)	1309	Gay Anties	1	Apr. 24	7
"	1310	The Cat Came Back	1	June 5	7
"	1311	One Meat Brawl	1	July 10	7
"	1312	Along Came Daffy	1	July 24	7
"	1313	Mouse Menace	1	Aug. 14	7
Joe McDoakes Comedy	1404	So You Want to be Your Own Boss	1	Mar. 13	10
	1405	So You Want To Go To A Night Club	1	May 1	10
"	1406	So You Want To Be A Banker	1	July 3	10
Sports Parade (Tech.)	1506	Heart of a Champion	1	Mar. 20	10
	1507	Carvinal in Rio	1	Apr. 24	10
"	1508	Off To The Races	1	June 26	10
"	1509	G. I. Holiday	1	Aug. 7	10
"	1510	Hunting Dogs At Work	1	May 22	10
Vitaphone Novelties	1604	I Remember When	1	Apr. 3	10
"	1605	Thrills From The Past	1	May 8	10
"	1606	When Sports Were King	1	June 19	10
"	1607	Wild Boar Hunt	1	Aug. 28	10
(Tech.)	1713	Design For Leaving	1	Mar. 27	7
"	1714	The Cat's Bah	1	Mar. 20	7
"	1715	Bell-Hoppy	1	Apr. 17	7
"	1716	Dr. Jerkyl's Hide	1	May 8	7
"	1717	Claws For Alarm	1	May 22	7
"	1718	Little Boy Boo	1	June 5	7
"	1719	Muzzle Tough	1	June 26	7
"	1720	The Oily American	1	July 10	7
"	1721	Satan's Waitin'	1	Aug. 7	7
"	1722	Stop, Look & Hasten	1	Aug. 14	7
Bugs Bunny Specials (Tech.)	1726	Bugs and Thugs	1	Mar. 13	7
"	1727	No Parking Hare	1	May 1	7
"	1728	Bewitched Bunny	1	July 24	7
"	1729	Devil May Hare	1	June 19	7
"	1730	Yankee Doodle Bugs	1	Aug. 28	7
Melody Master	1805	Jammin' The Blues	1	Apr. 17	9
"	1806	Cavalcade Of Dance	1	July 3	9

1954-55

Technicolor Specials	2001	Gay Parisian	2	Sept. 11	20
"	2002	In Fourteen Hundred Ninety-Two	2	Oct. 9	20
"	2003	Mariners Ahoy	2	Nov. 6	20
Featurettes	2101	Wells Fargo Days	2	Sept. 25	----
"	2102	Camera Hunting	2	Nov. 20	----
Blue Ribbon Cartoons (Tech.)	2301	Rhapsody in Rivets	1	Sept. 11	7
"	2302	Inki At The Circus	1	Oct. 16	7
"	2303	Foxy Duckling	1	Nov. 6	7
"	2304	The Shell-Shocked Egg	1	Nov. 27	7
Joe McDoakes Comedy	2401	So You're Taking a Roomer	1	Oct. 30	10
Sports Parade (Tech.)	2501	Circus On Ice	1	Sept. 18	10
	2502	Hatteras Honkers	1	Oct. 23	10
Vitaphone Novelties	2601	This Mechanical Age	1	Oct. 2	10
"	2602	Skiflight	1	Nov. 13	10
M. M. Cartoons (Tech.)	2701	Gone Batty	1	Sept. 4	7
	2702	Goo Goo Goliath	1	Sept. 18	7
"	2703	By Word of Mouse	1	Oct. 2	7
"	2704	From A To Z-Z-Z	1	Oct. 16	7
"	2705	Quack Shot	1	Oct. 30	7
"	2706	My Little Duckaroo	1	Nov. 27	7
Bugs Bunny Specials (Tech.)	2723	Lumber Jack-Rabbit	1	Nov. 13	7
Melody Master	2801	Melody of Youth	1	Sept. 4	9
"	2802	Skinnay Ennis & Orch.	1	Oct. 23	9

"SOCK POTENTIAL!"

Packs thrill after thrill! Pungent, stirrin drama! Well paced, exciting!

—FILM D.

"SHIELD FOR MURDER"

"A real thriller! From opening credits to final fade-out ... increasingly mounting suspense!" *—M. P. HERALD*

"Certain to be well to the forefront in both revenue records and audience satisfaction! Gripping...exciting, action-laden, suspenseful!" *—BOXOFFICE*

"The exhibitor who plays this hard-boiled action story will have little to worry about!" *—HOLLYWOOD REPORTER*

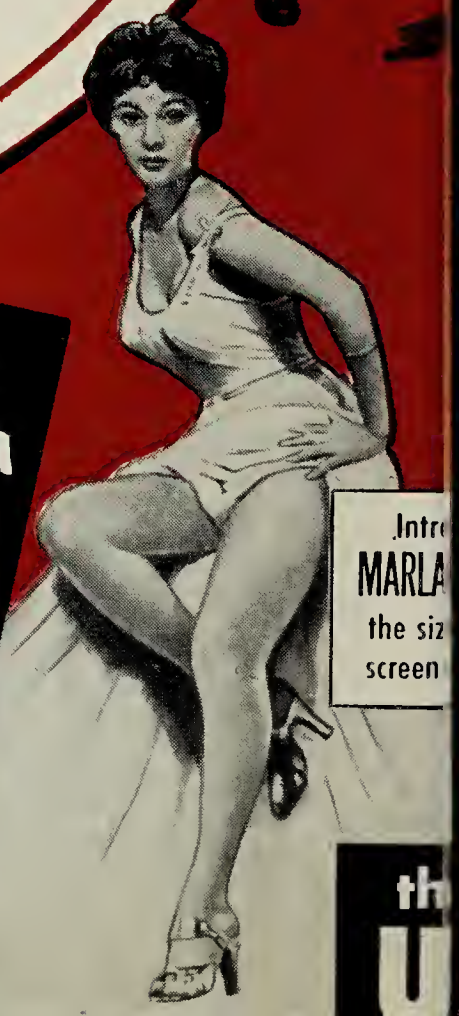
"Packed with suspense from start to finish! Breathtaking action ... startling violence!" *—M. P. DAILY*

"Tension and suspense of a high order!"

—INDEPENDENT FILM JOURNAL







Intr
MARLA
the siz
screen

starring

EDMOND O'BRIEN

also starring JOHN AGAR with Emile Meyer · Carolyn Jones · Hugh Sanders

Produced by AUBREY SCHENCK · Directed by EDMOND O'BRIEN and HOWARD W. KOCH

Screenplay by RICHARD ALAN SIMMONS and JOHN C. HIGGINS · A SCHENCK-KOCH PRODUCTION Music by PAUL DUNLAP

THE Independent FILM JOURNAL

DEVOTED *to the* BEST INTERESTS *of the* MOTION PICTURE INDUSTRY

In this issue

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4, No. 13 January 8, 1955

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Please—
Mr. New York Times!

WE are addressing this editorial to the publishers of the New York Times.

It doesn't require a crystal ball to see that the reviews of motion pictures by Bosley Crowther, movie critic of your newspaper, follow the same destructive and derogatory pattern of his predecessors, Mordaunt Hall and Frank Nugent.

There is a basic fact that must be recognized. Mr. Crowther has obviously received his instructions as to the policy of the newspaper. He could not violate that policy and retain his position.

Mr. Crowther is a brilliant writer but he now finds himself in the unenviable position of writing movie criticisms, as did former incumbents in his position,

(See Page 5)

START THE NEW YEAR
CELEBRAT

A WEALTH OF PRODUCT FOR EVERY TYPE OF THEATRE! ASK YOUR BRANCH! CAPITALIZE ON M-G-M's NATIONWIDE PROMOTION!

"BAD DAY AT BLACK ROCK" *(January)*
(*CinemaScope—Color*) . starring Spencer Tracy . Robert Ryan . co-starring Anne Francis . Dean Jagger . Walter Brennan . John Ericson . Ernest Borgnine . Lee Marvin Russell Collins

"GREEN FIRE" *(January)*
(*CinemaScope—Color*) . starring Stewart Granger . Grace Kelly . Paul Douglas . co-starring John Ericson . with Murvyn Vye

"MANY RIVERS TO CROSS" *(February)*
(*CinemaScope—Color*) . starring Robert Taylor . Eleanor Parker . with Victor McLaglen . Russ Tamblyn . Jeff Richards . James Arness

"JUPITER'S DARLING" *(February)*
(*CinemaScope—Color*) . starring Esther Williams . Howard Keel . Marge and Gower Champion . George Sanders with Richard Haydn . William Demarest



Throughout the nation M-G-M's happy box-office celebration is getting under way. Editorials in the trade press acclaim M-G-M's Salute to the theatres. Thank you, Mr. Editor! And thanks to the thousands of showmen who have expressed enthusiasm for M-G-M's Box-office Ballyhoo and who are launching their own local Celebration!

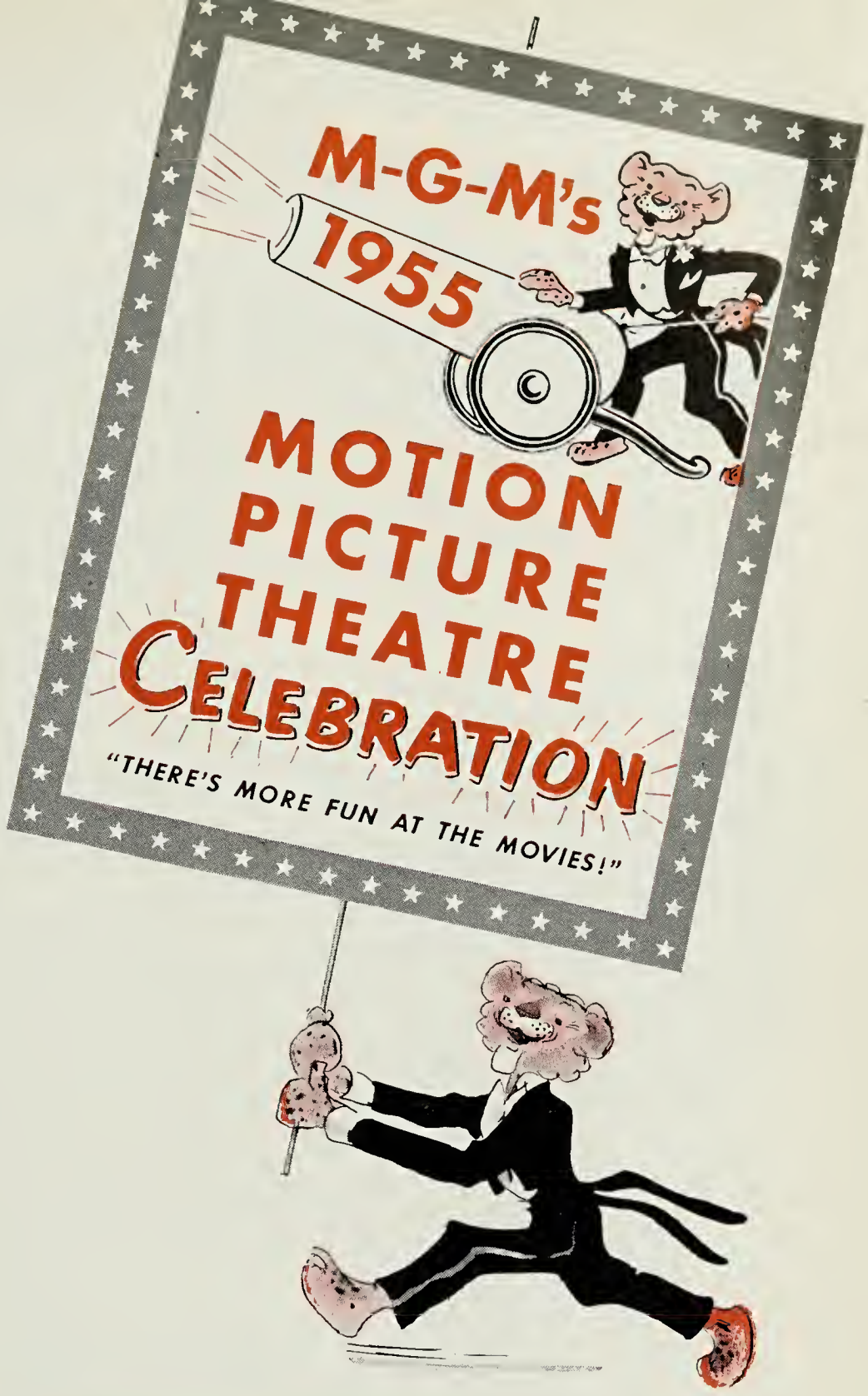
WITH A BANG!

"HIT THE DECK" *(March)*
(*CinemaScope—Color*) . starring Jane Powell . Tony Martin . Debbie Reynolds . Walter Pidgeon . Vic Damone . Gene Raymond . Ann Miller . Russ Tamblyn with Kay Armen . J. Carrol Naish . Richard Anderson Jane Darwell

"INTERRUPTED MELODY" *(March)*
(*CinemaScope—Color*) . starring Glenn Ford . Eleanor Parker . with Roger Moore . Cecil Kellaway

"THE GLASS SLIPPER" *(April)*
(*Color*) . starring Leslie Caron . Michael Wilding . with Keenan Wynn . Estelle Winwood . Elsa Lanchester Barry Jones

"BEDEVILLED" *(April)*
(*CinemaScope—Color*) . starring Anne Baxter . Steve Forrest . with Simone Renant . Maurice Teynac . Robert Christopher . Joseph Tomelty and Victor Francen



AND THESE CURRENT PRODUCTIONS!

"BETRAYED" (*Color*)
starring Clark Gable • Lana Turner • Victor Mature • co-starring Louis Calhern

"ROGUE COP"
starring Robert Taylor • Janet Leigh • George Raft • co-starring Steve Forrest • Anne Francis

"BRIGADOON" (*CinemaScope—Color*)
starring Gene Kelly • Van Johnson • Cyd Charisse • with Elaine Stewart • Barry Jones • Albert Sharpe

"ATHENA" (*Color*)
starring Jane Powell • Edmund Purdom • Debbie Reynolds • Vic Damone • Louis Calhern • with Linda Christian • Evelyn Varden Ray Collins

"BEAU BRUMMELL" (*Color*)
starring Stewart Granger • Elizabeth Taylor • Peter Ustinov • with Robert Morley

"THE LAST TIME I SAW PARIS" (*Technicolor*)
starring Elizabeth Taylor • Van Johnson • Walter Pidgeon • Donna Reed • with Eva Gabor • Kurt Kasznar

"CREST OF THE WAVE"
starring Gene Kelly • with John Justin • Bernard Lee • Jeff Richards

"DEEP IN MY HEART" (*Color*)
starring Jose Ferrer • Merle Oberon • Helen Traubel • and Guest Stars: Walter Pidgeon • Paul Henreid • Rosemary Clooney • Gene & Fred Kelly • Jane Powell • Vic Damone • Ann Miller • Cyd Charisse Howard Keel • Tony Martin • with Doe Avedon • Tamara Toumanova Paul Stewart • Isobel Elsom • William Olvis • James Mitchell

AND THESE BIG FUTURE M-G-M ATTRACTIONS COMING!

"MOONFLEET" (*CinemaScope—Color*)
starring Stewart Granger • George Sanders • Joan Greenwood • Viveca Lindfors • with Jon Whiteley • Melville Cooper

"IT'S ALWAYS FAIR WEATHER" (*CinemaScope—Color*)
starring Gene Kelly • Dan Dailey • Cyd Charisse • Dolores Gray Michael Kidd

"THE SCARLET COAT" (*CinemaScope—Color*)
starring Cornel Wilde • Michael Wilding • George Sanders • Anne Francis • with Robert Douglas • John McIntire • and Bobby Driscoll

"BLACKBOARD JUNGLE"
starring Glenn Ford • Anne Francis • Louis Calhern • Margaret Hayes

"THE KING'S THIEF" (*CinemaScope—Color*)
starring Ann Blyth • Edmund Purdom • David Niven • George Sanders with Roger Moore

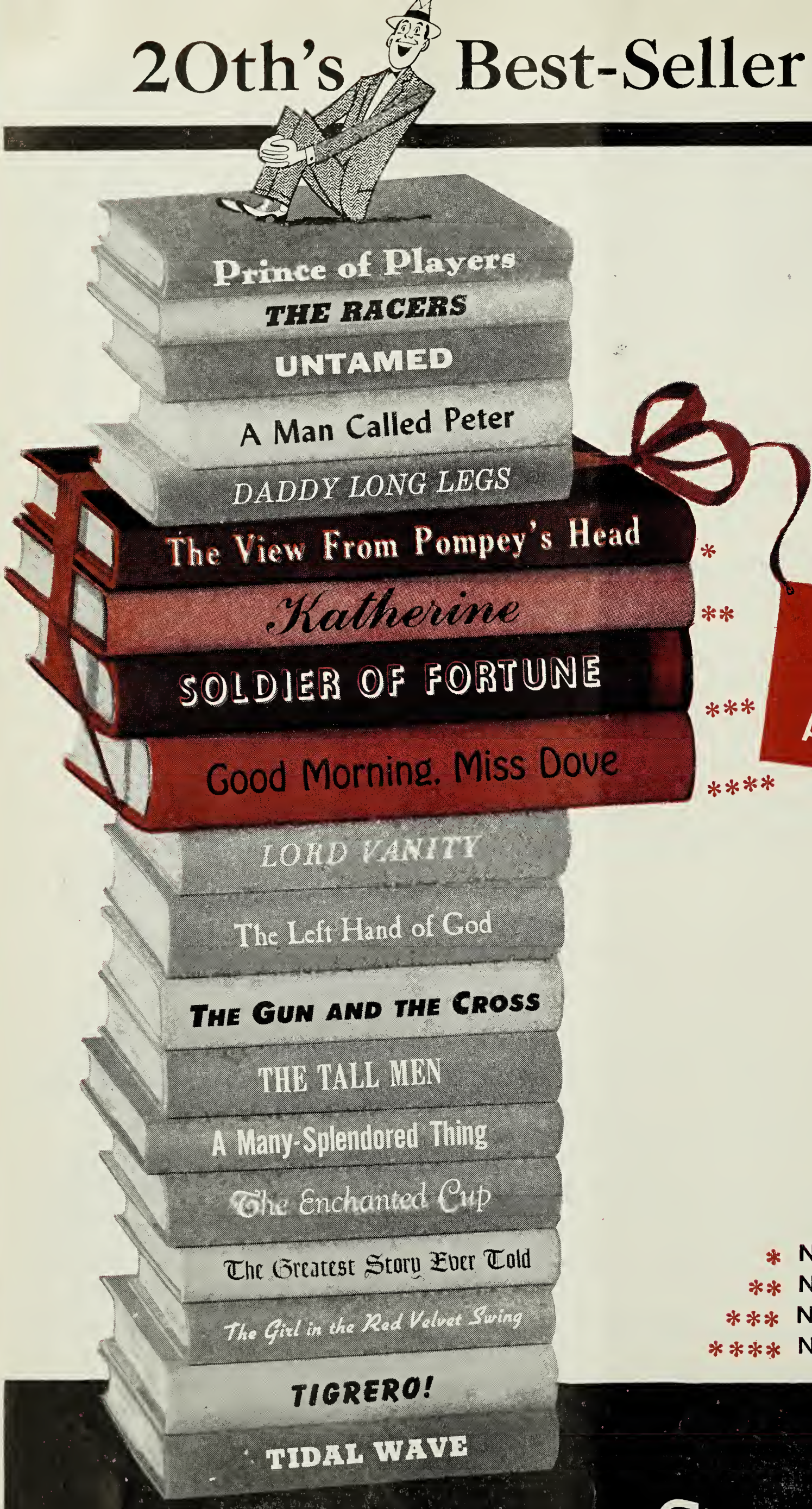
"THE MARAUDERS" (*Color*)
starring Dan Duryea • Jeff Richards • Keenan Wynn • Jarma Lewis

"LOVE ME OR LEAVE ME" (*CinemaScope—Color*)
starring Doris Day • James Cagney • Cameron Mitchell • with Robert Keith • Tom Tully • Harry Bellaver

"THE PRODIGAL" (*CinemaScope—Color*)
starring Lana Turner • Edmund Purdom • Louis Calhern • with Audrey Dalton • James Mitchell • Neville Brand • Walter Hampden • Taina Elg Francis L. Sullivan • Joseph Wiseman • Sandra Descher

AND MANY MORE BIG ONES INCLUDING THE INDUSTRY'S GREATEST LINE-UP OF SHORT SUBJECTS!

20th's Best-Seller List!



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THE 4 HOTTEST BEST-SELLERS IN AMERICA TODAY!

* NUMBER ONE
** NUMBER TWO
*** NUMBER THREE
**** NUMBER FOUR

"It's a pleasure to do business with 20th CINEMASCOPE *Fox!"*

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

January 8, 1955
Vol. 34 No. 13

which the public no longer heeds. He blasted "White Christmas" but every Christmas should be as "dull" as this one. It was only the box office champion of 1954 with a conservative expectation of a $12,000,000 gross!

There are countless other pictures of past years, all proven box office attractions, that have been shabbily treated in Times reviews. There is "Vera Cruz" with "nothing to redeem this film—not even the spirit of the season," promising to become the biggest grossing picture in the history of United Artists.

Then too, there is "Deep In My Heart," the "turkey that calls for a strong digestive system," that is laying some golden eggs for M-G-M. The "streetcar named 'Desiree'" is going places with the public, with an estimated gross of $4,500,000.

The "so-what goal" of "Executive Suite" and the "occasional brittle joke" in "Woman's World," which Mr. Crowther would have titled "Executive Sweeties" have already brought distributor grosses aggregating $3,000,000 for each picture.

Even 1953's biggest grosser, "The Robe," which is presently the second top box office picture of all time, with a gross in excess of $19,000,000, affected his "burdened senses with a feeling of frank monotony."

And how about all the repeated, caustic jibes at CinemaScope, the process which has done more in recent years than any other innovation to revitalize the public interest in motion pictures?

We could go back years and mention many, many more pictures that were needlessly torn apart by Times reviews but it would only be laboring the point.

So we say, please, Mr. New York Times, do not ever dispense with the services of Mr. Crowther. He no longer counts as a critic of motion pictures for his own readers have come to regard him as a master writer with a destructive role to play. The fact that many of the pictures that he criticises most severely have been the most popular is the best evidence that this is true.

We also ask our colleagues, the motion picture producers, not to seek to retain the services of Mr. Crowther for it should be evident that the policy of the New York Times will not change. The employment of Mr. Crowther, no matter how brilliant his writing, can only take away from the New York Times a critic who has neutralized himself with the movie-going readers of that newspaper. In this case, the status quo is desirable since unfair criticism eventually reaches the level of public awareness just as water seeks its own level.

Already the criticisms of Mr. Crowther's assistants are being cut from the same bolt of cloth. Even valid criticism is often couched in either sarcasm, wise cracks or other irresponsible reporting. It means nothing for a Times movie review to subject many important motion pictures to unwarranted ridicule. It means nothing to expose films to microscopic analysis and clinical dissection.

In many Times reviews, minor imperfections with which the reader is not usually concerned take critical precedence over the ingredients which bring public acclaim. All too frequently, the Times critic will imply that quality is being subordinated to public taste. He uses dum-dum bullets instead of ordinary ammunition; he plunges the dagger and then twists the blade. Often, he is prone to forget that he is not dealing solely with a select art colony. Occasionally going beyond the bounds of what constitutes a proper review, the Times critic will frequently compound the damage by repeating in his Sunday column the destructive criticism contained in the original review.

The Times is apparently forgetting that the public represents a clientele to be served and not an opposition to be conquered. It is fortunate that the public has its own ideas for it is apparent that Times readers are ignoring the reviews, taking a look-see for themselves and liking what they see.

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Repeal Of New York Tax Unlikely During '55: Mayor

Hopes of New York City exhibitors that Gotham's five percent admission tax would be repealed by the city administration were chastened by words of Mayor Robert Wagner that such a possibility is not likely for this year. Meanwhile, figures on the second quarterly payment ended Nov. 30, 1954, showed an approximate $2,420,000 paid from all entertainment sources, of which the theatres allegedly contributed over 50 percent.

Speaking at his initial press conference of the new year, Mayor Wagner declared that the city is not planning to impose any new taxes during 1955, but at the same time it does not intend to repeal any existing taxes. The mayor explained that no definite decision could be made until he sees how much aid the city can expect from the new state administration in Albany.

Dispute Figures

Although no figures are yet available on the exact amount of money paid in by the city's 436 theatres, theatremen continue to insist that the figures are proving closer to their original estimate than the one proposed by the city. Total admissions tax revenue collected by the city from all sources since July 1, 1954, was disclosed as $3,711,949 for the five months.

On the basis of these figures, theatre interests estimate that total amusement revenue from the five percent tax for 12 months will reach about $8,900,000. Budget director Abraham Beame had originally estimated that the city would realize $9,000,000 from the theatres alone and a total of $16,000,000 from all sources from the amusement tax.

The heads of the two Gotham exhibitor associations, Harry Brandt of ITOA and Emanuel Frisch of MMPTA, had argued that the tax law would bring in a total ranging from $8,000,000 to $9,000,000, with the theatres' share of this total reaching from $3,500,000 to $4,000,000.

Meanwhile, New York City theatremen are awaiting a ruling from the Appellate Division of the Supreme Court in Brooklyn on the legality of the tax law. Exhibitors have been contesting the legality of this law since its inception last year.

A study of the law made by the state under the Bird Commission appointed last year by former Governor Thomas Dewey has been presented to the new administration for its perusal. The Bird Commission is now, in effect, a lame duck committee with the Democratic administration having replaced a Republican one.

The findings of the Commission will not be made public until Governor Averill Harriman has a chance to study them, it was revealed. The new governor's plans, if any, on the New York City tax laws and financial situation, have not yet been indicated.

Academy, NBC Sign Airwaves "Oscar" Pact

HOLLYWOOD.—The Motion Picture Academy of Arts and Sciences has signed a six-year deal with NBC in which not only the Academy Award presentation, but also the nominations will be telecast and broadcast. The motion picture industry will be given the first option on sponsorship of the programs after 1955, which is already contracted for by Oldsmobile.

The minimum fee to be gained by the Academy for the programs is $1,050,000, according to the report. Charles Brackett, Academy president, termed the pact the "most important public relations step ever taken."

Newspapers Make Use Of COMPO Ads; Theatres Aided

Extending best wishes for a happy new year, COMPO's Jan. 1 advertisement in "Editor & Publisher" states that the coming release of a large number of exceptionally fine motion pictures makes the greeting "more than a wish . . . it's a promise." The ad notes that "the word from Hollywood is that the new pictures coming up in '55 are even better than the notably fine films" of the past few months.

Citing reasons for the improved product, the ad copy points to "the public's support of good pictures." It explains that "as a result of the increased patronage of the good pictures released last summer and fall people in the studios have become more confident, more ready to try new and bigger things."

"Another big help has been the reduction in the Federal admission tax," the ad declares, explaining "it's much easier to do good work when you know a big slice of your work's rewards is not going to be gobbled up for taxes." The ad then notes "still another shot in the arm"—the decline of competition from television. It all adds up to "new heights of achievement," the advertisement promises.

How two newspapers made use of the recent COMPO ad in "Editor & Publisher" which reprinted a "Variety" story telling how the merchants of Ellsworth, Wis., sponsored the re-opening of that town's theatre, was revealed this week by the industry organization. Newspapers in Radford, Va., and Seattle used this ad to fight a local admission tax and aid local retail business.

The Radford "News Journal" reprinted the ad on Dec. 20 as an argument for repeal of the local 10 percent admission tax. The next day, in Seattle, Russell W. Young, advertising manager of the Seattle "Times," sent the ad to each of the 12 members of the Downtown Promotion Committee, a group made up of advertising executives representing the larger downtown Seattle stores.

Young stated in his memorandum that the ad "is an interesting announcement showing that the public likes to be entertained, and when they are entertained they are in a better frame of mind, resulting in a happy community, making all business better." The newspaperman called it "just another reason for events like the Santa Claus Parade and the Back to School program" which the stores run in conjunction with the city's theatres.

DISTRI-BITS

Hughes, Odlum Confer

Conferences are still going on between Howard R. Hughes, president of RKO Pictures Corp. and Floyd B. Odlum, head of the Atlas Corp., it was learned this week. Trade reports deal consistently with a proposed deal whereby Atlas would assume management control of the film company. At present Hughes is said to hold 1,262,000 shares of stock; Atlas, close to 1,250,000, and the public about 500,000 shares.

Five "Wonders" Directors

HOLLYWOOD.—Five direceors have been assigned to work on "Seven Wonders of the World," third Cinerama production, according to Merian C. Cooper, who will co-produce the film with Lowell Thomas. The signing of five direetors to work on one picture sets a new record in the film industry, Cooper declared. Directors involved include .John Farrow, Tay Garnett, Andrew Marton, Paul Mantz and Ted Tetzlaff. Cooper explained that it would take one man years to direct the huge scale epic production that is planned for this film and that the producers deeided therefore to split the assignment into several parts. The exeeutive predicted that if properly made, the film would gross $50,-000,000.

Date Given 16mm Suit

HOLLYWOOD. — The government's 16mm. anti-trust suit against distributors has been set for a trial date of Sept. 6, 1955, in an order signed by Federal Judge Harry Westover. Announcement came from Samnel Flatow, special assistant to the U. S. Attorney General. The government must list its witnesses 30 days before the trial, and the defendants must list theirs 15 days before. Homer Mitchell, Los Angeles attorney, will defend Warner Bros., U-I and 20th-Fox.

Selznick-Metro Deal Pends

HOLLYWOOD. — A deal whereby David Selznick would produce pictures independently for M-G-M release is still in the talking stage, according to Dore Schary, production head of the major studio. Both Selznick and Nicholas M. Schenck, M-G-M president, had acknowledged earlier that such negotiations were in progress.

New Distrib Tax Set

A New York City tax against distributors, long on the books but never before levied, is being put into effect now, it was learned. Levy is a three per cent charge on the value of raw stock film and the cost of processing a duplicate negative. Tax applies only to negatives or fine grain positives. The law is retroactive, it was reported.

Skouras Lauded

Spyros P. Skouras, 20th Century-Fox president, was guest of honor at this week's annual dinner concert of the American Fund for Israel Institutions at the Waldorf Astoria. Skouras was honored "in recognition of his leadhership on behalf of Israel through the American Fund," according to S. H. Fabian, Stanley Warner president who served as dinner concert chairman.

EXHI-BITS

Bingo Law Changes?

ALBANY.—A bill that would remove the criminal penalties bingo sponsors would be subject to, although not strictly legalizing the game, has been introduced into the State Legislature with the blessing of Governor Harriman. It is understood that the Republican-controlled legislature would rather go all the way and legalize bingo via a constitutional amendment. Only religions, charitable or fraternal groups could conduct bingo games, and each local area must approve it.

Grosses Increased

WASHINGTON.—Motion picture box office grosses in 1954 exceeded 1953 by 18 percent, according to a report from the Commerce Department, which estimated the gross at $1,200,000,000. Average weekly admissions approximated 80,000,000 persons. The department noted that it expects further increases in attendance in 1955 "as the industry concentrates upon quality production, rather than quantity."

NT Income Rose

Consolidated net income of National Theatres, Inc., for the fiscal year ended Sept. 25, 1954, was announced as $2,856,850, or $1.03 per share, an increase from the 91 cents per share earned in the previous year, according to Elmer C. Rhoden, president. Rhoden attributed the increase to the Federal tax reduction on admissions and the good public reception of CinemaScope pictures.

Cinerama Film Ends Run

"This Is Cinerama" will complete its New York engagement when it leaves the Warner Theatre on Feb. 6, according to a report from the Stanley Warner Corp. The company estimates that the production will have grossed an approximate $4,500,000 by that time. The feature, which opened in New York on Sept. 30, 1952, will have played to approximately 2,500,000 patrons, it was disclosed.

Censored Films Listed

Because exhibitors are subject to arrest for the showing of obscene pictures even in a state that has no censorship, Independent Theatre Owners of Ohio has prepared a list of pictures in which the state censorship board ordered cuts during the past two years. An ITOO bulletin advises exhibitors contemplating booking these films to contact the group's headquarters for information concerning what cuts were ordered. A list of films is available.

Holding Allied Bill

WASHINGTON.—National Allied will not decide on whether to have its proposed bill on government regulation of the film industry introduced into Congress until after the group's board meets next month in St. Louis, according to Abram F. Myers, general counsel. Allied's exhibitor defense committee has been meeting this week in Chicago to examine surveys made by the group's members on whether distributors have been fulfilling agreements on rentals, availabilities, etc.

Industry Round Table Conference To Await Decision On Arbitration

The all-industry round table conference proposed by Al Lichtman, director of distribution for 20th Century-Fox, will await the conclusion of an arbitration agreement between distribution and exhibition, the film company executive revealed this week. He explained that it would be too difficult to tackle two problems at the same time, and he thought arbitration should be solved first.

Once that question is settled, then the conference could follow, he revealed. He further disclosed that progress is being made in the arbitration question, with both sides agreed on major points. Lawyers are now drawing up the papers, he stated. The distribution-exhibition committee studying the problem is scheduled to meet next on Jan. 17.

Conspicuous by its absence on the arbitration committee is National Allied, none of whose members have been attending the current sessions. Members of the arbitration sub-committee include, for exhibition, S. H. Fabian, Mitchell Wolfson, Max Cohen, Leo Brecher and Herman M. Levy. Representing distribution are A. Montague, Charles Reagan, William Gehring, Robert Perkins, Austin C. Keough and Adolph Schimel.

When learning of the postponement of the round table conference, Ben Marcus, National Allied president, expressed disagreement with the reason for the change. The exhibitor leader argued that out of such a conference would come enlightenment on many points that must be cleared up before any successful arbitration plan could be drawn up.

On the other hand, E. D. Martin, Theatre Owners of America president, indicated he would prefer conclusion of arbitration prior to the round table conference.

It is generally understood that although Allied has refused to attend the present arbitration meetings, it would attend the general industry conference. Allied attended the original arbitration meetings that ended unsuccessfully. Bone of contention at that time was film rentals, which Allied feels must be included in any arbitration agreement, while the distributors think otherwise.

The postponement of the all-industry conference has come in for criticism by Leo F. Wolcott, board chairman of Iowa-Nebraska Allied, who objected to the pushing ahead of the arbitration problem. The exhibitor leader hit out against any arbitration conference that does not deal with "the real hub of the problem — pictures, sales policies, prices, playdates."

Wolcott called all past arbitration meetings "a waste of time because we were never allowed to get at the real heart of the trouble." The midwestern exhibitor declared that he "liked the proposed Lichtman meeting. . . ."

Letters Reveal Continuing Support For Single Exhibitor Organization

Continuing response to THE INDEPENDENT's exhibitor poll to determine opinion on the establishment of a single exhibitor organization shows responses wholeheartedly in favor of the plan. Only one dissenting opinion has been received among the many statements of enthusiastic support for the idea.

The proposal of one central exhibitor organization was made by S. H. Fabian, Stanley Warner president, in a speech before the Theatre Owners of Oklahoma. At that time, Fabian stated that "one big organization, could in six months, move the motion picture industry ahead five years in its thinking."

One exhibitor, Don Weinberg, president of Bedford Theatres of Bedford, Va., noted that he would pay double dues to one organization representing all exhibitors.

Harry Lamont, chairman of Albany TOA, presented a reply to an Allied hesitation that the problems of Allied members often differ from those of TOA members. Lamont stated that "although TOA has members who are considered to be large theatre operators, TOA has always bent over backwards to take care of the small exhibitors so Allied need have no fears on that score."

He declared that "a classic example showing the need of one organization is the distributors' refusal to make separate arbitration agreements with different organizations." Lamont declared that "the ontstanding single problem to combine all theatre organizations is the retention of some of the varions heads or leaders."

"Two heads are always better than one and three better than two, therefore, by all means keep the counsels of both, or even more, in the new organization," the exhibitor wrote. He suggested a convention of all organizations in a central location such as Chicago "in order that we can face each other and talk ont our problems."

From Max A. Cohen, president of Cinema Circuit and vice-president of ITOA, came the statement that "one national theatre organization would break down every barrier between distribution and exhibition." He added that "every problem and evil now confronting exhibition would vanish into thin air very rapidly."

Louis K. Ansell, president of Ansell Bros. Theatres of St. Louis, Mo., also declared that "we are definitely in favor of one national exhibitor organization." He stated the belief that "a movement of this kind can be gotten underway by Mr. Fabian calling a meeting at some central point, of the top exhibitors now members of both of the national exhibitor organizations."

Ansell reasoned that "if there is any possibility of combing the two organizations into one national organization, a meeting of this kind would soon develop whether or not this can be done."

A note of skepticism was sounded by Leo F. Wolcott, board chairman of Iowa-Nebraska Allied, who answered "not unless and until that one organization clearly has the full interests and real problems of the small exhibitors close at heart, and instead of lip service, will actively work and use its full influence for fair and profitable deals for small exhibitors." He added that this "means pictures, sales policies, prices and playdates."

Lack Of Star Talent Can Hamper Industry Progress: Harold Hecht

The only obstacle that could possibly stand in the way of motion picture progress at the present time is the lack of star talent, stated producer Harold Hecht, president of Hecht-Lancaster Productions, at a meeting with the trade press this week before the executive sailed for Europe. Hecht suggested that the major studios pool their star talent and develop new stars via co-operative methods.



HAROLD HECHT

Hecht thus agreed with the opinion stated in the last issue of THE INDEPENDENT by Sol C. Siegel, now head of an independent unit at Paramount, that the scarcity of top stars is the only drawback to the motion picture business at the present time. Siegel had expressed the hope that television would develop new stars.

"Cruz" Breaking Records

Hecht-Lancaster now has in release "Apache" and "Vera Cruz," both released through United Artists, which is distributing all H-L product. The last picture is headed to become the biggest grosser in UA history, according to first indications from theatres across the country, it was announced by William J. Heineman, distribution vice-president of UA.

Heineman revealed that the Burt Lancaster-Gary Cooper starrer has broken house records in engagements at the Chicago Theatre, Chicago; Palm State Theatre, Detroit, and Gopher Theatre, Minneapolis. The Superscope production has also shattered UA records in many theatres in different parts of the country, he noted.

Hecht disclosed a schedule of forthcoming releases and production plans of his unit through 1955. The company has completed for 1955 release "The Kentuckian," in CinemaScope and Technicolor and starring Burt Lancaster, and "Marty," adapted from a television prize-winning play.

To Produce Four

Hecht-Lancaster will produce four pictures in 1955. These include "Trapeze," to star Lancaster and budgeted at $1,500,000; "Operation Heartbreak," to be made in England and for whom Hecht is negotiating with Alec Guinness to star; "Until They Sail," based on a James Michener story, and "The Way West," based on a Pulitzer prize-winning novel.

In connection with the announced H-L policy of financing other independent units, Hecht announced that the company will present a feature cartoon now being made by UPA of James Thurber's "The White Deer." H-L will provide the financing and arrange for distribution, which will probably be through UA, according to the producer.

The H-L unit is also interested in other phases of the entertainment business, Hecht disclosed, with plans to enter into play production. Also, it has entered the music publishing business, and its first song will be "Hey, Marty," the theme song from "Marty."

FJP Lists Winners Of Annual Awards

Mark of Achievement awards of the amusement division of the Federation of Jewish Philanthropies for 1954 will go to Elmer Davis of radio, Jackie Gleason of video, Grace Kelly of films, Mary Martin of the stage, Mitchell Miller of records and Arthur Schwartz of music, according to Oscar Hammerstein II, awards chairman. A special award will be made to Patti McCormack for her performance in the Broadway play, "The Bad Seed."

These awards will be presented at a Federation luncheon at the Hotel Sheraton Astor on Jan. 20. Adolph Schimel is serving as chairman of the amusement division's campaign in the Federation's drive, with Harry Brandt, ITOA president, serving as luncheon chairman.

Successful Theatre Forced To Close

The Trans-Lux 60th St. Theatre, N.Y.C., a successful first-run art theatre in operation for the past 18 years, will be torn down to make way for an office building, according to a Trans-Lux report. The theatre was originally opened as a newsreel house in 1937, but was one of the first east-side theatres to change over to a first-run house.

To commemorate its closing, the management is presenting a "Farewell Festival" of all the films that were introduced at this theatre. Pictures include "Tight Little Island," "Laughter in Paradise," "Limelight," "Kind Hearts and Coronets," "The Actress," "The Holly and the Ivy," "Little Kidnappers," "Justice is Done" and "Pickwick Papers."

Quality Pictures On Rise: Dunne

Belief that a greater proportion of quality pictures can arise from a minimized production line-up at a major studio was voiced this week by Philip Dunne, screen writer, in town to help promote his first directorial attempt, "Prince of Players," for 20th Century-Fox.



PHILIP DUNNE

Dunne, who also produced his latest film, noted that restricted studio output is, however, tough on film employees. He said that many have gone into television as a result. He expressed the opinion, moreover, that major studios can turn out product for a absolute minimum budget of $7-800,000, when necessary.

His own picture, "Players," cost $1,500,-000, he added. It was shot in 31 days, mostly in the studio, and utilizes a number of unique stereophonic sound developments to enhance the drama, Dunne disclosed.

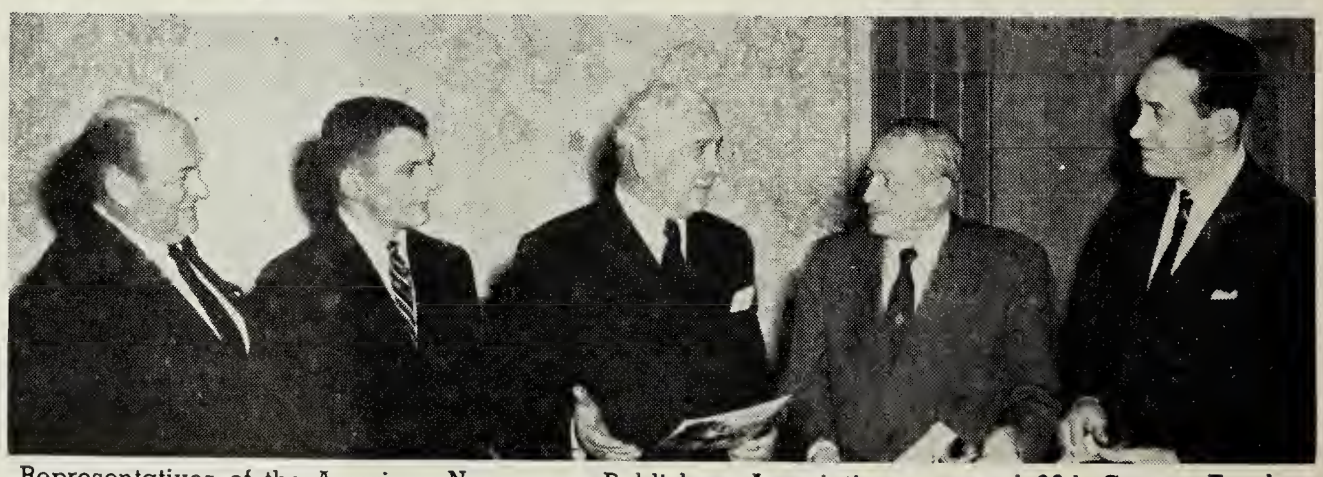
"Pompei's Head" Set

Following "Players" on Dunne's schedule are "The View from Pompei's Head" and "Katherine," both popular novels. "Pompei" will begin production probably in the Spring. Dunne is writing the script and will prodnce. He may also direct. He said that Gregory Peck is one of the desirable actors sought for the leading role.

Richard Burton, who stars in "Players," may also star in "Katherine," which Dunne will produce and direct following "Pompei," from an Alfred Hayes script.

Both "Pompei" and "Katherine" are leading best-seller lists around the country, Dunne pointed out. The first novel deals with a contemporary theme.

CinemaScope Drive Lauded By Publishers' Ad Bureau



Representatives of the American Newspaper Publishers Association commend 20th Century-Fox by presenting a brochure to Spyros P. Skouras for the advertising his company has done in American newspapers on behalf of CinemaScope. (L. to R.): Charles Einfeld, vice-president; William Solch, ANPA; Skouras, president; Norman Creer and Robert McLauchlen, both ANPA.

The advertising campaign conceived and put into effect by 20th Century-Fox for the introduction of CinemaScope to the public has been made the subject of a brochure published by the Bureau of Advertising of the American Newspaper Publishers Association. Paying tribute to the campaign, the booklet noted that the film company used newspapers as the "backbone" of the drive.

A dependable old Hollywood formula"—heavy promotion and exploitation — sold. CinemaScope to the public and helped to "revive the movie industry's confidence," the brochure stated. It quotes Charles Einfeld, 20th-Fox advertising vice-president, as pointing to the importance of newspaper advertising in selling a picture. The executive is quoted as saying the same promotional pattern will be used for succeeding CinemaScope pictures.

Important Announcement about...

VISTAVISION

MOTION PICTURE HIGH FIDELITY

A NEW WORLD OF MOTION PICTURES

VISTAVISION

MOTION PICTURE HIGH FIDELITY

Paramount's Gift to the Industry



A Statement By Barney Balaban

It is important at this time, I believe, to review what Paramount's development of the Horizontal VistaVision Camera means—and will continue to mean—to exhibitors in terms of increased theatre admissions and to the future of our industry.

Paramount's first VistaVision picture, WHITE CHRISTMAS, has now played widely to solid top grosses, in many cases to all-time record-breaking results.

More important — WHITE CHRISTMAS proves the wisdom of Paramount's policy as regards the Wide Screen.

From the start our Company was unwilling to rush into adopting any Wide Screen system technically not yet perfected and which would place an undue economic burden on our customer, the exhibitor.

With faith in our Studio's fine scientific department, Y. Frank Freeman and I authorized expenditures of several millions of dollars in the efforts to develop to perfection a system of photography and projection which would furnish to exhibitors everywhere the best photographed pictures in the ideal 2-to-1 proportion on the largest possible screen at the least possible expense to the theatres.

The results, beyond our fondest dreams, are:

The Horizontal VistaVision Camera—and the complete conversion of our Studio to this system.

Ten VistaVision pictures already completed.

A few weeks ago, the top executives of our worldwide sales and advertising departments came to Hollywood and viewed these ten productions. They were extremely enthusiastic over what they saw. So eager were they to spread the proof of the outstanding values in these pictures and of the amazing merits of the Horizontal VistaVision Camera, that they urged the Studio to prepare a Special Film containing the highlights of the pictures.

Running 20 minutes, this Special Film is nearing completion and is titled:

Paramount Presents

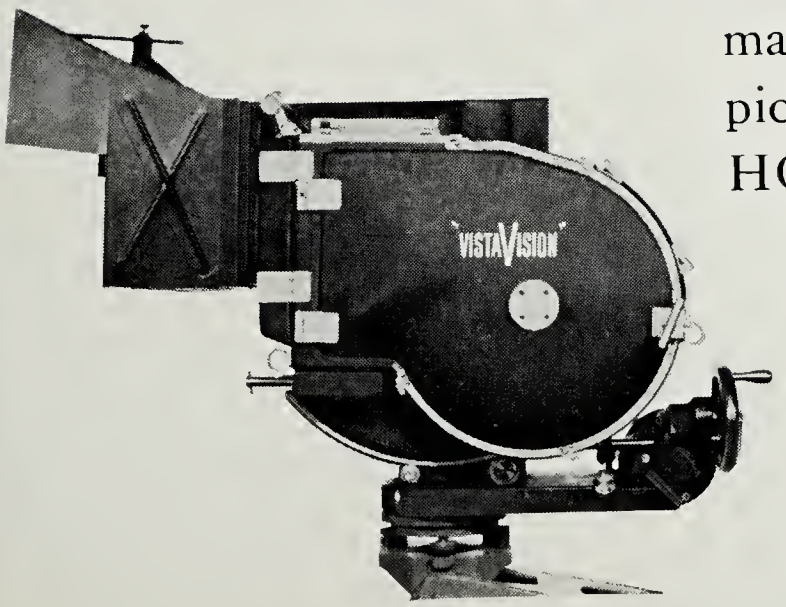
VISTAVISION

MOTION PICTURE HIGH FIDELITY

A Product Featurette

We are arranging trade showings of this film for exhibitors and will subsequently furnish prints, *without charge*, to theatres for the entertainment of their audiences.

I sincerely believe that this is a most important film. I think that, seeing it, you will visualize for the first time *A New World In Motion Pictures* and its vast potentialities. I am confident that, having seen it, you will agree that the real technical and financial future of our industry rests upon the ultimate photographing and projecting of motion pictures standardized on the principles of the HORIZONTAL VISTAVISION CAMERA.



Barney Balaban

President, Paramount Pictures Corporation

Paramount Presents

VISTAVISION

MOTION PICTURE HIGH FIDELITY

Plan Now To Pla
Without Charge

A Product Featurette

The exciting scope and lifelike clarity of VistaVision, the ideal system of photography and projection, will be seen in this featurette, comprising 20 minutes of highlights from

Paramount's First 10 Attractions in VistaVision

—ALL IN COLOR BY TECHNICOLOR

Irving Berlin's
WHITE CHRISTMAS

STRATEGIC AIR COMMAND

RUN FOR COVER

Alfred Hitchcock's
TO CATCH A THIEF

THE FAR HORIZONS

Hal Wallis'
3 RING CIRCUS

WE'RE NO ANGELS

THE SEVEN LITTLE FOYS

Alfred Hitchcock's
THE TROUBLE WITH HARRY

LUCY GALLANT

Now Available! The First Paramount Short in VistaVision

VISTAVISION VISITS NORWAY

color by Technicolor

Other VistaVision Shorts In Preparation

Skouras Predicts Continuing Prosperity For New Year

Announcing that he never saw so much prosperity in the film industry as there is now, Spyros P. Skouras, 20th Century-Fox president, predicted that 1955 would prove even better than 1954. The executive spoke at a meeting with the trade press, following his return from a European trip undertaken to discuss CinemaScope with foreign producers, directors and writers.



SPYROS SKOURAS

The result of his trip went "far beyond his fondest expectations," the company head asserted, with from 50 to 75 CinemaScope productions planned for 1955 in Europe. He revealed that 12-15 pictures are now actually in production in the new medium abroad, while an additional 20 are in the preparation stage.

European installations, now estimated at more than 3,000, should exceed 7,500 by the end of July, he declared. The percentage of houses equipped with CinemaScope will be higher in England than in the U.S., where there are now more than 10,500 installations, according to the company head.

As for stereophonic sound, the percentage of houses equipped is higher in all of Europe than in the U.S., Skouras stated. He estimated that in the U.S. about 4,000 theatres are equipped with the new sound.

New Medium Helps

Business has improved abroad because of the new anamorphic medium, the executive stated. He noted that U.S. CinemaScope pictures do as well in foreign countries as those countries' domestic pictures do there. Skouras stated that everywhere he went, foreign exhibitors praised and thanked 20th-Fox for introducing CinemaScope.

Everyone of the 18 CinemaScope pictures that the company has released has been profitable, which marks the first such record of 18 profitable pictures in a row for the company, the executive disclosed. He explained this phenomenon by declaring that the public is in favor of progress and will support it. Also, better pictures are being made because of the medium, he stated.

Skouras backed up his prediction that 1955 would exceed 1954 by pointing to a greater momentum created by a greater number of top pictures. His second argument was that these better pictures are in themselves customer draws. Skouras agreed that the industry needs more good pictures.

His own company looks forward to releasing about 30 "A" pictures in 1955, all of which will be in CinemaScope. Of this total about 24 will come from Fox's own studio. The company has no plans for promoting any 2-D pictures during the year, Skouras noted.

20th-Fox's world wide gross will be up in 1954 over the preceding year, although estimates show that the domestic gross of more than $65,000,000 will lag behind 1953's $67,000,000. Reason for the over-all improvement is the improved European gross, which is expected to hit $41,400,000, well above 1953's figure. The decline in domestic gross was explained by the fact that the company released many fewer pictures in 1954 than in 1953.

Improvements are constantly being made in CinemaScope, the speaker revealed, with camera lenses currently being worked on. The company plans to have annual demonstrations of new lenses, Skouras stated. He added that the studio is now working on a CinemaScope training film for producers, directors, writers, etc.

Eidophor, the company's theatre television system, is currently in the stage of experimentation in European laboratories, according to the executive. He predicted that by 1956 the system will be installed in theatres. Skouras further revealed that Eidophor screens will be CinemaScope size. General Electric will manufacture the equipment, which will not be sold by 20th-Fox, he stated.

Opposes Toll TV

On the question of toll TV, Skouras stated his opposition to it until the theatres are in a firmer position. The speaker declared that 20th-Fox has always maintained and still believes that the company's success depends upon the welfare of the theatres, which should always be protected.

When queried as to whether 20th-Fox would consider selling its old films to video, Skouras answered that this would not be done as long as there are theatres in financial difficulty. When all the small theatres are prosperous, then the company would considering selling its old films to TV, he declared.

To the question of whether he would be willing to attend the industry round table conference proposed by Al Lichtman, company's distribution chief, Skouras replied that he would be delighted to attend this meeting or any meeting designed to bring progress to the industry.

Circuit Holders Ask Stock Value Changes

Stockholders of United Artists Theatre Circuit were asked this week to amend the company's certificate of incorporation to place a $1 par value on the 600,000 shares of common stock now outstanding and to permit the issuance of an additional 1,000,000 shares of such stock. The request came at a special meeting called for this week in Baltimore. George P. Skouras, president, reported in a stockholders letter that the company management is engaged in a plan to consolidate some or all of the affiliated companies under the UA Theatre Circuit heading. The company's preferred stock is not affected by the request.

By Laws Amended

Loew's, Inc., directors have changed the corporations by-laws to comply with the consent decree of 1952 which ended the Government's anti-trust suit. Major change prohibits any director or agent or any other distribution company to serve as a Loew's director or officer.

Metro Launches Theatre Festival

M-G-M's "Motion Picture Theatre Celebration" is now under way with the first event starting in Green Bay, Wis., where the city has been dressed up with special lighting effects for the openings of the company's "Bad Day at Black Rock" and "Green Fire." Local merchants, civic groups, business clubs, etc. are paying tribute through newspapers, radio, TV and other media to the film industry, the company reports.

Robert C. Zimmerman, Wisconsin's assistant secretary of state, has declared January as "Go-To-The-Movies Month." The declaration winds up with a request that every city and community in Wisconsin observe the period for celebration.

Workshop Plans

Meanwhile, plans have been speeding along for the company's Ticket-Selling Workshop in Denver on Jan. 12, with Ray Smith, vice-president of Jamestown Amusement Co., having been added to the exhibitor panel. Emery Austin, M-G-M exploitation head, will divulge details of the company's motion picture celebration to the attending exhibitors. He will show 33 aids the company has prepared to help exhibitors with the drive.

The Denver workshop will mark the beginning of 14 definite dates set, according to the company. More than 5,000 exhibitors and affiliated interests are expected to attend these meetings, according to Mike Simons, director of customer relations. The program continues until June 13, with three meetings set for January, two for February, three each in March and April, two for May and one in June.

On Jan. 24, the workshop will meet in Jackson, Miss., and on Jan. 27 in Memphis; Feb, 8, Richmond, Va.; Feb. 22, Detroit; March 1, Columbus; March 3, Kansas City, Mo.; March 9, Dallas; Apr. 12, Atlanta; Apr. 18, Buffalo; Apr. 26, Jacksonville; May 10, Billings, Mont.; May 16, Charlotte; June 13. Santa Fe, New Mexico.

At least five M-G-M personalities from Hollywood will be active in helping exhibitors participate in the theatre celebration, according to plans now being developed by Howard Dietz, Howard Strickling, and their east and west coast publicity staffs. George Murphy, public relations head at the studio, and George Sidney, director, will appear Jan. 18 in Philadelphia as part of the company's salute to William Goldman.

Museum Dedication

Goldman officially dedicates his "Nickelodeon" museum that day as a big civic event. Esther Williams, star of "Jupiter's Darling," also will appear at the Quaker City event. Robert Taylor, star of "Many Rivers to Cross," will make personal appearances in New York, New Haven, Boston and other New England cities. John Ericson, in "Bad Day at Black Rock" will appear in Denver, New York, Philadelphia and Kingston.

Grace Kelly is another star set to appear at the museum dedication, as are Marge and Gower Champion. Concerning "Bad Day," Anne Francis will tour at least seven theatres for appearances at key openings. Several of these stars will appear on Ed Sullivan's television shows in January, the company has reported.

Universal's PRE-SOLD Product

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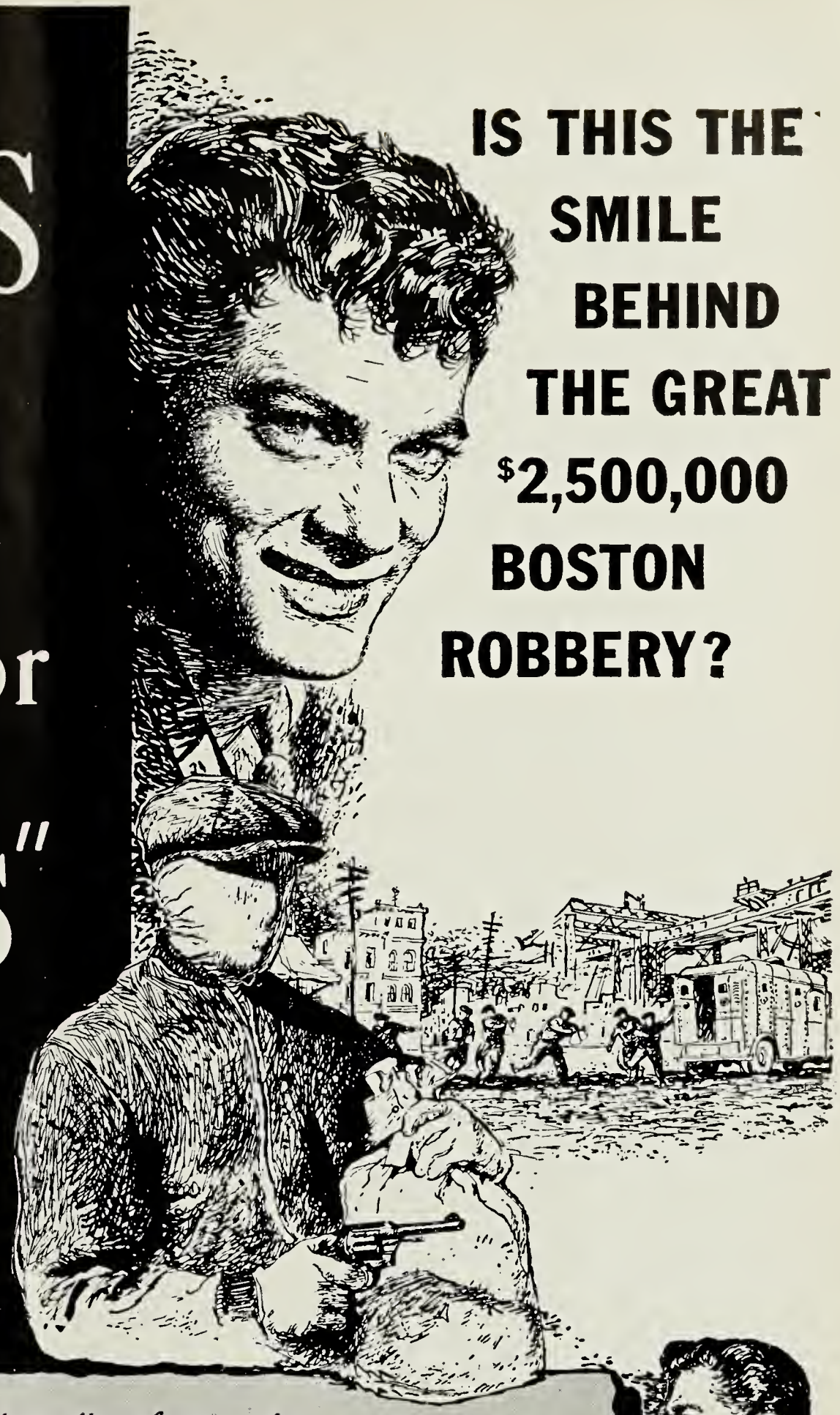
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IS THIS THE SMILE BEHIND THE GREAT $2,500,000 BOSTON ROBBERY?

Universal-International presents

6 BRIDGES TO CROSS

Starring

TONY CURTIS **JULIE ADAMS** **GEORGE NADER**

with **JAY C. FLIPPEN** • **SAL MINEO**

DIRECTED BY JOSEPH PEVNEY • SCREENPLAY BY SIDNEY BOEHM • PRODUCED BY AARON ROSENBERG



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RIES

IGLAND AREA JANUARY 19

AA's Best Year Ahead: Burrows

Allied Artists expects to have its best year in 1955, according to George D. Burrows, company's executive vice-president and treasurer. He noted that the company will release about 40 pictures during 1955, with the schedule completed through June. Burrows, visiting New York City to settle loan negotiations, revealed that AA expects more bank credit this year than last year's $1,250,000.

The signing of top production personnel also inspired enthusiasm from the executive. With John Huston already signed and deals being made with Billy Wilder and William Wyler, the company expects more top pictures than ever, he reported. It will also continue to make co-production deals with other companies.

Allied Artists continues to possess a large backlog of films available for sale to television, Burows stated. He noted that the company sells only films older than three years old to video.

The company signed a one-year loan pact with the Security First National Bank of Los Angeles and Bankers Trust Co. for a resolving loan with a maximum of $1,750,000, according to Burrows and Steve Broidy, president. The loan permits AA guarantees up to $500,000 for producers releasing through the company. It was also revealed that the film company has taken a five year loan from De Luxe Laboratories for $350,000.

Better Rental Terms Sought From Disney

DES MOINES.—Iowa-Nebraska Allied board chairman Leo F. Wolcott has appealed to Walt Disney asking the produeer "to create ways and means whereby these many small theatres will be offered your productions, as released, at rentals they can afford to pay." The exhibitor leader noted that the small theatres in his area have always supported Disney produet, but since the set up of Buena Vista they can find no way of dealing with Disney distribution.

Wolcott pointed out that Buena Vista sales representatives are not located in Iowa-Nebraska exchange centers and "apparently come in only at intervals to deal with the first-runs and important circuits." He added in his letter that "when our people have made contact they have been met with percentage and impossibly high terms and a curt take-it-or-leave-it attitude."

The letter noted that although "it is true that these small theatres can no longer afford the luxury of percentage playing, but in the aggregate these many theatres at fair rentals also profitable to them, represent important revenue to any producer."

Fulbright At Conference

Senator William J. Fulbright of Arkansas will be the principal speaker at the Brotherhood Dinner, sponsored by the National Conference, according to John H. Harris, national director of the amusements division. The dinner will be held at the Waldorf-Astoria Hotel, N.Y.C., on Jan. 13. J. Robert Rubin, permanent general chairman of the conference amusement division, will be guest of honor and more than 1,000 industryites are set to attend.

New Appointments . . .

NICHOLAS JOHN MATSOUKAS was appointed national director of advertising, publicity and exploitation for the Rogers and Hammerstein production of "Oklahoma!" in Todd-AO, presented by the Magna Theatre Corp. Matsoukas, who is also advertising director for Skouras and United Artists Theatres, will headquarter in New York City. He is eurrently in Hollywood to diseuss advertising plans for the feature, the first in the new process. The picture will have its world premiere in New York City in May, after which it will be shown in 50 American cities on a road show basis.



NICHOLAS MATSOUKAS

WAYNE BALL, formerly Columbia's Los Angeles branch manager, was advanced to division manager for Southern California and the Roeky Mountains, in a series of changes in six of the company's domestic branches. Suceeeding Ball at the Los Angeles branch is HAROLD GREEN, who moved over from Salt Lake City. Green was succeeded by SAM MCFADDEN, formerly a salesman there, while the San Franciseo offiee has a new branch manager in MEL KLEIN.

MON WHITCHER was upped by the company from salesman to manager of the Dallas exchange, while JEROME SAFRON was named to sueeeed the late Osear Ruby as manager of the Cleveland exchange. JOHN WINBERRY, for many years a salesman in Columbia's New Orleans exchange, was appointed manager of the Houston branch which the company plans to establish there shortly.

DICK PITTS, former director of publie relations of TOA, was named director of advertising of Filmack Trailer Co., replacing Lou Kravitz, who has been elected viee-president in charge of sales. Pitts, a veteran newspaper reporter of 16 years, will work from Filmack's Chicago home offiee. Prior to his TOA post, he was COMPO editorial director.

LEE SAVIN was appointed executive vice-president of Gross-Krasne, Inc., and general manager of all G-K enterprises. These include operation of California Studios, Inc., and production of various TV programs, such as "Big Town" and "Mayor of the Town." Savin was formerly exeeutive vice-president of United Television Programs. Vernon Clark remains in charge of G-K commercial division and Sol Dolgin as manager of California Studios.

ALVARO REY was named manager of United Artists' Colombia office, and NAUM LEFCOVICH appointed UA representative in Uruguay. Rey worked in Colombia as sales manager for RKO Pictures. Lefeovich, who suceeeds Adolfo Friedman, resigned, worked in Argentina for RKO and Eagle-Lion.

FRANK MILTON was appointed eastern talent head for Distributors Corp. of America, in whieh post he will be in charge of seleeting new literary properties as well as aetors. Milton will work in eo-operation with Milton Pickman, head of DCA's Hollywood offiee, in the screening of new theatre properties, writers and directors.

FRANK BRYAN and LOUIS M. WEBER were elected vice-presidents of Skouras Theatres Corp. Bryan will continue as treasurer, while Weber continues as attorney, assistant treasurer and assistant seeretary. IRVING PALACE was appointed corporation eomptroller.

RICHARD LEDERER was promoted to eopy ehief of Warner Bros.' advertising department, under Gil Golden, advertising manager. Lederer eame to Warners in 1950, after serving as copy writer for Columbia Pictures.

JOSEPH J. LAUB was appointed assistant general counsel of RKO Radio Pictures. A member of the eompany's legal staff for the past six years, Laub has been ehief assistant to general eounsel in distribution, financial and corporate matters and has also served as assistant seeretary of the eompany. He will now serve as seeretary of affiliated operating eompanies.

AMOS HIATT was named speeial assistant to the treasurer of the Motion Pieture Export Association, in which post he will handle eompensation arrangements and foreign exehange. Hiatt has served as treasurer of RKO-Pathe and vice-president and direetor of First Division Produetions.

Two VV Pix Slated For Rank's Calendar

The J. Arthur Rank Organization has announced the first 14 top-budget pietures on its 1955 produetion schedule, ineluding two films in VistaVision, "Value for Money" and "The Spanish Gardener." Nine of the 14 will be shot at the eompany's Pinewood studio, while the remaining five will be shot at Ealing studio, both in London.

Pinewood productions include the two VistaVision pictures plus "Doctor at Sea," "His Lordship," "Alligator Named Daisy," "Windom's Way," "A Town Like Aliee," "All For Mary" and "The Life of George Wilson." Ealing productions inelude "Touch and Go," "The Lady-killers," "The Lamp is Heavy," "Who Done It?" and "Skeleton Coast."

In addition, the following Rank productions are finishing editing or already in release in Britain: "Passage Home," "Above Us the Waves," "Svengali," "The Beachcomber," "The Young Lovers," "The Purple Plain," "The Sea Shall Not Have Them," "Mad About Men," "One Good Turn," "To Paris With Love," "Simba," "As Long as They're Happy," "The Night My Number Came Up," "The Ship That Died of Shame," "Out of the Clouds," "The Divided Heart" and "Lease of Life."

Independent Trade Reviews

"The Bridges At Toko-Ri"

(Paramount) Technicolor 103 Min.

Cast: William Holden, Grace Kelly, Fredric March, Mickey Rooney, Robert Strauss, Charles McGraw, Keiko Awaji.

Credits: Produced by William Perlberg-George Seaton; Directed by Mark Robson; Screen play by Valentine Davies; Based on the novel by James A. Michener.

This Technicolor film version of James A. Michener's "Bridges of Toko-Ri" comes searing across the screen like one of the picture's jets, and like that modern plane, the picture demonstrates its power and superiority in all categories. Box office response should match the general excellence of all the names connected with the film, and that's saying a lot. Four top stars—William Holden, Grace Kelly, Fredric March and Mickey Rooney supply marquee strength. In addition, the Michener book was a best-seller and to round out the package for industryites, the names of Perlberg and Seaton always stand for quality entertainment. "Bridges" tells its story against the background of the aerial war in Korea, and as such should pack a terrific wallop in the man's market, but the film's basic theme is one that touches both sexes. Such scenes as the one between Miss Kelly, a war wife, and March, the wise old admiral, must surely touch the hearts of the nation's women.

Here is a picture that has been created along the sleek lines of modern design all the way through. The plot has been whittled till it consists only of the basic elements: some few must sacrifice themselves for the survival of the many. Holden, a lawyer who has been recalled to active duty as a jet pilot, questions why he had to be the one to make that sacrifice. Finally, he accepts the admiral's philosophy that he must fight simply because he has been called. Added to this is the more general problem of how those around him can accept his sacrifice. His wife, Miss Kelly, has flown with their children to Japan to meet Holden during a week of shore leave. While there, March explains to her that she must face the bridges of Toko-Ri along with her husband.



William Holden in "The Bridges at Toko-Ri," Technicolor, also starring Grace Kelly and Fredric March.

No mock heroism spoils the integrity of the picture, not even in the final battle scenes where it is ordinarily to be expected. Instead, the action follows its course in a casual, relentless manner until the final tragedy in which Holden and Rooney are killed. Here, as throughout the film, there is an atmosphere of underplaying and underwriting that hits home because it carries an impact of truth.

In accord with a beautiful production, performances are seldom less than superb. By now Holden's abilities are taken for granted, and this picture shows why. In her few scenes, Miss Kelly looks stunning and, more importantly, conveys the anguish of a wife who knows the dangerous mission her husband must face. In the important role of the admiral, March shows that he is still one of Hollywood's best actors, and Mickey Rooney is appealing in a humorous but sensitive role. While telling a suspenseful story of a battle action in Korea, "Bridges" tells an even more universal story, and it tells it well.

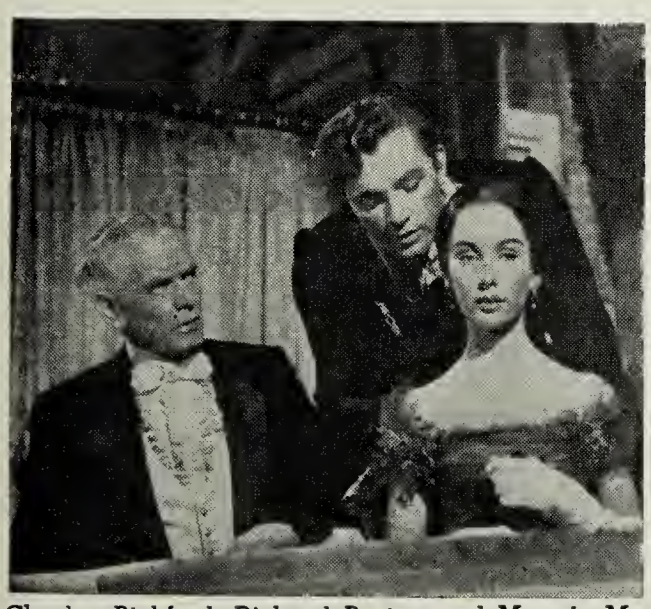
"Prince of Players"

(20th-Fox) CinemaScope-DeLuxe 102 Min.

Cast: Richard Burton, Maggie McNamara, John Derek, Raymond Massey, Charles Bickford, Elizabeth Sellars, Eva Le Gallienne, Christopher Cook, Dayton Lummis.

Credits: Produced and directed by Philip Dunne; Written for the screen by Moss Hart; Based on the book by Eleanor Ruggles.

Recreation of the life and times of Edwin Booth, famous American actor of the middle 19th Century and brother to the notorious John Wilkes Booth, who assassinated Abraham Lincoln, is unspooled in "Prince of Players." Here Edwin Booth's career as a leading Shakespearean actor is detailed with strong dramatic impact. Richard Burton, playing the role, imparts each scene with passion, understanding and the correct degree of authority. He is supported by a superb Moss Hart script plus a sumptuous and tasteful production. The result is a highly enjoyable motion picture; real family entertainment and the sort of fare that will bring class patrons and intellectuals into the theatre. Proper handling should cover runs of "Players" with a mantle of success.



Charles Bickford, Richard Burton and Maggie McNamara in "Prince of Players," CinemaScope-DeLuxe.

The script, based on a best-selling biography of Edwin Booth, smoothly molds three plot lines into one unified story. Main thread covers Booth's turbulent early career as actor and husband. He began barnstorming the mining towns of the far west as a relative novice, carrying only the family name of Booth as a drawing card. The picture depicts with gusto the wild sort of audience reaction he experienced on these tours. Booth's marriage to Mary Devlin, who played Juliet to his Romeo, is tenderly drawn with the help of Maggie McNamara in this role. The marriage is tinged with pathos, ending in the wife's early death.

In tracing Booth's career and marriage to Miss Devlin, the picture devotes much footage to excerpts from several popular Shakespearean plays: "Hamlet," "King Lear," "Richard III" and "Romeo and Juliet." Here Burton proves his mettle as an accomplished young thespian. He receives excellent "on-stage" support from Eva Le Gallienne, noted American actress who also served as special consultant on these scenes; also participating are Raymond Massey, Ian Keith and Miss McNamara. These sequences will spellbind the viewer with their color, majesty and breadth. Here the DeLuxe tinting, stereophonic sound and CinemaScope of "Players" combine to couch Shakespeare in unique visual patterns; probably in keeping with the manner in which the Bard was presented in America 100 years ago.

As a subordinate and third theme, "Players" presents the story of John Wilkes Booth, played by John Derek, from the time of his entrance into the American theatre through the date of his apprehension by the U. S. Army for murdering the President. Action, suspense and mammoth crowd scenes lend a note of historical pageantry to these proceedings. The climax, in which all plot lines intermix for valid emotional impact, comes through as an effective statement in behalf of the American people's faith in humanity. Edwin Booth, innocent in every way of his brother's crime, unflinchingly faces a lynch-bent audience for a performance of "Hamlet" to prove that not all actors are traitors. Recognizing his courage, the mob becomes an audience.

"Three Ring Circus"

(Paramount) Vista-Vision-Technicolor 104 Min.

Cast: Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor, Wallace Ford, Elsa Lanchester, Sig Ruman, Gene Sheldon, Nick Cravat.

Credits: Produced by Hal B. Wallis; Directed by Joseph Pevney; Story and screen play by Don McGuire; Songs by Jay Livingston and Ray Evans.

"Three Ring Circus' gives Martin and Lewis fans the chance to see the comedy duo cavort in high fashion in a circus atmosphere, and with this team's proven popularity, this Vista-Vision-Technicolor comedy appears assured of healthy grosses. Children, especially, will provide the major market for the feature, for in addition to the clowning of the stars, some outstanding animal acts perform before the cameras. Glamour and romance are provided in turn by Eva Gabor and Joanne Dru, who clash because of their interest in Martin. "Circus" tells the story of Lewis' desire to be a clown and the troubles that befall him before he realizes this ambition. As such, this picture presents a somewhat tamer Jerry Lewis than usual, although the star gets ample opportunity to display his wildly comic talents.

The scripter gets Jerry involved with training wild lions, being shot from a cannon, doing a high wire stunt and various other circus antics. Dean and Jerry are especially funny when put in charge of a custard machine that breaks down, spewing custard all over the customers. And Lewis really gets going once he makes his name as a clown, at which point a nice touch of sentimentality and pathos enters the picture along with the hilarity. Martin sings two older songs alone and joins with Lewis for "Hey, Punchinello," the clown's song. The singer also comes out on top in the romance department, pairing off at the end with Miss Dru, while Jerry has his fame as star of the circus.

"The Americano"

(RKO) Technicolor 85 Min.

Cast: Glenn Ford, Frank Lovejoy, Cesar Romero, Ursula Thiess, Abbe Lane, Rodolfo Hoyos Jr., Salvador Baguez, Tom Powers.

Credits: A Robert Stillman production; Executive producer, Sam Wiesenthal; Directed by William Castle; Screen play by Guy Trosper; Original story by Leslie T. White; Title song by Xavier Cugat.

The odyssey of a Texas cattle breeder in Brazil, and his exploits with a gang of bandits, make up the plot for this Technicolor action drama, filmed on location and co-starring Glenn Ford and Frank Lovejoy. Grosses in the oater market should be satisfactory since the film is

(*Continued on page* 25)



Kirk Douglas, UA Sign Six-Film Deal

Kirk Douglas has formed his own independent film company, Bryna Productions, which will produce six pictures for United Artists release, according to a joint announcement this week from Douglas and Arthur B. Krim, UA president. First two films from Byrna will be "Viking Raiders" and "Van Gogh," both to star Douglas.

"Raiders" is an original story to be directed by Richard Fleischer, who directed Douglas in Disney's "20,000 Leagues Under the Sea." The second Byrna production, "Van Gogh," based on the life of the famous Dutch artist, will be directed by Jean Negulesco, it was announced.

Douglas' association with United Artists stems back to one of his earliest films, "Champion," which brought stardom to the actor. Since that time, the star has played lead roles in such films as "The Glass Menagerie," "The Big Carnival," "Detective Story" and "Act of Love."

Continental Acquires Guinness Film Rights

Continental Distributing Inc. has acquired the western hemisphere rights to Alec Guinness' first Technicolor comedy "To Paris With Love," according to Frank Kassler, Continental president. The film, a J. Arthur Rank presentation, is to be distributed here this spring as part of co-production arrangements made between Continental and Rank last May, Kassler disclosed.

Continental is the distribution company that is inviting all exhibitors to participate financially in its operations. Kassler has already announced plans for distributing three or four quality pictures a year under a set-up whereby exhibitors would invest on a percentage basis.

Representative Named

Mrs. Sherlee Weingarten Lantz, former casting director for the Theatre Guild and for Louis de Rochemont's independent film productions, has been appointed general talent representative in the east for Hecht-Lancaster Productions.

Obituaries

NICE.—Arthur W. Kelly, 64, active both in the film industry and television, died here this week following surgery. A former executive vice-president of United Artists, Kelly was born in England and came to the U.S. at the age of 21. Kelly has held several posts with different film organizations then switched to television interests late in his career.

BALTIMORE.—Funeral services were held here this week for H. Ted Routson, managing director of the Playhouse, who died from double pneumonia at the age of 58. Routson started out as a dancer, then came to work for exhibition. For many years he was associated with I. M. Rappaport's Hippodrome.

HOUSTON.—Ruben Frels, 55, president of Frels Theatre Circuit and a past president of Texas Allied, died of a heart attack. Frels circuit consists of about 45 theatres in the Texas Gulf Coast region. The exhibitor was a director of the Texas Drive-In Theatre Association.

NEWS BRIEFS

"Underwater!" Dates Set

RKO Radio's "Underwater!" has been set for openings in 34 key cities during February and early March, according to Walter Branson, the film company's world-wide sales manager. The Superscope production has been dated for runs in New York, Chicago, Los Angeles, Oklahoma City, Charlotte, Omaha, San Francisco, Cincinnati, Denver, Des Moines, Minneapolis, St. Paul, St. Louis, Louisville, Atlanta, Cleveland, Buffalo, Memphis, and many other major American cities.

"Zanzibar" Contest Grows

Universal-International's national showmanship contest on "West of Zanzibar" has already attracted several hundred responses, according to a film company report. All exhibitors are competing on equal terms, regardless of the theatre's size. Grand prize is a trip for two to Africa. A June 1 deadline has been set on the contest.

Theatre Video Lauded

A prediction that 1955 will see closed circuit television making great headway has been issued by William P. Rosensohn, BOTV president. The executive stated that the medium came of age during 1954 and showed itself "a potent selling tool." He predicted that his company would cary at least 50 general industry conventions and meetings during 1955.

Italian Films Totaled

The Italian film industry produced 152 features during the first 11 months of 1954, of which 61 were in color and 43 lensed as co-productions with other nations. During this period, the Italians made their first three CinemaScope pictures, while six films were made for panoramic screens. Of the 43 co-productions, 36 were made in conjunction with French film interests.

Perspecta in Holland

A licensing agreement for the manufacture of Perspecta Stereophonic Sound Integrator units has ben granted to N.V. Philips Radio of Holland, it was announced by Perspecta Sound, Inc. This brings the number of manufacturers of integrator units in all parts of the world to 16, according to a company figure.

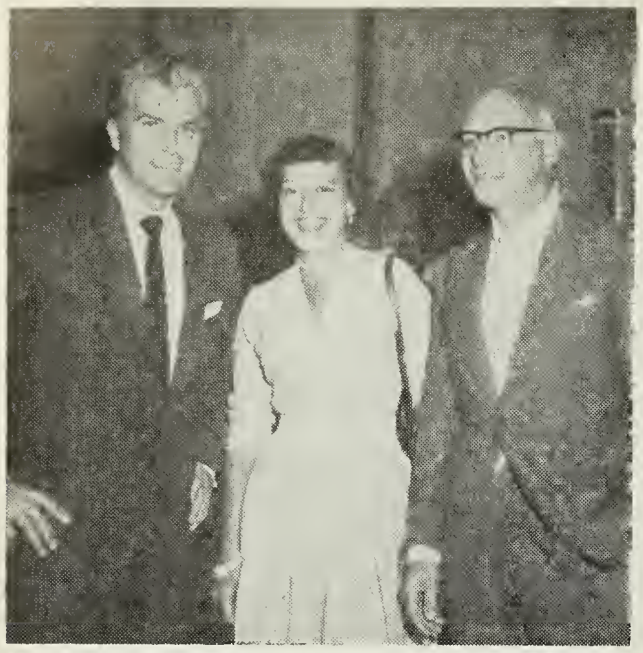
"Waterfront' Triumphs

Columbia's "On the Waterfront" has come out on top in New York Film Critics voting, taking the honors as the best picture of the year, best actor for Marlon Brando, and best direction for Elia Kazan. Grace Kelly received the nod as best actress for Paramount's "Country Girl" and "Rear Window," while "Gate of Hell" was named best foreign picture.

ITOO Merits Scroll

COLUMBUS, O.—Independent Theatre Owners of Ohio will be presented a scroll from Lieut. Governor Brown on behalf of the Highway Safety Department for the theatre owners part in the state's safety campaign. Scroll will be presented at the banquet of the group's annual convention, to be held from Feb. 28-March 1. Exhibitors will pose with the state executive to use the photo for publicity purposes.





Mr. and Mrs. Milton Weisman, Palm Beach, Fla., exhibitor, honeymooning on the west coast, visit with Fernando Lamas on the set of Paramount's "The Girl Rush" during a studio tour.

FilmBiographies In Focus Again

Hollywood once more has turned to the biographical story as a basis for motion picture material. All studio story editors have been increasingly alert for real-life stories that can be made into reel life stories. This current interest is due to the fact that biographical films made during the past year and the preceding year have been among the biggest grossers in the industry.

Paramount, which just completed "The Seven Little Foys," starring Bob Hope and based on the life of Eddie Foy Sr., in conjunction with Scribe Productions, will do the life story of Red Nichols, "Intermission."

Warner Bros. is currently shooting the life story of the jet ace, Joseph McConnell, titled "The McConnell Story." The film is being shot in WarnerColor and CinemaScope with Alan Ladd, June Allyson and James Whitmore starring, Henry Blanke producing and Gordon Douglas directing.

M-G-M is prepping "The Eddy Duchin Story," based on the life of the famous musician. Hall Bartlett has just finished "Unchained," which Warners will release, dealing with Warden Scudder of Chino.

Hollywood is looking for real life biographies that need little fiction padding. Studios are looking for life stories that have drama, laughter, and tears.

Set for production at M-G-M is one of the best examples of this: "I'll Cry Tomorrow," based on the life of Lillian Roth.

HOLLYWOOD ...on the wire

RICHARD BERNSTEIN, *Editor*
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Normandie 2-6494

Jack L. Warner announced the signing of Jack Palance to star in "The Jagged Edge," an action drama, with an original story and screen play by W. R. Burnett. The picture has been placed on the production schedule of Willis Goldbeck. Preparations on the picture are starting immediately, with a view of going into production at the end of January. The picture will be filmed in CinemaScope and Warnercolor.

* * *

Keith Larsen was set for one of the top supporting roles in "Wichita," the Joel McCrea starrer, which will be shot in CinemaScope this week with Walter Mirish producing and Jacques Tourneur directing. . . . After his completion of editing on "Kiss of Fire" at U-I, Director Joe Newman will check in at Sabre Productions, in which he is partnered with Vic Orsatti, to prep, "The Hong Kong Story" and "Mister Tex." . . . Phil Carey has been inked for a co-starring role in Copa Productions' "The Calico Pony" for Columbia release.

* * *

Robert L. Lippert Jr. has returned to Hollywood from Mexico City and has begun casting "Charge of the Rurales," which he will produce on Mexico and Guatemala locations starting Feb. 1. Cast of the feature, formerly titled "The Violent Land," will combine U.S. and Latin players.

* * *

Director Arthur Lubin, who is now in London making "Rebound" with Stewart Granger and Jean Simmons for Columbia release, has signed Clemence Dane to write an original story entitled "The Ghost of Drury Lane." Lubin has also engaged W. McQueen Pope to collaborate with Miss Dane on the script, which will have an atmosphere similar to "The Phantom of the Opera." The picture will be filmed in England and Lubin will return to Hollywood early in February to arrange for distribution of "The Ghost of Drury Lane," after completing "Rebound."

* * *

Starting date for "Neon Rainbow," a William F. Broidy production for Allied Artists, was set for Jan. 17. The picture, with a Las Vegas background, will be filmed almost in its entirety in that Nevada resort. It was earlier given a Jan. 10 starting date. . . . William Travers, young British actor, was signed by M-G-M for the second male lead in "Bhowani Junction," which will be filmed in Pakistan with Ava Gardner and Stewart Granger starred. Travers will play Patrick Taylor, an Anglo-Indian who shares a troubled romance with Miss Gardner. He was selected for the role after being tested in London by George Cukor, who will direct. Pandro S. Berman is producing.

* * *

Director Don Siegel and scenarist Geoffrey Homes checked onto the Allied Artists lot to prepare "The Body Snatchers," which is to be produced by Walter Wanger. The film will go ahead of Wanger's previously scheduled "Mother-Sir" and "Yellowknife," and is based on the Collier's Magazine mystery serial authored by Jack Finney. Shooting is expected to be launched within a few weeks.

* * *

Dennis Morgan will play the title role in Sam Katzman's production for Columbia release, 'Blackjack Ketchum, Desperado," which will roll in June. Morgan recently completed "The Gun That Won the West" for Katzman. . . . David O. Selznick stated in response to published reports that he may release "War and Peace" and/or other independently produced films through M-G-M with the following comment: "It is quite true that I have been having negotiations with Mr. Nicholas M. Schenck, president of Loews Inc., looking toward a financing and releasing association. Any further comment at this time would be premature."

* * *

Matty Kemp, head of M-H Producted, inked a contract to shoot a series of two-reel Eastman Color shorts featuring Arthur Lake and his family in Vistarama. The first of the series "Meet The Family" rolls in Guatemala this week. . . . Hugo Haas has completed his feature, "Hold Back Tomorrow," which stars Cleo Moore and John Agar with Haas directing and producing. It is now being edited and scored. Haas shot the film at Kling Studios. Robert Erlik, associate producer on "Hold Back Tomorrow," as well as many other Haas films, also announced that he has formed a production company of his own, Erko Inc. First project will be "Hey, Taxi," which will deal with taxi drivers.

* * *

Danny Kaye has been chosen by Paramount to play Red Nichols in "Intermission," the life story of the famous trumpet player. Paul Jones will produce the film, which will be made in partnership with Paramount and Kaye's own company, Dena Productions. Robert Smith, long-time friend of Nichols, wrote the original story, and is now working on the screen play of the film, on which he will also serve as associate producer.

* * *

John Burrows will go to Washington, D.C., to meet with officials of the Alcoholic Tax Enforcement Division, Treasury Department, with whose co-operation he and Lindsley Parsons will film "Dark Venture," which has been given a Jan. 10 starting date. Harold Shuster has been set as direc-

(*Continued on page* 24)



Republic executives (l. to r.) Jack E. Baker, vice-pres. in charge of studio operations; William M. Saal, exec. asst. to the president, and Francis A. Bateman, western division manager, chat at the annual studio holiday party hosted by president Herbert J. Yates.

From: COLUMB

To: SHOWMEN

For: JANUARY

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Bares Shock-Filled Story!



THE BAMBOO PRISON

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with JEROME COURTLAND Screen Play by EDWIN BLUM and JACK DeWITT · Produced by BRYAN FOY · Directed by LEWIS SEILER

Sensational Timely!

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MASTERSON OF KANSAS



starring GEORGE MONTGOMERY

COLOR BY TECHNICOLOR

with NANCY GATES · JAMES GRIFFITH

Story and Screen Play by DOUGLAS HEYES · Produced by SAM KATZMAN · Directed by WILLIAM CASTLE

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The fastest box-office draw of them all!

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month for Columbia's

'The Violent Men!

CINEMASCOPE

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THE VIOLENT MEN

Dianne FOSTER · Brian KEITH · May WYNN · Warner ANDERSON

. . . AND THEIR WOMEN!

Screen Play by HARRY KLEINER · Based upon a novel by DONALD HAMILTON · Produced by LEWIS J. RACHMIL · Directed by RUDOLPH MATÉ · A COLUMBIA PICTURE

COLOR BY TECHNICOLOR

French, American Filming Habits Compared By Vet Director Leisen

"A director has to inject his personality into a picture, according to Mitchell Leisen. "This is his trade mark."

Leisen recently returned from directing "Boulevard in Paris," starring Anne Baxter and Steve Forrest, for M-G-M. The film was shot at the Joinville Studies in Paris. He was replaced near the end of the filming due to illness.

"It's very difficult to shoot in France," Leisen stated. "There is a lack of equipment and what equipment you have is old. The studio workmen are marvelous and know their jobs well. There isn't a solid film industry in France, the way there is in England or Italy."

This was one of the first times that an American director shot a whole film in Paris. Usually, a director shoots his exteriors in Paris then goes to England for the interiors.

Bothered By Weather

Another problem about shooting in France was the weather. "It was atrocious," Leisen said. Out of the four months that he was over there, he pointed out that he had 12 days of good weather.

"Boulevard in Paris" is the story of a young man on his way to Innsbrouk who meets a French beauty, the ex-mistress of a gangster. She has murdered the gangster and the young man tries to save her.

Leisen explained that working hours in Paris and France in the motion picture studios are quite a bit different than in the U.S. Work is started at noon and finished at 7 p.m. The director also had some problems getting certain shots that he wanted. He had to wait 15 days to get permission to shoot in the gardens at Versailles. The film was made under the French quota as a French picture.

Leisen, who is one of Hollywood's top directors, was also an actor. He studied architecture at Washington University in St. Louis. Then he came to Hollywood, where he designed costumes for the Babylonian scene in "Male and Female." Leisen was with Cecil B. DeMille for 12 years. He was art director of "The Volga Boatman" and "The King of Kings."

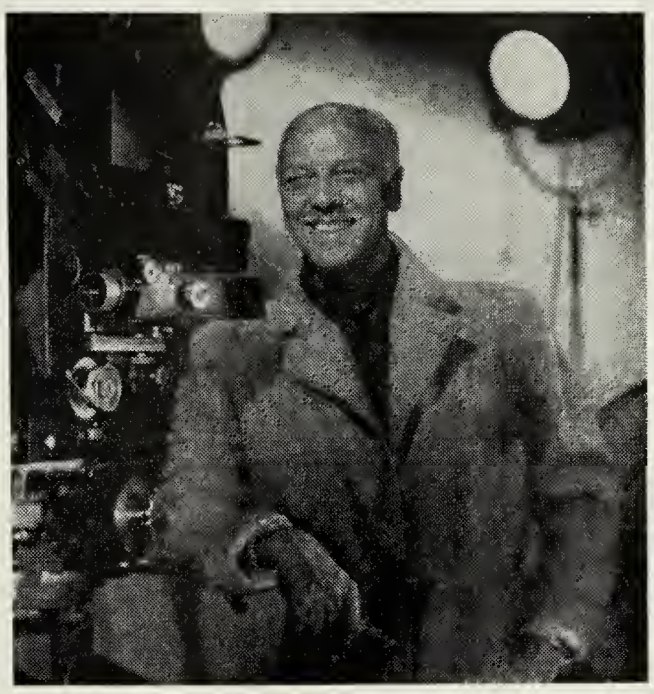
In 1933 he assisted in the direction of "Tonight Is Ours" and "The Eagle and the Hawk." The same year, he directed "Cradle Song," and in 1934 he directed "Death Takes A Holiday," "Murder at the Vanities" and "Behold, My Wife."

Directed "Hours"

In 1935 he directed the highly successful "Four Hours To Kill" and "Hands Across The Table" and the following year, "13 Hours By Air," "The Big Broadcast of 1937," and, in following year, such hits as "Swing High, Swing Low," "Artists and Models Abroad," "Midnight" and "Hold Back The Dawn." He also directed "Golden Earrings" and "Dream Girl."

Previous to "Boulevard in Paris," Leisen directed Glenn Ford and Ruth Roman in "Young Man in A Hurry," for M-G-M.

"What makes a top director?" Mitchell Leisen said that it is independence and freedom of thought. He works on the script of the films he makes with the writers. He stressed that Hollywood will make more and more color films. He pointed out that he is a director who has been raised on black and white films, and that color should be judiciously used. Color should be underplayed.



MITCHELL LEISEN

"A good story told well holds interest on the screen," the director said. He believes simply that if it's a good story it can be made into a good picture. Once a story is given to a seasoned director, he knows how to shoot it and see that it has continuity. Leisen considers experience very important in a director. His background as an actor has helped him do a great many difficult scenes with actors and actresses.

Leisen is considered to be one of the most versatile directors in Hollywood. He has made every type of film that has come out of Hollywood. "A performer's director," Leisen works very carefully with the actors and actresses to see that the scenes which they are doing are completely understood by them and done right. He knows all phases of production and is an expert on sets. It is important for a director to know how to shoot on a particular set and get the dramatic value out of it, Leisen explained.

He also stated that he has had some offers to do a Broadway play and also some offers to enter independent production as a director. He thinks highly of independent production.—*R.B.*

Para, Wyler, Wilder Sign New Film Deals

HOLLYWOOD.—Paramount has signed producer-directors William Wyler and Billy Wilder to multiple picture contracts continuing over a period of years, the film company has revealed this week. Both contracts are non-exclusive, allowing both men to make their services available to other studios. No decision has as yet been made on their new productions, but the men will participate in the profits, according to the report.

Don Hartman, the studio's executive producer, noted that "Paramount is flattered and extremely pleased that Wyler has decided to stay with us and that Wilder, after a brief absence, has decided to return to the studio." Wyler is currently at work on "The Desperate Hours." Both men have won several Academy awards.

New Year Seen Bright: Hartman

HOLLYWOOD. — Don Hartman, Paramount executive director, has predicted that "without presuming to be an oracle," he thinks that "all economic factors in the free world point to promising conditions," and therefore he believes "business in 1955 will be as good as the pictures themselves." Hartman declared that "given good pictures, it remains only for the intelligent showmanship effort of exhibitors to make 1955 a record year."

Paramount is aiming "for a continuation of outstanding entertainments that will meet the higher standards of the domestic and world market." Hartman noted that "what benefits the exhibitor benefits us." He announced a policy of selecting "only the best possible ingredients for every production, and to make each picture honestly, on the well-founded premise that there is no revenue ceiling for quality."

The producer stated that "producers are now attuned to the new technologies." He predicted that "there will still be greater advancement in presentation, both in picture and sound," adding that "Paramount through VistaVision has established the high standard of presentation for all theatres."

Hartman noted that "this standard will be the goal toward which the industry will strive during the coming year." He concluded with "Paramount has a year's product in VistaVision ready for release which accomplishes this objective."

Ad Aids VistaVision

HOLLYWOOD. — Paramount's VistaVision camera has been made the focal point of a series of large-space newspaper advertisements inserted by the California Bank of Los Angeles in all of the city's newspapers. Featured in the ad is a large picture of the camera plus copy that calls it "one more advancement in the art that entertains millions the world over."

Title Changes

Allied Artists: **"God's Angry Men"** is the new title for "God's Angry Man." (Stars Raymond Massey, Debra Paget and Jeffrey Hunter; Charles Marquis Warren directed).

UA: **"The Kill"** is the new title of "Canada's Greatest Manhunt." (Stars Edward G. Robinson and George Raft; Dave Diamond and Sam Bischoff produced).

"Dial 116" is the final title of "Code 3." (Stars Bill Elliott; Vincent M. Fennelly produced).

"Dark Venture" is the new title for "The Hi-Jackers." (Lindley Parsons produces with John H. Burrows as associate).

Columbia: **"Rebound"** is the new title for "Deadlock." (Stars Stewart Granger and Jean Simmons; Arthur Lubin directs).

Hollywood Becoming More Aware Of Visual Plays: Director Mann



On the set of Hal Wallis' "The Rose Tattoo," for Paramount release, are (l. to r.): the producer; Anna Magnani, star, and Daniel Mann, director.

"It is a director's job to translate life into screen terms," explained Daniel Mann at Paramount, where he is currently directing "The Rose Tattoo," for Producer Hal Wallis.

Mann, along with other top Hollywood directors, has helped bring about the return of the "adult, realistic" motion picture. His direction of "Come Back, Little Sheba" for Hal Wallis won him a great deal of praise and many citations.

In "The Rose Tattoo," Mann has one of the top international motion picture actresses, Anna Magnani, making her American screen debut. "The part was originally written in the play with her in mind," Mann stated.

Mann is enthusiastic about Miss Magnani in the role. He explained that she speaks good English with an Italian accent, which blends in with the role. For Burt Lancaster, he also stated, it is still another different role, which will help even more to establish Lancaster as one of the most versatile Hollywood actors.

Directed Stage Version

Mann also directed the Broadway theatrical version of "The Rose Tattoo." "In the play," he said, "you direct the actors and on the screen, you direct the actors for audience attention." He also pointed out that motion pictures differ from the stage in that the technicians work as a team with you. "In making a motion picture, you are constantly involved in mechanics."

"The story material I have here is most unusual," Mann stressed. "Tennessee Williams did the screen play from his own play." Mann also directed "About Mrs. Leslie" for Hal Wallis and Paramount release.

Mann pointed out that "life, action, violence and movement that only the camera can bring to the screen" will be in the film version of the play.

Working with a camera is "more fluid," and Mann likes this. He stated that when he comes to Hollywood, he returns to New York after he has completed a film a better director for the stage. And when he returns to Hollywood from the stage after directing a play, he is a better director for motion pictures.

Mann cited the fact that there has never been a picture made on the theme of "The Rose Tattoo." It is the story of an Italian woman who has the obsession after her husband's death that he has been unfaithful to her. How she overcomes this and comes to her senses to lead a normal life again is the rest of the story.

The director pointed out that he has only worked for Hal Wallis, although he has had many other offers to direct feature films. "I've tried to do only things that interest me," he said.

A former actor, Mann understands thesping and is also a constant worker at learning more and more about the theatre and stagecraft and moviemaking. What is the most important job for a director? "You know what plays if you have directed the stage version and it is completely different to translate into screen terms. In this film, it is a very personal story and the camera helps make it intimate."

Mann has lined himself up both a cast from Hollywood and also people who appeared in the play for him. Besides Lancaster and Miss Magnani, Mann cast Marisa Pavan, Virginia Grey and Ben Cooper here in Hollywood, while Jo Van Fleet, Dorritt Kelton and Florence Sundstrom were cast from New York where they appeared in the play.

Mann stated that in his opinion Hollywood will be more aware of Broadway properties that lend themselves to films; also the adult aspect of plays that lend themselves to films.

In regard to his directorial techniques, Mann pointed out that he trys to get much movement in a picture. His movement is not just arbitrarily put in, but is inserted from the point of dramatic action. He likes his camera "to float." He is very happy to have James Wong Howe, one of Hollywood's top cameramen, working with him. The camera follows a person or people for the reason that you make a point dramatically, he stressed.

There are no rules for making a picture. A director has to embrace all intelligent approaches, Mann said. Every picture has its own logic.—*R.B.*

Lantz Launches Penguin

Veteran cartoonist-producer Walter Lantz will introduce a new character this year; a penguin named Chilly Willy, with a series of three cartoons. The character was inspired by the song, "Chilly Willy," by Mary Jo Rush, which will be used as the music theme.

HOLLYWOOD...

(*Continued from page 20*)

tor of the feature. . . . Columbia Studios announced that Aldo Ray will co-star with Glenn Ford in "The Gentle Wolfhound," which Fred Kohlmar will produce. The film, which rolls Jan. 24, will be directed by Richard Murphy.

* * *

Hal Wallis has named Grady Johnson, well known publicist and national magazine writer and roving editor, as publicity director for his independent producing company releasing through Paramount. . . . Jesse Lasky Sr. has set Claude Binyon, well known director-writer, to do the screen play of "The Big Brass Band," which he will produce with Frank Sinatra starring. . . . Producer Philip A. Waxman has announced a Jan. 27 starting date for "Pistolero," which his Waxman Pictures will make for United Artists release. Jack Palance will star in the feature, which will be directed by David Miller.

* * *

Over at 20th Century-Fox, Robert Stack was set for the lead in "House of Bamboo," which will be shot in CinemaScope and color. Samuel Fuller will direct the film, which Buddy Adler will produce. Feature has a Jan. 10 starting date. At the same studio, Delmar Daves was set to direct "Lord Vanity," which Charles Brackett will produce in CinemaScope and color, with Clifton Web and Robert Wagner starring. . . . Howco Productions announced that "The Buckskin Lady," its next feature, will roll Feb. 15 with Lance Fuller starring and Carl K. Hittleman producing and directing.

* * *

Corona Films will start "Star of Rio" on Jan. 20 with Kurt Neumann producing and directing. . . . Ray Middleton was set by Republic to co-star with John Payne, Mona Freeman and Lee J. Cobb in "Man From Texas," to be filmed in Trucolor in St. George, Utah this week. Middleton just finished one of the starring roles with Sean McClory and Joanne Jordan in Republic's "I Cover The Underworld."

* * *

Paul F. Heard has signed Lou Forbes as musical director for "Springtime in Copenhagen," the feature film he will produce in the Danish capitol in June, with some interiors to be made in London. Heard and his production assistant, Herbert G. Luft, left Hollywood this week for Copenhagen.

* * *

M-G-M assigned Ernest Lehman, recently signed to a writer-director contract at the studio, to do the screen play for "Bannon," which will star Montgomery Clift and Spencer Tracy. John Houseman will produce the film, which will be directed by Robert Wise.

Films On India Set

Two films dealing with religious-political leaders of India are on the way with M-G-M preparing a life of Buddha, according to Dore Schary, studio head, and Columbia making a deal for Otto Preminger to produce and direct one on Mahatma Gandhi. Both studios claim that their respective productions will be among the most important films ever done by the companies. The Gandhi film will be called "The Wheel." The Buddha picture will be shot in CinemaScope.

(Continued from page 17)

well-mounted, fulfills the action requirement and packs an exploitable punch. Scenes showing the man-eating piranna fish attack an alligator, then threaten a man, are sure-fire ticket sellers. Also alluring is a torrid dance to the melodious title song as performed by Abbe Lane, who plays a bandit's girl. Her lover, portrayed by Cesar Romero, is responsible for the comic touches in "Americano."

Events grow intriguing once Ford, the Texan, arrives in Brazil with three prize breeding bulls slated to be sold to land baron Lovejoy. Trouble ensues when the bulls are stolen by Ursula Thiess's family, feuding neighbors of Lovejoy. The bulls are retrieved and delivery is made but Ford is hijacked for the payment and then framed for a murder charge. With the aid of Romero, Ford uncovers Lovejoy as the culprit. Latter is killed in a gun duel by Ford. Ending implies the coupling of Ford and Miss Thiess.

"Battle Taxi"

(United Artists) 82 Min.

Cast: Sterling Hayden, Arthur Franz, Marshall Thompson, Leo Needham, Jay Barney.

Credits: Produced by Ivan Tors and Art Arthur; Directed by Herbert L. Strock; Screen play by Malvin Wald; Based on a story by Wald and Arthur.

A strong action melodrama, located in Korea and dealing with the exploits of the Air Rescue (helicopter) Service of the U.S. Air Force, is to be found in "Battle Taxi." Picture headlines an all-male cast with Sterling Hayden for acceptable action house marquee bait and delivers punch after punch in showing how helicopter pilots saved lives during the recent international flare-up. A well-written script keeps things going at a lively pace, generating much suspense along the way for convincing results. Title and situations are highly exploitable for action market response. Backing up the melodramatics are numerous newsreel and Air Force battle clips, edited into the picture for realistic atmosphere.

Hayden plays the determined commander of an Air Rescue Service unit based in Korea and Eduard Franz portrays a reluctant 'copter pilot who would rather fly a Jet. After Franz disobeys orders in an attempt to prevent an enemy tank from destroying a group of infantrymen, Hayden decides to take his subordinate in hand. Latter is frustrated at not being given a transfer for his actions. Eventually Franz proves his worth under Hayden's command and is severely wounded in the line of duty. He comes to the decision that flying 'copters is just as important as piloting Jets.

"Animal Farm"

(de Rochemont) Technicolor 75 Min.

Credits: A Louis de Rochemont presentation; Produced and directed by John Halas and Joy Batchelor; Based on the novel by George Orwell.

A brilliant and adult Technicolor cartoon version of George Orwell's political satire on totalitarianism, "Animal Farm," is being presented by the Louis de Rochemont organization, and the film should prove a good grosser at the class houses. Although the feature takes the form of a cartoon, it is actually a biting satire designed for the mature mind, and not for children. The younger set may find some of the animal scenes pretty, but there are also some terrifying scenes, such as when a heroic horse is sold to the glue factory. Other scenes of brutal killing and destruction are to be found in the film. The picture recounts the story of what happens when a group of animals rebel against a tyrannical farmer and decide to run the farm by themselves. It begins on an optimistic tone, with all the animals singing the praises of their revolution, but their joy is short lived.

Totalitarianism enters the picture when the pigs usurp control of the farm. The chief pig, Napoleon, sets himself up as sort of a Hitler-Stalin type character, and he is constantly guarded by killer dogs. The idealistic slogan of "all animals are equal" is changed to include the line "but some are more equal than others." The lot of the other animals is worse now than under the control of humans. Finally, when they can stand it no more, they rebel once again, this time against the pigs. The picture ends on a scene of complete bloodshed and destruction. Technically, the feature is a top-notch job with clever animation and imaginative use of music. The production is narrated, with dialogue kept to a minimum.

"Target Earth"

(Allied Artists) 75 Min.

Cast: Richard Denning, Kathleen Crowley, Virginia Grey, Richard Reeves, Robert Roark, Mort Marshall, Arthur Space, Whit Bissell, Jim Drake, Steve Pendleton, House Peters Jr.

Credits: An Abtcon Pictures Inc. Production; Produced by Herman Cohen; Directed by Sherman A. Rose; Screen play by William Raynor; Based upon the story, "Deadly City," by Paul W. Fairman.

"Target Earth" is a good science-fiction exploitation picture that will do okay in the general market.

Producer Herman Cohen has given the story some fine production mantling and in making his directorial debut Sherman A. Rose has chalked up good credit, getting well-etched portrayals from the cast. Science-fiction fans will find the film interesting, especially its robots and the manner in which American scientists manuever to find a weak spot in the make-up of invaders from another planet. The production has some excellent photography and special effects—assets in gaining suspense. Picture also boasts a highly exploitable title and has a great many angles for gimmick exploitation.

A large city is evacuated as an army of robots, believed to be from the planet Venus, attack. Left behind are Kathleen Crowley, Richard Denning, Virginia Grey and Richard Reeves, who all take refuge in a hotel. Their sanctuary is invaded by a psychopathic killer, Robert Roark. The Army, the Air Force and scientists are, meanwhile, battling to find a weak point in the invaders. Roark plots to take Kathleen with him, using Denning, Reeves and Virginia as bait for the robots. Virginia calls his bluff and he kills her and wounds Reeves, before Reeves chokes him to death. As the three flee the hotel, a robot kills Reeves and is about to do away with Denning and Kathleen, when he is immobilized by an electronic counter-weapon that the scientists have come up with.

"The Belles Of St. Trinian's"

(Associated Artists) 90 Min.

Cast: Alastair Sim, Joyce Grenfell, George Cole, Hermione Baddeley, Betty Ann Davies, Renee Houston.

Credits: A Launder-Gilliat Production; Directed by Frank Launder; Screen play by Launder, Sidney Gilliat and Val Valentine; Based on the drawings by Ronald Searle.

A delightfully funny British comedy, based on the famous Ronald Searle cartoons in "Punch," has been turned out in this story of life in a school for precocious young ladies, and successful art house runs should ensue. Alastair Sim, familiar art house name over here, does a standout job in a dual role as headmistress of the school and her twin brother, a bookmaker. With a cast of top character actors for support, Sim's performance in the male and female roles should further increase his prestige in the U.S. The plot, never to be taken seriously, concerns the mischief caused by the young ladies, who are very unlady-like in their behaviour. The girls do such hilarously improbable things as manufacture gin in chemistry lab, hide a race horse in their dormitory, and in general make life miserable for the local townspeople.

There are just enough plot complications to keep the film going from one funny incident to the other as Sim (as the headmistress) contrives to find funds to keep the school going. The whole thing climaxes with parents' day, when the ladies elders are horrified to learn of the things that have been going on in this progressive school. However, a horse upon which the school has been betting wins enough money to keep the school going, and life goes on as usual at St. Trinian's.

"Companions Of The Night"

(Arlan Pictures) FRENCH 90 Min.

Cast: Francoise Arnoul, Nicole Maurey, Christian Fourcade, Suzy Prim, Pierre Cressoy, Raymond Pellegrin.

Credits: Directed by Ralph Habib; Screen play by Jacques Companeez.

A hard-hitting account of the problems of the girls in a house of prostitution is presented without sensationalism in this French import, which should rate a fair reception at the art houses. The familiar names in the cast include Nicole Maurey, who played Bing Crosby's wife in "Little Boy Lost," in a secondary role here, and Christian Fourcade, who played the title role in the Crosby starrer. The plot follows the machinations of a white slaver, showing how he ruthlessly uses his personal charms to lure girls into his power. The flash-back story, starting with the murder of the villian, details the career of one of the girls. The feature does not attempt to glamourize the workings of the vice ring, but rather tends to present the story in almost documentary fashion.

The leading female role is played by a newcomer, Francoise Arnoul, and she makes a charming and pathetic heroine. She agrees to become one of the "companions of the night" for the gang leader Raymond Pellegrin in return for assurance that the latter will pay medical and nursery expenses for her illegitimate son, little Fourcade. She attempts to leave the house when she meets and falls in love with Pierre Cressoy, but Pellegrin refuses to give up her child. The lovers finally get the child, but Pellegrin runs Cressoy over with an automobile. The desperate heroine shoots Pellegrin. The film ends on a note of hope with Cressoy promised recovery and the law promising not to be too harsh on Miss Arnoul. English titles are good.

"Fuss Over Feathers"

(Associated Artists) Eastman Color 84 Min.

Cast: John Gregson, Muriel Pavlow, Nial MacGinnis.

Credits: A Group 3 Production; Produced by Herbert Mason; Directed by John Eldridge; Screen play by John Pudney and Don Shaw; From a novel by Shaw.

The British Group 3 experimental production unit has again come forth with a pleasantly diverting comedy — this time about the reactions of some rural folk to the RAF's decision to use a bird sanctuary as a site for aerial rocket tests. Complication upon complication ensues as the local historians endeavor to invalidate the Air Force's right to bomb the sanctuary. The result is touching and amusing at the same time. In gorgeous Eastman Color, and utilizing beautiful locations in Norfolk, England, for background, the picture should prove its value as an art house attraction. The names are moderately familiar: John Gregson, Nial MacGinnis; and all the performances are top-notch.

A slight romantic interest intersperses the narrative portions of "Fuss Over Feathers." Gregson, with the RAF, is spiritually on the side of the townsfolk who oppose the bombing tests. His girl, Muriel Pavlow, is secretary to MacGinnis, local factotum. In the course of events, the RAF decides to ignore the entreaties of the townsfolk and go ahead with the bombing. What stops the planes is a mass demonstration in the face of rocket bombs. But the bombs are never dropped, culminating a sequence fraught with genuine suspense.

Fashion Tie-Ups Set

"So This Is Paris" Drive Joined To '55 March Of Dimes Campaign

Universal-International's Technicolor musical, "So This Is Paris," will be the springboard for the 1955 campaign of the March of Dimes via a nationwide contest designed to focus widespread attention on the organization's polio drive and on the upcoming release. The picture is also being plugged via a series of fashion tie-ups arranged through Bates Fabrics.

The March of Dimes is sponsoring a "So This Is Paris" contest, which will be officially opened in New York City at the time of the national release of the film, early in January. Top prize is an all-expense 10-day trip to Paris for two, via Pan American's Rainbow Service, with additional prizes being awarded locally for runners-up.

Efforts Pledged

Working with March of Dimes and film company representatives is Lyle Engel, music promotion consultant. As part of this phase of the campaign, 63 disc jockeys across the nation have pledged their efforts in behalf of the contest as their contributions to the polio drives with round-the-clock radio and TV appeals.

Local supermarkets throughout the country are co-operating with regional March of Dimes chapters by setting up special booths where entry blanks for the contest will be available.

Each contestant will be required only to fill in his name and address and deposit the slip in a receptacle at the March of Dimes booth. Local prize winners will be drawn from the receptacle during the latter part of January. These winning names will then be sent to New York City where, on Jan. 31, the grand prize winning name will be picked by this year's March of Dimes Poster Girl.

What is believed to be the first flying fashion show and champagne luncheon ever held high above the metropolitan area took place this month when U-I and Bates Fabrics staged a fashion show aboard a Pan American Stratocruiser to announce details of a national dress design contest in which two amateur designers will be awarded trips to Paris via Pan American.

Design Contests

Four Bates prints, inspired by the film, were displayed by a group of models while the plane soared more than 10,000 feet above ground. The dresses will be presented by one store in a number of major cities throughout the nation in January. Each store will conduct a design contest, requiring contestants to sketch an original dress suitable for any one of the Bates prints.

Each store will pick its local winners. These designs will be forwarded to Paris by the end of January, and Jacques Heim, couteurier, will pick the best two designs.

Jerell and Tailored Juniors, who have each manufactured three different dresses from the four prints created by Bates, are supplying their outlets with special promotional material and are asking them to run special full page local newspaper advertisements publicizing the contest.

The promotion is being kicked off with two half-page full-color ads in the January issue of "Seventeen" magazine. In addition, the January issue of "Scholastic Roto" is featuring an editorial layout plugging the film.



U-I's "So This Is Paris" won Navy Recruiting Headquarters approval in Chicago and an elaborate display was erected at the city's busiest corner to plug recruiting and the B&K Roosevelt Theatre playdate.

Jerrell and Tailored Junior retail outlets have also been asked to run whatever type of contest they desire in conjunction with their local theatres. Requirement is that their dress designs be used as the focal point of the contest. A Pan American trip to Paris will be awarded in this contest also.

The visit of Mara Corday, U-I star, to Philadelphia for the advance promotion of "So This Is Paris," which opened at the Midtown Theatre, developed an unusual publicity channel. Realizing that she had some last minute Christmas shopping to do, Miss Corday visited the local Wanamaker store and was impressed by the courteous service provided by the sales clerks despite the Christmas rush.

Miss Corday then invited one of the sales clerks to be her "pal for the day" and the girl accompanied her on her promotional rounds—a visit to the Philadelphia hospitals; appearances at radio and television stations and the dedication of the new municipal indoor tennis court.

Recording Keys "Passion" Bally

The Decca record of "Passion Tango" served as the keystone for the exploitation campaign engineered for the opening of RKO's "Passion" at the Brandeis Theatre, Omaha. Tie-ups with a local dance studio, music store and radio station, plus an advance lobby display were all used to herald the opening of the drama.

The local radio station, KSWI, ran a mystery tune contest, in which the tune used was the "Passion Tango." The record was played a number of times daily for the five days preceding the film's opening. Free tickets to the theatre were awarded as prizes.

A co-operative arrangement was worked out with the local Arthur Murray dance studio whereby it plugged the production and the musical number on 50 percent of its radio spot commercials daily for five days in advance and during the film's run. The theatre, in turn, credited the dance studio in its lobby display.

Window displays in the Patton music store were built around the record, while additional displays were promoted throughout the city with the perfume bearing the same name as the film's title.

An advance lobby display headed "Ruffian's Rogue's Gallery" contained stills of the villains of the film with complete credits and additional photos of stars Cornel Wilde and Yvonne de Carlo. Material for this display was prepared by the RKO exploitation department.

M-G-M Theatre Accessories Promote Celebration Year

Metro-Goldwyn-Mayer has begun setting its "1955 Motion Picture Theatre Celebration" in motion in tune with the changing calendar. As the New Year begins, the company is preparing to visually promote its part of the festive year with a series of novel and impressive accessories designed for theatre use and exhibition in exchanges.

Included among the accessories are a giant lobby standee 40 x 60 which can be used in various vantage points in theatres; box office stickers which can be placed on the windows of cashier's cubicles, and a special badge made up for ushers, doormen, and other personnel in theatres.

Also, a silk valance 15 x 4 high which is being used in exchanges only; badges specially designed for exchange employees both in the front and back offices; special stamps gotten out for all out-going mail, for use in the home office as well as the exchanges. The stamp measures about 1 x 1 in inches.

Messages on the accessories called attention in fresh and humorous terms to the upcoming celebration. Slogans included: "M-G-M's 1955 Motion Picture Theatre Celebration" and "There's More Fun At The Movies."



M-G-M's giant lobby 40x60 is for use in theatres to promote the "1955 Motion Picture Theatre Celebration."

Lyric

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Thank you-
Mr. Gantt!

Sept. 6, 1954

Mr. Bernie Wolf,
National Screen Service
2018 So. Vermont St.,
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Dear Mr. Wolf:-

This may be a testimonial letter Mr. Blumberg will prize.

Some weeks ago, we discontinued trailer service for a couple of reasons. (a) We had the opportunity in our contract, (b) We wanted a test of their value, and (c) finances.

We have decided that we definitely made a mistake; that the very least we can say for trailers is that they pay for themselves, and no theatre should be without them.
In addition to their sales ability, they are a subject comparable to a short subject; people like to see them and miss them when they are removed.

Will you kindly write us up a new contract at the usual terms, and get trailers headed our way as soon as possible.

Thanks and regards,

Sincerely,
LYRIC THEATRE
H.T. Gantt
H.T. GANTT

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY



Massive Ad Budget, Pretty Lass Contest Boost "Vera Cruz" Dates

With a starting ad-pub-exploi budget of $500,000, United Artists' "Vera Cruz" has been launched in key spots with the aid of a 10,000-mile series of tours by three of the film's stars, Gary Cooper, Denise Darcel and Sarita Montiel.

A $75,000 national contest for "Vera Cruz" in every exchange area of the country has been set with the Exquisite Form Bra company. The competition, which will be backed by an all-media campaign employing co-op ads, radio and TV plugs, full-scale newspaper publicity, store displays and street bally, will additionally award $4,000 in savings bonds to exhibitors and managers mounting the best "Vera Cruz" contest promotions.

The contest, which will be held in conjunction with both key engagements and subsequent runs, is pegged to a search for a super-shapely miss who will qualify for the title of "Miss Exquisite Form." Final selections will be made by Cooper and Lancaster.

Grand Prize Award

The grand prize winner will receive a $10,000 contract for one year of modeling and TV appearances, an expenses-paid trip to Hollywood and a studio audition. The 200 other well-curved finalists will share $65,000 worth of jewelry, home appliances, vacation trips and other valuable prizes.

Outstanding among the roster of awards are Ulysse-Nardin watches, Duane jewelry, Amana freezers, Miami vacations at the Saxony Hotel, Lentheric perfume, Arthur Murray dancing lessons, Bell portable sewing machines, Perfection air conditioners, Amplex Hi-Fidelity magnetic tape recorders, Springwall mattresses, Helene Curtis beauty products, Remington Rand Duchess electric shavers and guest accommodations at the Park Sheraton Hotel in New York.

To insure maximum support for the contest, Exquisite Form has prepared 22,000 special promotional kits for distribution to their dealers in department stores and women's shops from coast-to-coast.

Accessories include window streamers, counter cards, co-op ad mats and prepared publicity for newspaper, radio and TV. The company's 110-man field force will expedite liaison between dealers and theatremen.

Special exhibitor aids provided by UA include a "Vera Cruz" contest one-sheet and contest theatre trailer, both free, and an entry blank mat, which is available at National Screen.

The manufacturers contributing prizes for the banner promotion will provide newspaper co-op ads, lobby exhibits, and window and counter displays at thousands of drug stores, home appliance outlets, department stores, jewelry shops, home furnishings stores and travel agencies. The huge campaign will blanket both key cities and smaller communities.

UA's field force will hypo the "Miss Exquisite Form" campaign with contest exploitation manuals detailing a step-by-step campaign to assure every exhibitor of maximum benefit in his locality.

The blueprint outlines plans for running the "Vera Cruz" contest on the theatre stage, as a newspaper co-op promotion or as a television feature.

Promotions Begun

Supplementary video network support will come from a series of plugs on the Bert Parks "Stop the Music" show via ABC-TV and the radio presentation of the same show over 179 CBS stations.

A multiple series of tie-ups has been arranged to blanket the entire country, according to Francis M. Winikus, UA national director of advertising, publicity and exploitation. Firms enlisted in the campaign include Winchester Firearms, Van Heusen Shirts, Berkray Corp., Duane Jewelry, Hollywood Bread, Honeybug Slippers, Cavalier Ties, Reilable Machine Works, Dreamstep Shoes, Tavi Products, Purofied Down Products and Chester Roth Hosiery.

Magazines in which these companies are inserting advertisements publicizing the Hecht-Lancaster production include "Life," "Esquire," "Look," "Vogue," "Good Housekeeping," "Living" as well as fan magazines, sport publications and trade papers. Many of these firms are also using mailing pieces, counter and window displays to back up the campaign.

A music promotion slanted to the nation's disc jockeys has also been prepared for the Superscope-Technicolor film. A giant post card was sent to the dj's following special screenings which had been set up for the music men in every exchange area. "Vera Cruz" music has been recorded by Victor, Decca, Mercury, Capitol, and M-G-M records.

Blueprints Followed

The "Vera Cruz" song push is following a blueprint jointly mapped by UA and the record companies.

Street bally, which covered all five boroughs as well as key suburban shopping centers in Westchester, New Jersey and Long Island, sent 15 "Vera Cruz" Santa Clauses on a six-day swing to distribute special heralds, as well as packages of candy supplied by the Barton stores. Three stage coaches toured the midtown area for the opening.

Ballyhoo aspects staged by theatres running "Vera Cruz" took on novelty across the land. At the Capitol Theatre, a large lobby board announcement and table for distributing applications for the modeling contest sponsored by Exquisite Form for the picture were set up.



A wagon-riding burro drew crowds in a street bally cruise for the UA Theatre opening of UA's "Vera Cruz."

Marine Life Exhibits Headline "Hunters"

Highlighting the educational aspect of the DCA release, "Hunters of the Deep," a special screening of the underwater documentary has been held for teachers and students of zoology in colleges in metropolitan New York City during the film's run at the Trans-Lux 60th St. Theatre.

In addition to the screening, a series of traveling exhibits was arranged which displays the underwater cameras, the aqualung, the diving equipment and other special paraphernalia which figured in the undersea photography. The exhibit visited Columbia, New York University, City, Fordham, Brooklyn, Queens, Adelphi and Hunter colleges.

Merchandise Tie-Ups, Sub-Surface Ballyhoo Herald "Underwater!"

Manufacturers of aquatic equipment plus makers of such waterproof products as flashlights, wrist watches and the like are rushing to tie in their products with the underwater preview of RKO's "Underwater!" according to the film company. The Jane Russell starrer will be previewed for press on Jan. 10 beneath the waters of Silver Springs, Fla. Record attendance is indicated.

Four special TWA Super-Constellations, two from Hollywood and two from New York, will fly stars, editors, columnists, reviewers and photographers to Florida for the affair. The luxury liners will leave their respective cities Sunday morning, flying nonstop to the site of the event. Jane Russell, Gilbert Roland, Richard Egan and Lori Nelson, all expect to be on hand.

Manufacturers of fountain pens, cameras, raincoats, "wetproof" cigarettes and a fish cannery, are joining in the campaign, RKO notes. To herald the unusual preview, underwater billboards will be placed on the ocean floor off the Atlantic coast advertising the production. The company is also attempting to buy advertising space on the bottom of all U.S. swimming pools.

Tie-Ups Set

The student bodies of all colleges and universities in Florida have agreed to send contestants for the title "Miss Underwater" to Silver Springs. The winner and her court will be selected by the more than 200 press representatives from New York and Hollywood who will attend the film's showing.

One of the press representatives who will submerge wearing an aqua-lung to view the Superscope-Technicolor production will find a "Treasure Chest Camera Kit" of the Bolsey Corp. of America hidden under his seat 20 feet below the surface. The kit, wrapped in a water-tight package, contains a Bolsey 35mm. camera, flash gun and ever-ready case.

Life-size photographs of Miss Russell and her co-stars Gilbert Roland, Lori Nelson and Richard Egan will be displayed during the underwater debut. The large photographs will be coated with a special plastic solution which will keep them glossy in spite of long periods of submersion.

National magazine which will carry ads on the film include "Life," "Look," "Saturday Evening Post" and "Collier's."

THE FIRST TEN FROM dca DISTRIBUTORS CORPORATION OF AMERICA TOP PRODUCT ALL THE WAY!

JOAN
Crawford
"The Way We Are"
PRODUCED AND DIRECTED BY
ROBERT ALDRICH
DIRECTOR OF "APACHE" AND "VERA CRUZ"

The VIKING
a magnificent Spectacle in CINEMASCOPE and Technicolor, based on the best selling novel by *Edison Marshall*

"I AM A CAMERA"
the extremely successful Broadway stage show
SHELLEY WINTERS
JULIE HARRIS
LAURENCE HARVEY

Olivia
DeHavilland
in
"LELIA"
from the best selling novel by Andre Maurois

"Long John Silver"
CINEMASCOPE
COLOR BY EASTMAN

An original comedy by
SAM and BELLA
SPEWACK
who brought us
"MY FAVORITE WIFE"
"WEEKEND AT THE WALDORF"
"KISS ME KATE"
"MY THREE ANGELS"

Finian's Rainbow
This picture will be produced as a full length feature cartoon featuring the voices of
FRANK SINATRA as WOODY MAHONEY
BARRY FITZGERALD as the voice of FINIAN
and ELLA LOGAN as the voice of SHARON
Directed by JOHN HUBLEY

"Hunters of the Deep"
Allan Crossley's underwater color thriller, filmed by the Edinburgh Film Festival

"The SURVIVORS"
directed by John and Roy Boulting
Romance and Adventure on the high seas

RICHARD BASEHART
ALIDA VALLI
TREVOR HOWARD
"The STRANGER'S HAND"
written by GRAHAM GREENE

LOOMING BIG ON THE BOXOFFICE HORIZON!

DISTRIBUTORS CORPORATION OF AMERICA!

REGIONEWS

ALBANY

Paul V. Wallen reopened the Grand, Albany, after a sympathetic strike of projectionists in support of stagehands had closed it for three weeks. He announced that concessions had been made on both sides. . . . It was a happy New Year for Herb Schwartz, Columbia salesman, with the addition of a second son to his family. . . . The Stanley-Warner zone office in the Strand Theatre building went dark with transfer of Charles A. Smakwitz to Newark, N. J. as zone mgr. Joe Liss, Mass. dist. mgr., is now supervising the seven S-W houses in Albany, Troy and Utica. Other parts of the Albany zone operation are being handled, as they have been since 1952, from New Haven, Conn. . . . Harry Lamont of Lamont Theatres will leave Jan. 15 for a vacation in Key West, Fla.

ATLANTA

Florida State Theas. announced the following changes: Payton Bailey, mgr. of the Arcade, Ft. Myers, transferred to the Marion, Ocala, replacing Ted Chapin who moved over to the Daytona, Daytona Beach, where he succeeds French Harvey. Harvey moved to the home office in Jacksonville. Carlton Bowden transferred from the Ritz, Bartow, to replace Bailey at the Arcade. Cliff Bailey, a former asst. at the Capitol, Clearwater, took on Bowden's post at the Ritz, Bartow. . . . C. L. Patrick of the Martin Theas., Columbus, Ga., reports that he has been successful in getting admission taxes eliminated or reduced in many towns in Ala. after making personal calls on councilmen. . . . All Rook's booking office in Jacksonville, Fla. was slated to open around the 1st of Jan.

The Carver, first Negro Drive-In and Walk-In theatre in Bessmer, Ala., was opened by owner Dr. B. H. Johnson, with James Benz as mgr. The combination house has space for 400 cars and 200 seats, also a 90' CinemaScope screen. . . . Grove Hill Theatre at Grove Hill, Ala., managed by Mrs. J. K. Kellen, has undergone extensive renovation, with seating capacity increased from 222 to 400 and CinemaScope equipment added. . . . In addition to a CinemaScope installation, the Gilbert Theatre, Okeechobee, Fla., ordered 400 new seats. W. W. Watkins is mgr. . . . Moonlite Drive-In, Springfield, Tenn., closing for the winter. . . . Doris Moore, Howco booker, resigned to move to Miami, Fla. . . . Tobe Kahrr of Dixie Amuse. Co., Swainsboro, Ga., expects to leave for the Army soon.

Colonial Plaza Drive-In is under construction on Hyway 50 in Orlando, Fla. All six drive-ins in this area are partners in the venture, with Horace Deming as pres.; Carl Floyd, v.p.; Jim Partlow, treas.; and Sam Manning, Fred Adams and Jim Hassey as board members. . . . Floyd Theas. are new owners of Winter Garden, Winter Annex (Col.) and Starlite Drive-In, all in Winter Garden, Fla. . . . Herbert Bowen installed equipment for the new processes in the Franklin Theatre, Franklin, Tenn. . . .M. C. Moore is new owner of the suburban Lake Shore Theatre, Jacksonville, Fla. . . . Ray Dunn installed CinemaScope in the Daytona Beach drive-in. . . . Milton Franckman reports complete remodeling of the Strand, Ft. Lauderdale, including air-conditioning throughout, a new marquee, CinemaScope and seating increased to 925. . . . The Rose Theatre at Forsyth, Ga. closed.

Norris Stephens is buying and booking for the Palm Drive-In, Savannah, Ga., owned by J. W. Hill. . . . C. H. and Ernest Fountain opened their new 200-car ozoner at Lakeland, Ga. . . . New sales and service man at Dixie Theatre Supply is Charles Sims. . . . Florida Theatre at Daytona Beach has been leased for use as a legitimate house. . . . Herman Abrams installed gas heating system, new wide screen, high arc lamps, lenses and rectifiers in the Lumpkin Theatre, Lumpkin, Ga. . . . Hubert Countryman and Neal Richardson installed CinemaScope in their Villa Theatre, Villa Rica, Ga. CS also installed in Ernest Ingram's Lineville and Ashland, Ala. theatres, and in C. W. Reed's Pug Drive-In at Monticello, Fla. . . . Elizabeth Starr, daughter of former TOA prexy Alfred Starr of Nashville, Tenn., was married to George Manley Joseph of Boise, Idaho. . . . Charles E. Kessnich, southeastern div. mgr. for M-G-M, and W. H. (Rudy) Rudisill, Kay Film Co. branch mgr., passed away.

BOSTON

Jack Meyers of Hub Film Co. has taken on the foreign product of Times Film Corp. for distribution in New Eng. . . . Samuel Richmond, for two years mgr. of the Beacon Hill Theatre, resigned. After a trip to Fla., Richmond will announce his new affiliation. . . . The 900-seat Westminster Playhouse, formerly the Victory Theatre, Providence, R.I., was taken over on a long-term lease by Fred Rogers, Howard Levin and Joseph G. Cohen. It will reopen Jan. 12 on a first-run art policy, managed by Rogers and Levin, with Cohen handling buying and booking from his Boston office. . . . Samuel Pinanski, Amer. Theas. Corp. pres., was appointed regional exhibitor chairman for Brotherhood Week, Feb. 20-27, by national chairman John Harris. Paul Levi, also of ATC, was named publicity chairman.



Gary Cooper, currently starring in UA's "Vera Cruz," chats with Rodney Toupo (left), mgr. of Loew's State in New Orleans, and Henry Plitt, v.p. and gen. mgr. of Paramount-Gulf Theatres, during junket on behalf of the film.

A fire before Christmas at the Kenmore Theatre caused damage estimated at more than $15,000. The theatre will reopen in mid-Jan. with IFE's "Aida," which had been booked for the holidays. . . . Al Swerdlove was appointed New Eng. representative for Distributors Corp. of Am., adding to his current line from Screen Guild, Lippert and Filmakers. "Long John Silver," first DCA release, will have a mass territorial booking in Feb., backed by a strong TV and radio campaign. . . . James M. Connolly, 20th-Fox northeastern div. mgr., was elected chairman of the examining board of the Boston Public Library System for 1955. . . . Following settlement of labor disputes in the booth at the Strand, Pawtucket, R.I., the theatre was reopened by New Eng. Theas.

Allston Theatre, Allston, closed for the past three years, was sold to R. W. Mann, who owns the adjoining store property, for conversion to a parking lot. Theatre was operated by ATC. . . . Eddie Klein, head of Bay State Films, is in Mass. Memorial Hospital for a serious operation. . . . Ernest Comi, gen. mgr. of Capital Theatre Supply, and his wife celebrated their 25th wedding anniversary at a surprise party arranged by son Ernest, Jr. and daughter Joyce. . . . Bessie Cohen of the 20th-Fox booking dept. announced her engagement to Samuel Szathmary of Brookline. In the same office, Richard Young of Washington, D.C. was added to the booking staff as an apprentice.

CHARLOTTE

Dave Williams, sales mgr. for IFE, secured a location at 146 Brevard Court for opening of a Charlotte office. . . . The Carver Theatre at Kinston, N.C., closed, also the Pendleton at Pendleton, S.C. . . . S. E. White closed his drive-ins at Nashville and Wendell, N.C. for the winter. . . . Willie Dickens of the Nash, Nashville, N.C., is on the sick list and Mrs. Dickens is looking after the theatre. . . . New owner of the Gloria Theatre, Ninety-six, S.C., is M. Burnette.

Ivan Anderson of the Liberty Theatre, N. Wikesboro, N.C., set up a free hot coffee service in his lobby because of the very cold weather during the town's Christmas parade. He also had a beautiful lollipop tree for the kiddies during the holidays. . . . Richard McKinney was appointed mgr. of the Midway Drive-In, Fayetteville, N.C. . . . Sympathy to Ruth H. Cockrill on the death of her husband, Paul, who was with Harris Theatre Supply. Ruth recently returned from the Will Rogers Hospital after being a patient for 19 months.

(*Continued on page* 32)

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CHICAGO

Sam Block, atty for Paramount and B&K, opened the Monroe Theatre anti-trust case before Judge Julius Hoffman with statement his clients were in no conspiracy against Monroe Theatre in their bid for first-run loop films. . . . City amusement tax for Nov. was $35,000 over same period last year, and $125,000 more for first 11 months this year. . . . R. P. Stevens joined Paramount exchange as booker. His father, J. H. Stevens, is mgr. . . . Les Brown, film editor of Variety's Chicago office, resigned to join DownBeat magazine. . . . George High of Chicago Operators Union passed away after short illness, also Robert Briggs of Alger Circuit's managerial staff, LaSalle, Ill.; Laura Bumpus, 14 years with World Playhouse; and August Bosco, veteran theatre operator.

Lou Harris, Alliance Circuit maintenance director, reports that screens in the company's ozoners are being extended for showing of CinemaScope films next season. To spark its business drive, Alliance booked "White Christmas," "Three Ring Circus," "No Business Like Show Business" for Jan. showings. Incidentally, Herb Sullivan, booking supervisor, is celebrating his 20th year with the chain. . . . Mark M. Metzner joined the managerial staff of Chicago Theatre. . . . Jack Kirsch, Allied Theatres prexy, reports sellout for 24th annual dinner meeting at Chez Paree, which was emceed by George Jessel. . . . Richard Cloonan of Capital Films announced birth of a daughter; Sheldon Coellen, theatre atorney, has a new son.

"Star Is Born" will go into subsequent runs in this territory on Feb. 11, with running time cut to 154 minutes from 182. . . . Joe Berenson, theatre trade stimulator, is in charge of campaign to bolster finances of Chicago Variety Club for 1955. . . . Seymour Simon, Chicago theatre attorney, will run for Alderman, 40th Ward, at next city election. . . . After 30 years with U-I, Max Brodsky is retiring as country salesman. . . . Ervin Long, formerly with IFE, joined the Buena Vista exchange here. . . . Office of Richard Orlikoff, theatre attorney, now located at 100 W. Monroe. . . . Dick Salkin, mgr. of Jackson Park Theatre, back on job after checkup at Wesley Memorial Hospital. Arnold Monnette, 20th-Fox sales mgr., getting checkup at Resurrection Hospital.

Harry Nepo added the Ridge in Roseland, Ill. to his circuit. He is equipping the Lex and Kimbark here for CinemaScope showings. . . . Sale of the Crawford Theatre building by Crawford Trust Co. to Central National Bank for undisclosed buyers will not affect Essaness management. . . . Dave Wallerstein, B&K gen. mgr., elected a director of Chicago Better Business Bureau. . . . H&E Balaban, who recently completed a CinemaScope installation at the Robin Drive-In, Rockford, will do the same at the Hilltop Outdoor Theatre in Joliet. . . . Abbott Theatre Supply installed complete CinemaScope equipment at Pals Theatre, Lowell, Ind., and the Town, Highland, also the Grant Theatre, Cicero, Ill.

"Aida," IFE release, registered the biggest weekend gross in the entire history of the World Playhouse and also racked up the biggest single day's business in the theatre's history on Sunday. The Saturday and Sunday gross reached $3,912 and on Sunday alone hit the outstanding figure of $2,134. . . . Russell Hurt, gen. mgr. of Alger Circuit, reports its 12 theatres sell more than two tons of popcorn annually. . . . Business agent Sam Lamansky, IATSE film row unions B and F, received word from N. Y. headquarters that new contract gives members $5.50 weekly increase, 37½ hour work week and two year contract.

CINCINNATI

Walter Watson, Allied Artists booker who left the company to join S&S Amuse. Co., has been replaced by Philip Kelb, who was transferred from AA's Chicago office. . . . J. E. Watson, local M-G-M exploitation mgr., became a grandfather for the second time with arrival of a son to the Wm. Eschelmans of Columbus. . . . H. Pearl DeLong, owner of the State, Ironton, O., got away from his duties for the first time in three years when his twin sons, law students at Ohio State, took over operation of the house during school vacation. . . . Lester Rosenfeld, W.Va., exhibitor who recently returned from a vacation in Japan, suffered a slight stroke. He hopes soon to be able to travel to Florida for convalescence.

Princess Theatre, Boomer, W.Va. reopened by Mr. Ward, who operates the theatre in Smithers, W.Va. Frank Weitzel will buy and book. . . . Lee Hofheimer of Columbus, gen. mgr. for Miles Circuit is moving back to his former residence in Norfolk, Va. Reports are he will operate an ozoner in that area. . . . Mrs. Joanice Dickey, operator of the Bacon Theatre, Versailles, Ky., is in a local hospital for an allergy condition. . . . John Goodno opened his Palace Theatre, Huntington, W.Va., with CinemaScope and stereophonic sound Xmas Day. Installation was made by Mid-West Theatre Supply.

New pres. of the local Colosseum of Film Salesmen is Al Kolkmeyer of U-I. Others elected are Sam Weiss, Fox, v.p.; Manny Naegel, Allied Artists, treas.; Art Adams, M-G-M, secy. . . . Dave Stenger, Columbia salesman in the Columbus territory, receiving congrats on arrival of a baby girl. . . . The Viv at Corbin, Ky., operated by Harold Ball and James Booze, closed temporarily because of fire damage. The Tabor at Olive Hill, Ky., owned by S. C. Tabor, was destroyed by fire. . . . J. Real Neth's Eastern Theatre, Columbus, now has CinemaScope and stereophonic sound, installed by National Theatre Supply. . . . Jan. 29 has been set for the installation dinner-dance of the Variety Club and the Ladies' Auxiliary.



Universal branch managers and salesmen from Boston, Buffalo, Albany, New Haven and Washington meet in Boston to plan for the Company's "Charles J. Feldman Annual Drive." L. to R.: (seated) Isidore Ehrilichman and Harold Saltz, Washington; Philip Gerard, eastern publicity mgr.; P. T. Dana, eastern div. mgr.; Joseph Gins, dist. mgr.; Norman Weitman, Robert Friedman and Eugene Lowe, Albany; Bert Freedman, Buffalo; (standing) Stanley Taylor, Washington; Ray Squor, and Alex Schimel, New Haven; Frend Shohet, Joseph Kelly and Francis Charles, Boston; Jerry Spandau, Buffalo; Thomas Donaldson, Boston; Barney Frank, Washington; E. Myer Feltman, Boston; Vincent Dougherty, Washington.

Watch These Dates!

Jan. 13: New York National Conference of Christians and Jews, Brotherhood Dinner —Waldorf-Astoria Hotel.

Jan. 18: Philadelphia—Motion Picture Associates dinner—Bellevue-Stratford Hotel.

Jan. 20: New York—Federation of Jewish Philanthropies, amusement and allied industries luncheon—Hotel Sheraton Astor.

Feb. 8-9: St. Louis—National Allied Drive-In Theatres convention—Chase Hotel.

Feb. 13-15: Washington, D.C. — Theatre Owners of America board and executive committee mid-winter meeting — Mayflower Hotel.

Feb. 22-23: Detroit — Allied Theatres of Michigan convention—Statler Hotel.

Feb. 28-March 1: Oklahoma City — Allied Theatre Owners of Oklahoma convention —Skirvin Tower Hotel.

March 1-2: Columbus — Independent Theatre Owners of Ohio convention—Deshler-Hilton Hotel.

March 2-3: Kansas City—Kansas-Missouri Theatre Assn. drive-in session and convention.

DENVER

Three major events are scheduled for Denver on Jan. 12 and 13. First will be the Metro workshop, set for the Silver Glade at the Cosmopolitan Hotel, at which home office execs will be on hand to give advice and confer with exhibitors. Metro will also host a luncheon in the Century Room on that day. On Thursday, COMPO will entertain state legislators and other public officials at a luncheon at the same hotel, with Pat McGee, pres. of Rocky Mountain COMPO, presiding. On the night of Jan. 13, Variety Tent 37 will hold a dinner-dance, at $5, at the hotel.

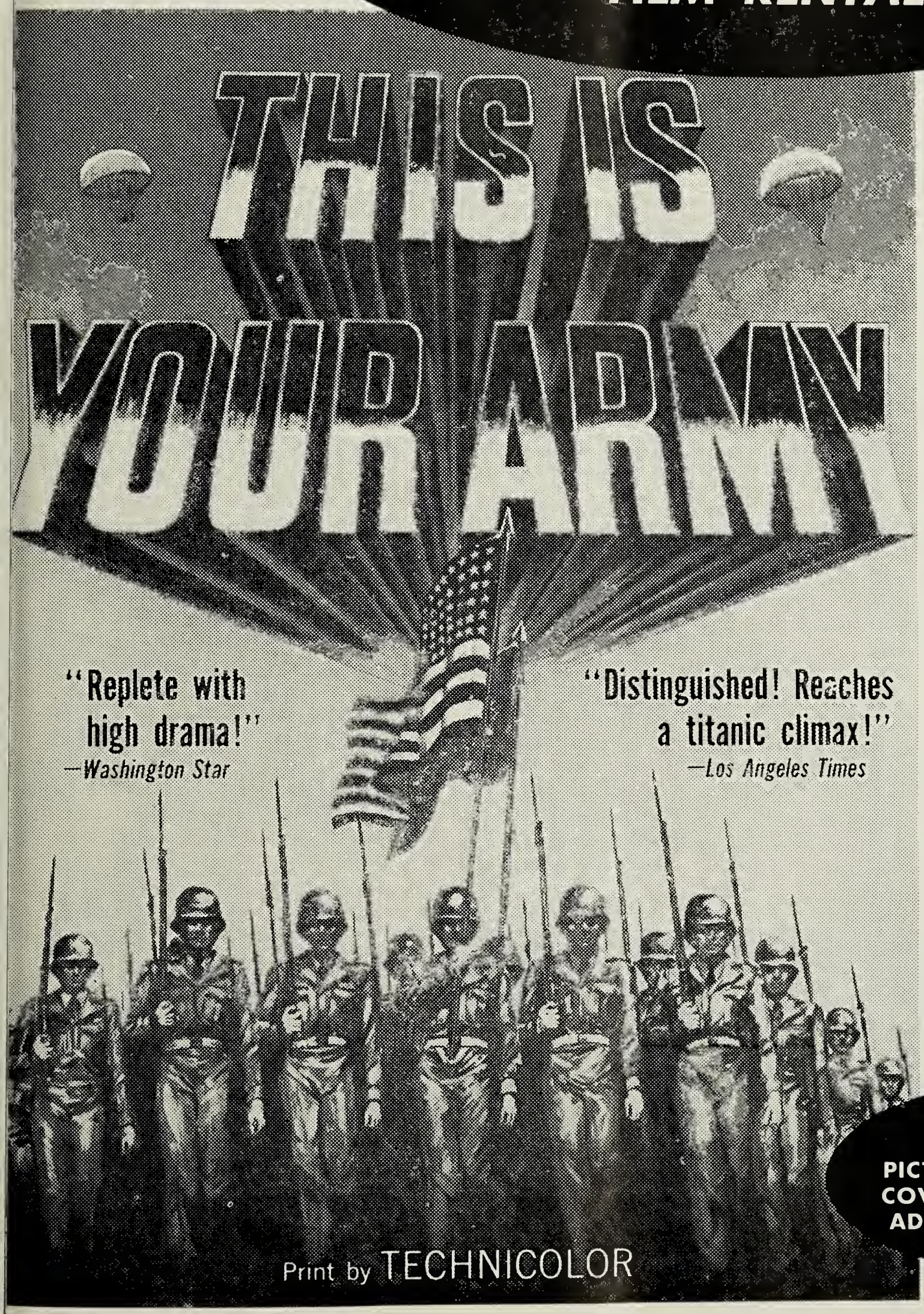
Robt. Selig, asst. to the pres. of Fox Inter-Mountain, headed for Los Angeles on business and pleasure. . . . Universal branch mgr. Mayer Monsky and salesmen Frank Green, Les Laramie and Gene Klein were briefed on the Chas. Feldman drive, set for Jan. 3 to April 30, during the recent sales meeting in Kansas City, headed by Foster Blake, div. mgr.; Lester Zooker, dist. mgr., and Jeff Livingston, home office exploitation mgr. . . . IATSE Local F-29 elected Floyd Brethour pres. and George Mayo business agent for 1955. Local B-29 chose Wm. Fenske pres. and Jack Pattison business agent.

Howard Campbell, Warner salesman, resigned to become booker for the Westland theatres in Colorado, Lincoln, Neb. and Oklahoma City. . . . Chas. J. Bell, brother of Warner branch mgr. Earl Bell, died at

(*Continued on page* 34)

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DENVER (cont'd.)

his home in Los Angeles. Several years ago he was also in the film business. . . . Carl Schaffer, owner of the Pastime in Broadus, Mont., opened the Tug, with 300 seats, in Ashland, Mont., giving the town films for the first time. . . . Fox Intermountain sold the 650-seat Bison, McCook, Neb., and the 850-seat Paramount, Cheyenne, Wyo., to Carlin Smith. . . . Councilman Ed Mapel, owner of the Gem, has been using a cane recently because of a leg fracture received in 1946 while grappling with a burglar who had broken into his apartment.

DETROIT

The Cub Theatre at Bear Lake, which has been operated by Stanley Dilley and booked by Clive R. Waxman of Independent Exhibitors, closed Jan. 2 for an indefinite period. . . . Lou Marks, the new manager at M-G-M, is honeymooning in N. Y. . . . Thomas F. Duane, Paramount branch mgr., is back from a two-day sales conference in Philadelphia. . . . Floyd Chrysler, head of Chrysler Associated Theas., plans to move into his fine new waterfront home in St. Clair Shores this month. . . . Harold Brown, UDT pres., was judge for the special Showmanship Award presented by the J. L. Hudson Co. for the Christmas parade.

Mgr. C. Williamson of National Theatre Supply announces that eight Simplex Perspecta Sound Systems are now being installed in outstate theatres for the showing of "White Christmas" in VistaVision. . . . Lloyd Turel, Jr. was appointed asst. to Sy Schechter, mgr. of the Cinema, Detroit's first-run art house. . . . Frank Upton, mgr. of the Music Hall, will shortly announce the opening date of "Cinerama Holiday," to follow "This is Cinerama," which has reached a record unequalled in Michigan entertainment history. . . . Korman Theatres took over management of the Senate and Crystal on Mich. Ave. and retained all the personnel. . . . Projectionist Phiilp Majeske was elected worshipful master of Daylight Lodge 525 F. & A. M.

KANSAS CITY

David Dallas, city mgr. for Midcentral in Manhattan, Kans., is publicity chairman for Manhattan's 1955 Centennial Celebration. . . . Dickinson's Aztec Theatre at Shawnee, Kans., managed by D. D. McClure, reopened Christmas Day with new seats, heating and cooling systems, wide screen and redecorated interior. . . . Barlow Theatre at Bird City, Kans. was sold to Paul Wheeler by L. D. Barlow. . . . Woodrow Rife, owner of the Victory at Knoboster, Mo., gave a Christmas show with candy and nuts for small fry.

New equipment has been added to the Blue Moon Theatre at Blue Mound, Kans.; Dickinson's Belasco at Quincy, Ill.; Crest and Boulevard ozoners, Shawnee, Kans. Drive-In; the Strand at Emporia and the Civic at Brookfield, which reopened for the New Year. . . . John Scott returned to his former post as booker at Republic, replacing George Gabbert, resigned.

Woody Sherrill resigned as MGM city salesman and was replaced by Bob Johns. Roger Leaton has Johns' former so. Kans. territory and Harvey Cole has Leaton's area in no. Kans. and southern Mo. John Watcher is now head booker and office mgr. Howard McKenzie, upped from shipping to booker, succeeds John Tonge, who took over booking duties of Leonard Abrams, who filled vacancy left by Watcher's promotion.

Universal offices have new wall paneling and carpeting. . . . Bob Spencer is new mgr. for the State, a Durwood house in Jefferson City, Mo. . . . The Dallas Theatre at Urbana, Mo., owned by Mr. and Mrs. Bob Smith, is contributing its Thursday intake until $1,500 has been raised by the local Lions Club to finance a cornea replacement for a 10-year-old Urbana boy, blind since birth. . . . Les Durwood and Earl Dyson reopened the Plaza in St. Joe., Mo. after 4-day closing for installing wide screen.

Frank Norris and Ralph Adams of Fox Midwest and Woody Longan of Durwood Theatres represented the movie industry in a new TV sports quiz in K. C. . . . The new teaching hospital at the University of Mo. will be given a nylon American flag for outdoor use, with taffeta and nylon state and national flags for the lobby by Nat Hetchman of Capitol Flag & Banner Co. . . . Fox Midwest personnel adopted a Christmas family. . . . KMTA convention dates have been changed to March 2-3 to avoid conflicting meeting dates. . . . Larribab Productions, Inc. received a certificate of incorporation to operate theatres in Mo. with H., M., L. J. and R. F. Eiskenkramer as members.

MILWAUKEE

Nick Johnson and Harry E. Tope, operators of the Strand in Manitowoc, and the Wisconsin and Majestic in Sheboygen, were named defendants in four percentage suits filed separately by Loew's, 20th-Fox, United Artists and RKO. . . . Robert Gross, dist. mgr. for Smith Mgmt. Co. announced that Donald Bair, former mgr. of the Century Theatre here, will be mgr. of the Ridgeroad Drive-In outside of Gary, Ind. when Don receives his discharge in April. . . . Chuck Schmidt is the new booker at 20th-Fox. He was formerly at the Warner exchange next door.

Greendale Theatre here, operated by Frank Schreihert, closed. . . .The bankrupt Century Theatre, formerly owned by John Frueler, has been purchased by L. F. Gran for $92,500. CinemaScope will be installed. . . . John Mednikow and his wife left for Florida Jan. 7, on invitation of Herman Robbins, pres. of National Screen Service. Aboard Robbins' yacht Ambler, he and some of his dist mgrs. will combine business discussions with pleasure.

Oliver Trampe, chief barker of Wis. Variety Club, announced that two Braves' nights at the Milwaukee County Stadium are planned for this year instead of the usual one. A Hollywood priemere is another activity planned by Tent #14, as well as a large public dance to help the Heart Clinic. . . . Articles of incorporation have been filed for Starlight Outdoor Theatre, Inc., listing Ben Marcus as its agent and Harvey C. Hartwig as attorney. Hartwig said the project involved construction of an outdoor theatre here but that his client, who was not identified, could not announce his plans at this time.

MINNEAPOLIS

The local office of Buena Vista is preparing a releasing schedule for North and South Dakota situations on "The Living Desert," "The Vanishing Prairie" and "20,000 Leagues Under the Sea." . . .Sally Allen, Paramount secy, and George Engelking, booker, left the exchange and moved to California. . . . CinemaCope equipment is being installed in the Vogue Theatre at Arcadia, Wis. . . . Stephen Barutio is the new managing director of "This Is Cinerama" at the Century, replacing Albert H. Rosen, resigned. Barutio came here from Atlanta. . . . Ernie Lund, Paramount city salesman, and Forrie Myers, sales mgr., received gold watches and pins for being with the company 25 years.

M-G-M officials C. M. Reagan, Jay Eisenberg and Burtus Bishop, Jr. were in town to testify at the Volk trial. . . . Charles McCarthy, 61, mgr. of MACO's Dakota at Grand Forks, N. D., passed away. . . . The row was also saddened by the death of Jack Hayward, operator of the Gem Theatre at New Richmond, Wis. . . . W. H. Workman, retired M-G-M branch mgr., is now living in Florida. . . . Joan Clemente, steno at Warner's, is engaged to Don Swartz. . . . Dorothy Wilk, former office mgr. of North Star Picts., and her husband, Reno, operator of ozoners in the territory, are on a tour of southern states and the west coast.

NEW HAVEN

Lockwood & Gordon, in association with Sam Rosen of New Haven, acquired the drive-in site on River St., Bridgeport, from Seymour Levine for a 750-car project, to be ready for early summer opening. Charles Abramowitz of New Haven is drawing up the plans. This will be the 12th ozoner under the L&G banner. . . . Harry F. Shaw, Loew's Poli div. mgr., and Lou Brown, ad-pub director, have a large-scale promotion



Columbia presented "On The Waterfront" for the first time in Paris at a gala performance at the Paris Opera for benefit of a memorial to war victims. Shown here (l. to r.): Morris Goodman, Columbia European sales mgr.; Mrs. Goodman; Paul Lazarus, Columbia v.p.; Mrs. Lazarus; Nick Perry, Columbia International v.p.; Marc Spiegel, MPEA European mgr.; Roger Schwartz, French Columbia president.



M-G-M's "Lili" leaves the 52nd St. N. Y. Translux Theatre after a record run of 95 weeks to play the Loew Circuit, with the reels of film under supervision of Lili Lisande of Saks Fifth Avenue, picked as Manhattan's most attractive Lili. L. to R.: Hans Barnstyn, theatre mgr.; Miss Lisande; Ray Smith, asst. mgr.; Richard Brandt of Brandt Theatres; Sid Ginsberg of Translux Theatres.

NEW HAVEN (cont'd.)

campaign under way for the Jan. 26 world premiere of M-G-M's "Many Rivers to Cross" at the downtown Loew's Poli, New Haven. Robert Taylor is expected to be among the attending personalities. . . . Manchester Drive-In, Bolton Notch, operated by Bernie Menschell and John Calvocoressci, is increasing from 750 to 1,000-car capacity.

Interstate's Palace, Rockville, has installed a unit connected with the theatre phone which answers calls automatically, telling patrons what pictures are playing and when next performance starts. . . . The First National Bank of New Haven purchased Loew's Poli 1700-seat Bijou Theatre, closed for the past two years, for a reported $200,000. Property adjoins the bank building. . . . Jason Theatrical Ents., headed by David and Irving Jacobson, acquired the Gem, Williamantic, from Stanley-Warner for an undisclosed sum. S-W sold the theatre under government divestiture ruling. . . . Jack Simons was transferred from S-W's Palace, Norwich, to the Palace, S. Norwalk. Phil Allaire, former asst. at the Strand, Hartford, took over the Norwich post.

Jack Leitao's application for a drive-in at Glastonbury will be taken up at the Zoning Board of Appeals' late Jan. meeting. . . . Strand Amuse. Co. closed the Mayfair, Bridgeport. . . . "This Is Cinerama" and the independent Colonial, Southington, are getting promotional boosts through efforts of Colonial mgr. Arthur Alperin, who is assisting an area committee of Cinerama enthusiasts in arranging a show train trip to the RKO Boston Theatre in Feb. Patrons making the trip will be guests of Alperin at a subsequent Colonial Theatre performance. . . . Nick Kounaris, 61, partner with Paul Tolis in the Newington Theatre, Newington, and the Meriden, Meriden, died suddenly at his home in New Britain, Conn.

NEW YORK

"This Is Cinerama" will end an unprecedented engagement on Broadway on Feb. 6 and will not be shown in any local or neighborhood theatre. Stanley-Warner announces that the film, which opened Sept. 30, 1952, will have played to some 2,500,000 patrons in N. Y. . . . Rogers & Cowan, public relations firm, moved to larger quarters at 17 E. 48th St. from 624 Madison Ave. . . . Nathaniel L. Goldstein, who has just completed his third term as Attorney General of the State of New York, joined the firm of Judd & Gurfein, with offices at 655 Madison Ave., which will heretofore be known as Goldstein, Judd & Gurfein. The firm has been serving as counsel to the MMPTA. . . . Arthur W. Kelly, 70, one-time v.p. and gen. mgr. of Pathe, passed away; also Elmer Pearson, 64, in Paris, former v.p. of United Artists and head of the foreign dept.

PHILADELPHIA

An important feature of the new IATSE contract for distribution employees is a reduction of the work week to 37½ hours. . . . Eddie Gabriel, Capital Films, reports that his firm is now handling selected shorts of the British, Australian and Canadian governments. Capital is also distributing "Crossroads U.S.A.," a single no charge reel. . . . Arcadia reopened for the holidays after undergoing renovations. . . . Dave Cooper, Warner sales mgr., recuperating after an eye operation. . . . Max Bronow, M-G-M booker, back at work after undergoing surgery.

Jack Kosharek, house mgr. for the Olden Theatre in Trenton, N. J., made arrangements with the Junior Chamber of Commerce to program a Christmas party for 1,000 poor children. . . . Ben Harris of American Films enthused over a new featurette he is handling, called "Miracle in Music." It will be shown at the Stanton Theatre on the same program with "Silver Chalice." . . . Bill Israel resigned as mgr. of Varbalow's Savar Theatre in Camden, N. J. . . . Back into the Tri-State booking and buying combine are Guy Brigido's Famini in Scranton, Liberty in Exeter, Riverside Drive-In, Scranton, and Mel Heinbach's Starlight Drive-In in Brandonville and Pocono Drive-In, Stroudsburg, Pa.

PITTSBURGH

Ralph Green opened the Guild Theatre over the holdays with "Romeo and Juliet." . . . Another holiday reopener was the theatre at the Greater Pittsburgh Airport. . . . William and John Lipsie are retiring from theatre operation after 30 years to devote their time to real estate business. Their Penn in Blairsville is being taken over by a corporation headed by Saul Perilman, Warner salesman, and the Tom Bellos, senior and junior. . . . Nellie C. Dunn, Paramount employe here since 1918, is retiring. She was head of the inspection dept. . . . This Is Cinerama is in its last few weeks here after establishing a longest run record. Tri-Staters are looking forward to "Cinerama Holiday."

PORTLAND

Portland exchange staff of U-I, headed by Archie Holt, attended a 3-day company conference in San Francisco and saw the Lucky 13 releases for '55. . . . During the run of "So This is Paris" at Parker's Broadway Theatre, mgr. Herb Royster gave free admissions to patrons who came supplied with French currency and to those who proved that they were born in France. . . . Art Turner, Lebanon, Ore. theatre mgr., gave free admissions to patrons who kissed under the mistletoe at the entrances of both the city's playhouses.

ST. LOUIS

The Marion section of southern Ill. will soon have another new 500-car ozoner, according to announcement by Robert Holbrook, Marion Attorney, to cost about $100,000 and include equipment and screen for CinemaScope and VitsaVision showings. A 500-car project is under construction by Marion Castellano, contractor, on Hyway 37 near Crab Orchard. . . . Mr. & Mrs. Wendell Stead are managing the recently reopened Ford Theatre at Griggsville, Ill., formerly known as the Pike. . . . An amendment to complaint in a suit seeking an accounting from John Hoeffler was filed by his partner in operation of the Orpheum Theatre, Quincy, Ill., Donald McConnell, as executor of the estate of his mother, Mrs. Mayme McConnell. Amendment seeks dissolution of the partnership and a partition of the real estate.

Glenn Boney resigned from St. L. Theatre Supply to rejoin A. V. Cauger Service as rep. in charge of Central Ill. . . . City Theatre at Granite City, Ill. was reopened by St. L. Amuse. Co., after being dark for two years, with only one projectionist, under agreement with MPMO of E. St.L. Negotiations for a new contract on the circuit's 1199-seat Washington Theatre there, which uses two projectionists, is under way. . . . Two weeks after Hugh Graham gave up his lease, the LaCosa Theatre was reopened with Marvin Stiver as mgr. Under F&M operation, the LaCosa will employ a union projectionist. . . . Broadway Drive-In, within the city limits, is being utilized during the day as a parking area for motorists using the new Park-Ride Service. The theatre is now operating Fri.-Sat.-Sun. nights.

Richard Klages was elected pres. and Betty Wendt, business agent of Film Exchange Employees Local B-1. . . . 1955 pres. and business rep. for M.P. Operators Local are Tony Blust and Harvard O'Loughlin, respectively. . . . The Circuit Court at Quincy, Ill. appointed Donald S. Blinkert receiver for the closed Orpheum Theatre. . . . New projection equipment and wide panoramic screen were installed in the 280-seat Roxy at Ramsey, Ill., operated by Woody Proffer. . . . The Capitol at Bridgeport, Ill. is giving free tickets to persons whose names appear in the "Happy Birthday" column of the town paper. . . . Eugene H. Abeln, asst. mgr. at the St. Louis Theatre, has a new son named Michael.

Harris Dudelson of Chicago is the new dist. mgr. in this area for Buena Vista. John Dugan, formerly with 20th-Fox, is on the sales staff. . . . Loew's Orpheum was closed for installation of stereophonic sound and CinemaScope, plus redecorating and recarpeting, in preparation for its new first-run policy. . . . Sol Hankin, industry veteran, was transferred from Jewish Hospital to a convalescent home in the country. . . . Komm Circuit's Bel-Air Drive-In at Granite ity, Ill., managed by R. L. Wessemann, recently put into service 200 new Radiant type in-car heaters.

SHORTS—Calendar of Releases

(As far ahead as it is possible to obtain them)

COLUMBIA

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
All Star	6415	Tooting Tooters	2	May 13	17
"	6416	Two April Fools	2	June 17	16
Stooges	6406	Pardon My Backfire (2-D)	2	Apr. 15	16
"	6407	Musty Musketeers	2	May 13	16
"	6408	Pals & Gals	2	June 3	17
Color Favorites (Tech.) (Re-Issues)	6609	The Way of All Pests	1	May 13	7½
"	6610	Amoozin' But Confoozin'	1	May 27	8
"	6611	A Cat, A Mouse and A Bell	1	June 17	7
"	6612	The Disillusioned Bluebird			
"	6613	Calypso Joe	1	June 24	7
		Mr. Moocher	1	July 8	7
"	6614	The Herring Murder Mystery	1	July 22	7
Assorted 2-Reel Favorites	6426	She Snoops To Conquer	2	Apr. 29	17½
World of Sports	6807	Racquet Wizards	1	Apr. 22	9
"	6808	World Soccer Champions	1	May 20	10
"	6809	Diving Cavalcade	1	June 24	9
"	6810	Target Tricksters	1	Aug. 12	9
Screen Snapshots	6858	Hula From Hollywood	1	May 6	10½
"	6859	Hollywood's Invisible Man	1	June 10	9
"	6860	Hollywood Grows Up	1	July 15	10½
Thrills of Music	6955	Charlie Barnet & Orch.	1	Apr. 1	10½
"	6956	Skitch Henderson & Orch.	1	June 3	10
Candid Microphone	6555	No. 5	1	June 24	10
Comedy Favorites Re-Issue)	6436	Fiddling Around	2	July 8	17½
Mr. Magoo	6701	Magoo Slept Here	1	Nov. 19	7
"	6702	Magoo Goes Skiing	1	Mar. 11	7
"	6703	Kangaroo Courting	1	July 1	7
U.P.A. Assorted (Tech.)	6503	The Man On The Flying Trapeze	1	Apr. 8	7
"	6504	Fudget's Budget	1	June 17	7
Topnotchers	6901	Canine Crimebusters	1	Apr. 15	10
"	6902	Push Back the Edge	1	May 27	10
Serials 15 chapters	6160	Gunfighters of the Northwest	...	April 15	.....
" "	6180	Batman	...	July	.....

1954-55

All Star	7411	The Fire Chaser	2	Sept. 30	16
"	7412	Kids Will be Kids	2	Dec. 9	16
Three Stooges	7401	Knutsy Knight	2	Sept. 2	17½
"	7402	Shot in Frontier	2	Oct. 7	16
"	7403	Scotched in Scotland	2	Nov. 4	15½
Color Favorites	7601	Imagination	1	Sept. 2	8
(Tech. Re-issue)	7602	Red Riding Hood Rides Again	1	Oct. 7	7
"	7603	A Hunting We Won't Go	1	Nov. 4	7
"	7604	Gifts from the Air	1	Nov. 25	7½
"	7605	Mysto Fox	1	Dec. 9	7
Assorted Favorites	7421	His Hotel Sweet	2	Sept. 16	17½
"	7422	Billie Gets Her Man	2	Oct. 14	17
"	7423	Cupid Goes Nuts	2	Dec. 2	16
World of Sports	7801	Argentine Athletes	1	Sept. 16	10
"	7802	Hunting Thrills	1	Oct. 14	10
"	7803	Skiing the Andes	1	Nov. 11	10
Screen Snapshots	7851	Hollywood Marches On	1	Sept. 23	10½
"	7852	Hollywood Stars on Parade	1	Oct. 21	9½
"	7853	Hollywood Cowboy Stars	1	Nov. 18	.....
"	7854	Hollywood Life	1	Dec. 1	6
Thrills of Music	7951	Ted Weems & Orch.	1	Sept. 9	10½
(Re-issue)	7952	Gene Krupa & Orch.	1	Nov. 11	10
"	7953	The Lecuona Cuban Boys	1	Dec. 23	10½
Candid Microphone	7551	No. 1	1	Sept. 23	11
"	7552	No. 2	1	Dec. 2	10½
U.P.A. Assorted Tech.)	7501	How Now Boing Boing	1	Sept. 23	7½
One Reel Special	7999	Autumn in Rome	1	Sept. 2	9
Comedy Favorites (Re-issue)	7431	Wedding Belle	2	Oct. 21	17
"	7432	Rolling Down to Reno	2	Nov. 18	10½
"	7433	The Good Bad Egg	2	Dec. 16	17
Serials—15 Chapters	7120	Riding With Buffalo Bill	...	Nov. 11	.....

METRO-GOLDWYN-MAYER

Cartoon (Tech.)	W-539	The Impossible Possum	1	Mar. 20	7
" "	*W-540	Hic-Cup Pup	1	April 17	6
" "	W-541	Billy Boy	1	May 8	6
" "	W-542	Little School Mouse	1	May 29	7
" "	W-543	Sleep Time Squirrel	1	June 19	7
" "	*W-544	Homesteader Droopy	1	July 10	8
" "	W-545	Bird Brain Bird Dog	1	July 31	7
" "	*W-546	Baby Butch	1	Aug. 14	8
Pete Smith Spec. (Technicolor)	*S-557	Fih Tales (Technicolor)	1	Mar. 13	8
"	*S-558	Do Someone A Favor	1	Apr. 10	9
"	S-559	Out For Fun	1	May 8	10
"	*S-560	Safe at Home	1	June 12	8
Gold Medal Reprint Cartoons (Tech.)	*W-567	Trap Happy	1	Mar. 6	7
"	*W-568	Solid Serenade	1	Apr. 3	7
CinemaScope Musical Gems (Technicolor)	K572	Poet & Peasant Overture	1	Mar. 19	9
"	K573	MGM Jubilee Overture	1	June 25	10

1954-55

Cartoons (Tech.)	W-632	Mice Follies	1	Sept. 4	7
"	W-634	Farm of Tomorrow	1	Sept. 18	7
"	*W-636	Neapolitan Mouse	1	Oct. 2	7
"	*W-638	The Flea Circus	1	Nov. 6	7
"	*W-639	Downhearted Duckling	1	Nov. 13	7
"	*W-640	Dixeland Droopy	1	Dec. 4	8
Gold Medal Reprint Cartoons (Tech.)	*W-661	Cat Fishin'	1	Oct. 30	8
Fitzpatrick Traveltalk Reprints	*T-611	Yosemite, The Magnificent	1	Sept. 11	9
"	*T-612	Grand Canyon, Pride of Creation	1	Oct. 16	9
"	*T-613	Picturesque Patzcuaro	1	Nov. 27	9
"	*T-614	Glacier Park & Waterton Lakes	1	Dec. 25	9

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
CinemaScope Musical Gems (Tech.)	K-674	The Thieving Magpie	1	Sept. 1	9
"	K-675	The Strauss Fantasy	1	Oct. 22	9
Pete Smith Specialties	S-651	The Camera Caught	1	Oct. 9	9
	S-652	Rough Riding (Tech.)	1	Dec. 11	9
Cinemascope Cartoons (Tech.)	C-631	Pet Peeve	1	Nov. 20	7
	C-633	Touche Pussy Cat	1	Dec. 18	7

* NOTE: Suitable for screens up to 1.71-to-1 ratio.

PARAMOUNT

Popeye (Tech.)	E13-4	Popeye's 20th Anniversary	1	Apr. 2	8
"	E13-5	Taxi-Turvey	1	June 4	8
"	E13-6	Bride and Gloom	1	July 2	6
"	E13-7	Greek Mirthology	1	Aug. 13	7
"	E13-8	Fright To A Finish	1	Aug. 27	6
Pacemaker	K13-3	The Room That Flies	1	Mar. 26	10
"	K13-4	What's Wrong Here	1	Apr. 30	10
"	K13-5	Million Dollar Playground	1	May 5	10
"	K13-6	Touchdown Highlight	1	Aug. 20	10
Sportlight	R13-7	Kids on a Springboard	1	Feb. 26	10
"	R13-8	Riding The 'Glades	1	Mar. 12	9
"	R13-9	Rough and Tumble Stick Games	1	Apr. 30	8
"	R13-10	The Men Who Can Take It	1	June 18	9
"	R13-11	Untitled	1	July 23	9
"	R13-12	One Hundred Usual Boys	1	Aug. 6	9
Topper	M13-3	Wings in the North	1	Feb. 19	10
"	M13-4	Bear Jam	1	Mar. 19	10
"	M13-5	Three Wishes	1	Apr. 9	10
"	M13-6	The Darkest Florida	1	July 9	10
Caspar (Tech.)	B13-3	Boo Moon (3-D)	1	Mar. 5	8
"	B13-4	Zero The Hour	1	Mar. 26	7
"	B13-5	Casper Genie	1	May 28	7
"	B13-6	Puss'n Boot	1	July 16	7
Noveltoon (Tech.)	P13-3	Crazy Town	1	Feb. 12	6
"	P13-4	Hair Today, Gone Tomorrow	1	Apr. 16	7
"	P13-5	Candy Cabaret	1	June 11	7
"	B13-6	The Oily Bird	1	July 30	7
Herman & Katnip (Tech.)	H13-3	Surf and Sound	1	Mar. 5	9
"	H13-3	Of Mice & Menance	1	June 25	7
"	H13-4	Ship-A-Hooey	1	Aug. 20	7

1954-55

Cartoon Chmapion (Tech.)	S14-1	We're in the Honey	1	Oct. 1	7
"	S14-2	Butterscotch and Soda	1	Oct. 1	7
"	S14-3	Sudden Fried Chicken	1	Oct. 1	7
"	S14-4	The Friendly Ghost	1	Oct. 1	9
"	S14-5	The Bored Cuckoo	1	Oct. 1	8
"	S14-6	Santa's Surprise	1	Oct. 1	9
Headliner Champion	A14-1	Speaking of Animals and their Families	1	Oct. 1	9
"	A14-2	Speaking of Animals in a Musical Way	1	Oct. 1	8
"	A14-3	Stork Crazy	1	Oct. 1	9
"	A14-4	The Lonesome Stranger	1	Oct. 1	10
"	A14-5	Calling All Animals	1	Oct. 1	9
Sportlight	R14-1	Twin Riding Champs	1	Oct. 1	10
"	R14-2	Hot & Cold Glides, Slides & Rides	1	Oct. 22	10
"	R14-3	What Everybody Rides	1	Nov. 5	9
"	R14-4	Boyhood Thrills	1	Dec. 10	9
"	R14-5	Pike's Peak Arena	1	Dec. 24	9
"	R14-6	Untitled	1	Jan. 7	.....
Pacemaker	K14-1	Drilling for Girls in Texas	1	Oct. 8	9
"	K14-2	How to Win at the Races	1	Dec. 17	17
"	K14-3	Untitled	1	Jan. 21	.....
Casper (Tech.)	B14-1	Boos and Arrows	1	Oct. 15	6
"	B14-2	Boo Ribbon Winner	1	Dec. 3	6
"	B14-3	Hide and Shriek	1	Jan. 28	7
Noveltoon (Tech.)	P14-1	Fido Beta Kappa	1	Oct. 19	7
"	P14-2	No Ifs, Ands or Butts	1	Dec. 17	6
Popeye (Tech.)	E14-1	Private Eye Popeye	1	Nov. 12	7
"	E14-2	Gopher Spinach	1	Dec. 10	6
"	E14-3	Cookin' With Gags	1	Jan. 14	7
Topper	M14-1	The Nerve of Some People	1	Nov. 19	10
Herman & Catnip (Tech.)	H14-1	Rail-Rodents	1	Nov. 26	7
VistaVision Specials (Tech)	T14-1	Vistavision Visits Norway	2	Nov. 5	17

RKO-RADIO

RKO-Pathe Specials					
Walt Disney (Tech.)	44108	The Lone Chipmunks	1	Apr. 7	7
"	44109	Pigs Is Pigs	1	May 21	7
"	44110	Casey Bats Again	1	June 18	7
"	44111	Dragon Around	1	July 16	7
"	44112	Grin and Bear It	1	Aug. 13	7
Sportscopes	44309	International Road Race	1	Apr. 16	8
"	44310	Leather & Lather	1	May 14	8
"	44311	Desert Anglers	1	June 11	8
"	44312	Hot Rod Galahads	1	July 9	8
"	44313	Water Ski Marathon	1	Aug. 6	8
Screenliners	44208	Mission Ship	1	Apr. 11	11
"	44209	Black Painer	1	Apr. 30	9
"	44210	Untroubled Border	1	May 28	9
"	44211	Long Time No See	1	June 25	8
"	44212	Riding The Wind	1	July 23	8
"	44213	The Big Part	1	Aug 20	8
Sports Specials	43801	Basketball Headliners	2	Apr. 16	16
Adventures in Music	44601	Melody (3D)	1	June 12	10
	44701	Melody (2-D)	1	June 12	10
Marquee Musicals	44001	Two for the Record	1	Apr. 23	8
"	44002	Johnny Fedora and Alice Blue Bonnet	1	May 21	8
"	44003	The Martins and the Coys	1	June 18	8
"	44004	Casey at the Bat	1	July 16	9
RKO Pathe Specials	53101	The Iron Fence	2	Oct. 8	20
" "	53102	Circus Trainer	2	Nov. 12	16
" "	53103	Fast Freight	2	Dec. 17	15
My Pal (Re-releases	53201	I Found a Dog	2	Oct. 8	21
"	53202	Pal's Return	2	Nov. 5	20
Ray Whitley (Re-releases)	53401	Sagebrush Serenade	2	Oct. 22	19
"	53402	Redskins and Redheads	2	Nov. 19	18

SHORT SUBJECT RELEASES (CONTINUED)

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
"	44005	Little Toot	1	Aug. 13	9
"	44006	Once Upon a Wintertime	1	Sept. 17	9
		1954-55			
Edgar Kennedy (Re-releases	53501	Host to a Ghost	2	Oct. 8	17
"	53502	Noisy Neighbors	2	Oct. 22	17
"	53503	The Big Beef	2	Nov. 5	17
"	53504	Mind Over Mouse	2	Nov. 19	17
"	53505	Brother Knows Best	2	Dec. 3	17
"	53506	Home Canning	2	Dec. 17	16
Leo Errol (Re-release	53701	Oh Professor Behave	2	Oct. 1	18
"	53702	When Wifie's Away	2	Oct. 15	20
"	53703	Cutie on Duty	2	Oct. 29	17
"	53704	Twin Husbands	2	Nov. 12	18
"	53705	I'll Take Milk	2	Nov. 26	18
"	53706	Follow That Blonde	2	Dec. 10	18
Specials	53901	Football Highlights	2	Dec. 10	15½
"		Basketball Highlights	2		
Sportscopes	54301	Alaskan Trout	1	Sept 3	8
"	54302	British Empire Games	1	Oct. 1	10
"	54303	Willie Mays	1	Oct. 29	8
"	54304	Canadian Stampede	1	Nov. 26	8
"	54305	Sports Island	1	Dec. 24	10
"	54306	Ski Saga	1	Jan. 21	
Screenliners	54201	House of Knowledge	1	Sept. 17	8
"	54202	Alpine Fortress	1	Oct. 15	8
"	54203	Just Pets	1	Nov. 12	8
"	54204	Cinemia Capers	1	Dec. 10	8
"	54205	Water, Water, Everywhere	1	Jan. 7	8½
Disney Cartoons (16th Series) (Tech.)	54101	Social Lion	1	Oct. 15	7
"	54102	Flying Squirrel	1	Nov. 12	7
"	54103	No Hunting (CinemaScope)	1	Jan. 14	6
"	54104	The Pelican and The Snipe (Re-release)	1	Jan. 28	

REPUBLIC

Serial	5384	Manhunt in African Jungle	15 Ep.	April 7	
"	5481	Man With the Steel Whip	12 Ep.	July 19	
"	5482	Ghost Riders of the West (formerly The Phantom Rider)	12 Ep.	Oct. 11	
"	5483	Panther Girl of the Kongo	12 Ep.	Jan. 3	
Short Subjects	9225	Hong Kong	1	Jan. 15	9
" "	9226	Formosa	1	May 10	9
" "	5385	Ireland	1	Aug. 1	9
" "	5386	Thailand	1	Nov. 15	9
" "	5387	Bali	1	Dec. 15	9
Commando Cody Adventures	5279	Captives of the Zero Hour	3	Aug. 7	30

TWENTIETH CENTURY-FOX

1954

Terrytoon (Tech.)	5409	The Frog and the Princess (Re-release)	1	March	7
" "	5410	Little Roquefort in Prescription For Percy	1	April	7
" "	5411	Heckle and Jeckle the Talking Magpies in Satisfied Customers	1	April	7
" "	5412	Mighty Mouse in the Wreck of the Hesperus (Re-release)	1	April	7
" "	5413	Phoney Baloney in the Tale Teller	1	May	7
" "	5414	Willie the Walrus in Arctic Rivals	1	May	7
" "	5415	Gandy Goose in the Ghost Town (Re-release)	1	May	7
" "	5416	Terry Bears in a Howling Success	1	June	7
" "	5417	A Day in June	1	June	7
" "	5418	Percival Sleuthhound in Paris	1	July	7
" "	5419	Gandy Goose in Fishermans Luck	1	July	7
" "	5420	Little Roquefort in the Cat's Revenge	1	Aug.	7
" "	5421	Ants in Your Pantry (Re-release)	1	Aug.	7
" "	5422	The Reformed Wolf	1	Sept.	7
" "	5423	A Wacky Romance (Re-release)	1	Oct.	7
" "	5424	Heckle and Jeckle in Blue Plate Symphony	1	Nov.	7
" "	5425	Torrid Toreador (Re-release)	1	Dec.	7
Sport	3401	Touchdown Trophies	1	April	8
"	3402	Dizzy Diving	1	July	8
"	3403	Sporty Simians	1	Sept.	7
"	3404	Untitled	1	Oct.	
"	3405	Untitled	1	Nov.	
"	3406	Untitled	1	Dec.	
See It Happen (Movietone)	6401	Accent on Courage	1	April	9
"	6402	Tumult	1	April	9
"	6403	Isles of Destiny	1	Aug.	9
"	6404	Untitled	1	Oct.	9
"	6405	Untitled	1	Nov.	9
"	6406	Untitled	1	Dec.	9
CinemaScope (Tech.)	7415	Roger Wagner Chorale	1	Apr.	8
"	7416	New Horizons	1	April	10
"	7417	Land of Legend	1	May	9
"	7410	First Piano Quartet	1	May	10
"	7411	Motion Picture Stunt Pilot	2	May	17
"	7419	Calypso Cruise	1	June	9
"	7418	Piano Encores	1	July	10
"	7409	Jet Carrier	2	Aug.	19
"	7414	Miracle of Stereophonic Sound	1	Aug.	11
"	7420	Pride of the Nation	1	Sept.	12
"	7421	Fabulous Las Vegas	2	Oct.	19
"	7422	The CinemaScope Parade	2	Oct.	22
"	7423	El Toro (DeLuxe Color)	1	Oct.	9
"	7425	Empire Games (Color	1	Oct.	13
"	7426	Fly To Fish (DeLuxe Color)	1	Nov.	10
"	7427	Far East Bastions	1	Nov.	10
"	7424	Queens Guard (De Luxe Color)	2	Dec.	16

UNIVERSAL

1953-54

Musical Featurette	9305	Rhythm and Rhyme	2	Apr. 23	15
" "	9306	The Four Aces Sing	2	May 28	15
" "	9307	"Tennessee Ernie" Ford and Molly In Corral Cuties	2	June 21	15
" "	9308	Birth of a Band	2	July 16	15
" "	9309	College Capers	2	Aug. 16	15
" "	9310	Going Strong	2	Oct. 11	15
" "	9311	Leave It to Harry	2	Oct. 25	15
Variety View	9341	Byways To Broadway	1	July 26	15
"	9342	Bow River Valley	1	Aug. 16	15
"	9343	Brooklyn Goes To Chicago	1	Oct. 11	15
"	9344	Moving Thru Space	1	Apr. 12	8
"	9345	Stallions on Parade	1	July 26	8
"	9346	Brooklyn Goes to Philadelphia	1	Aug. 30	8
"	9347	Dear Myrtle	1	Sept. 27	8
"	9348	Port of Merchants	1	Oct. 25	8
Woody Woodpecker Cartune (Tech.)	9324	Alley to Bali	1	Mar. 15	7
"	9325	Under the Counter Spy	1	May 10	7
"	9326	Dig That Dog	1	Apr. 12	7
"	9327	Hay Rube	1	June 7	7
"	9328	Hot Rod Huckster	1	July 5	7
"	9329	Broadway Bow Wows	1	Aug. 2	7
"	9331	Real Gone Woody	1	Aug. 30	7
"	9332	Five Feathered Frenzy	1	Sept. 20	7
"	9330	Pig in a Pickle	1	Oct. 25	7
"	9333	Convict Concerto	1	Nov. 20	7
Color Parade	9382	Royal Mid-Ocean Visit	1	Mar. 1	9
" "	9383	Rolling in Style	1	Apr. 12	9
" "	9384	Fair Today	1	May 10	9
" "	9385	Talent Scout	1	June 14	9
" "	9386	Star Studded Ride	1	July 19	9
" "	9387	Bonus Land	1	Sept. 20	9
" "	9388	Holiday Ahead	1	Oct. 25	9
		1954-55			
Musical Featurette	1301	Champ Butler Sings	2	Nov. 29	15
" "	1302	Road Show	2	Dec. 30	15
Variety View	1321	I'm Cold	1	Dec. 20	6
"	1322	Helter Shelter	1	Jan. 17	6

VITAPHONE

Technicolor Specials	1008	Continental Holiday	2	Apr. 10	20
"	1009	Declaration of Independence	2	May 15	20
"	1010	Silver Lightning	2	July 17	15
"	1011	Frontier Days	2	June 12	20
"	1012	Who's Who in the Zoo	2	Aug. 21	17
Featurettes	1104	This Wonderful World	2	Apr. 3	20
"	1105	California Jr. Symphony	2	May 29	20
"	1106	This Was Yesterday	2	July 31	20
Blue Ribbon Cartoons (Tech)	1309	Gay Anties	1	Apr. 24	7
"	1310	The Cat Came Back	1	June 5	7
"	1311	One Meat Brawl	1	July 10	7
"	1312	Along Came Daffy	1	July 24	7
"	1313	Mouse Menace	1	Aug. 14	7
Joe McDoakes Comedy	1405	So You Want To Go To A Night Club	1	May 1	10
"	1406	So You Want To Be A Banker	1	July 3	10
Sports Parade (Tech.)	1507	Carvinal in Rio	1	Apr. 24	10
"	1508	Off To The Races	1	June 26	10
"	1509	G. I. Holiday	1	Aug. 7	10
"	1510	Hunting Dogs At Work	1	May 22	10
Vitaphone Novelties	1604	I Remember When	1	Apr. 3	10
"	1605	Thrills From The Past	1	May 8	10
"	1606	When Sports Were King	1	June 19	10
"	1607	Wild Boar Hunt	1	Aug. 28	10
(Tech.)	1715	Bell-Hoppy	1	Apr. 17	7
"	1716	Dr. Jerkyl's Hide	1	May 8	7
"	1717	Claws For Alarm	1	May 22	7
"	1718	Little Boy Boo	1	June 5	7
"	1719	Muzzle Tough	1	June 26	7
"	1720	The Oily American	1	July 10	7
"	1721	Satan's Waitin'	1	Aug. 7	7
"	1722	Stop, Look & Hasten	1	Aug. 14	7
Bugs Bunny Specials (Tech.)	1727	No Parking Hare	1	May 1	7
"	1728	Bewitched Bunny	1	July 24	7
"	1729	Devil May Hare	1	June 19	7
"	1730	Yankee Doodle Bugs	1	Aug. 28	7
Melody Master	1805	Jammin' The Blues	1	Apr. 17	9
"	1806	Cavalcade Of Dance	1	July 3	9
		1954-55			
Technicolor Specials	2001	Gay Parisian	2	Sept. 11	20
"	2002	In Fourteen Hundred Ninety-Two	2	Oct. 9	20
"	2003	Mariners Ahoy	2	Nov. 6	20
Featurettes	2101	Wells Fargo Days	2	Sept. 25	
"	2102	Camera Hunting	2	Nov. 20	
Blue Ribbon Cartoons (Tech.)	2301	Rhapsody in Rivets	1	Sept. 11	7
"	2302	Inki At The Circus	1	Oct. 16	7
"	2303	Foxy Duckling	1	Nov. 6	7
"	2304	The Shell-Shocked Egg	1	Nov. 27	7
Joe McDoakes Comedy	2401	So You're Taking a Roomer	1	Oct. 30	10
Sports Parade (Tech.)	2501	Circus On Ice	1	Sept. 18	10
	2502	Hatteras Honkers	1	Oct. 23	10
Vitaphone Novelties	2601	This Mechanical Age	1	Oct. 2	10
"	2602	Skiflight	1	Nov. 13	10
M. M. Cartoons (Tech.)	2701	Gone Batty	1	Sept. 4	7
	2702	Goo Goo Goliath	1	Sept. 18	7
"	2703	By Word of Mouse	1	Oct. 2	7
"	2704	From A To Z-Z-Z	1	Oct. 16	7
"	2705	Quack Shot	1	Oct. 30	7
"	2706	My Little Duckaroo	1	Nov. 27	7
Bugs Bunny Specials (Tech.)	2723	Lumber Jack-Rabbit	1	Nov. 13	7
Melody Master	2801	Melody of Youth	1	Sept. 4	9
"	2802	Skinnay Ennis & Orch.	1	Oct. 23	9

Hollywood Production

ALLIED ARTISTS

Shooting

WICHITA
(CinemaScope) (Technicolor)

Cast: Joel McCrea, Vera Miles, Keith Larsen.
Producer .....Walter Mirisch
Director .....Jacques Tourneur

Cutting

DYNAMITE ANCHORAGE

Cast: Dane Clark, Carole Mathews, Wayne Morris, Tom Hubbard, Otto Waldis.
Exec. Producer .....William Broidy
Producer .....Robert Nunes
Director .....Harold Shuster

THE BIG COMBO
(Security Pictures-Theodora Productions)

Cast: Cornel Wilde, Richard Conte, Jean Wallace, Brian Donlevy, Helen Walker.
Producer .....Sidney Harmon
Director .....Joseph H. Lewis

THE WARRIOR
(CinemaScope)

Cast: Errol Flynn, Joanne Dru, Peter Finch.
Producer .....Walter Mirisch
Director .....Henry Levin

TWILIGHT ALLEY

Cast: Richard Conte, Constance Smith, Bruce Bennett, Cathy Downs, James Millican.
Producer .....William F. Broidy
Director .....Frank McDonald

COLUMBIA

Shooting

MY SISTER EILEEN
(CinemaScope) (Technicolor)

Cast: Janet Leigh, Betty Garrett, Jack Lemmon, Aldo Ray, Kurt Kasznar, Bob Fosse, Tommy Rall.
Producer .....Fred Kohlmar
Director .....Richard Quine

"REBOUND"
(Shooting in London)

Cast: Stewart Granger, Jean Simmons, Finlay Currie, William Hartnell, Belinda Lee, Bill Travers.
Exec. Producer .....Mike Frankovich
Producer .....Maxwell Setton
Director .....Arthur Lubin

THE PRISONER
(Shooting in London)

Cast: Alec Guinness, Jack Hawkins, Wilfred Lawson, Ronald Lewis, Jeanette Starke.
Producers .....Sidney Box and Vivian Cox
Director .....Peter Glenville

Cutting

MASSACRE AT MOCCASIN PASS

Cast: Phil Carey, Audrey Totter, Charlita.
Producer ..... Wallace MacDonald
Director ..... Fred S. Sears

A PRIZE OF GOLD
(Warwick Productions; Technicolor)
(For Columbia Release; Shooting in Berlin)

Cast: Richard Widmark, Mai Zetterling, Nigel Patrick, George Cole, Donald Wolfit.
Producers .....Irving Allan and A. R. Broccoli
Director .....Mark Robson

THE END OF THE AFFAIR
(David Rose Productions)
(Shooting in London; For Columbbia release)

Cast: Deborah Kerr, Van Johnson, John Mills.
Producers .....David Rose and David Lewis
Director .....Edward Dmytryk

THE MAN FROM LARAMIE
(CinemaScope) (Technicolor)

Cast: James Stewart, Arthur Kennedy, Cathy O'Donnell, Aline MacMahon, Donald Crisp, Alex Nicol, Wallace Ford, James Millican, Gregg Barton, Jack Elam, John War Eagle.
Producer .....William Goetz
Director .....Anthony Mann

FIVE AGAINST THE HOUSE

Cast: Guy Madison, Kim Novak, Brian Keith, Kerwin Mathews, Alvy Moore.
Producer .....Stirling Silliphant
Director .....Phil Karlson

INDEPENDENT

Shooting

GENTLEMEN MARRY BRUNETTES
(Russfield-Voyager Productions)
(Technicolor) (Shooting in Paris)

Cast: Jane Russell, Jeanne Crain, Scott Brady, Alan Young, Rudy Vallee.
Executive Producer.....Robert Bassler
Producers .....Richard Sale and Robert Waterfield
Director .....Richard Sale

THE BEAST OF HOLLOW MOUNTAIN
(Nassour Studios)

Cast: Guy Madison, Sarita Montiel.
Producers.William and Edward Nassour
Director .....Edward Nassour

THE LONESOME TRAIL
(Lyon and Bartlett Prods.)

Producer .....Earl Lyon
Director .....Richard Bartlett

Cutting

THE LITTLE RED MONKEY
Anglo-Guild-Tony Owen Production
(Shooting in London)

Cast: Richard Conte, Russell Napier, Rona Anderson, Sylva Langova.
Producer .....Alec Snowden
Director .....Ken Hughes

RETURN OF COLUMBUS
Paal-Real Film Productions
(Shooting in Germany)

Cast: Paola Loew, Eva Kerbler, Sydney Chaplin, Charles Chaplin, Jr., Ursula Herking.
Producer .....Alexander Paal
Director .....Alexander Paal

OKLAHOMA
(CinemaScope) (Todd-AO)

Cast: Gordon MacRae, Shirley Jones, Gene Nelson, Gloria Grahame, Charlotte Greenwood, Eddie Albert, James Whitmore, Rod Stieger, Barbara Lawrence, J. C. Flippen, Roy Barcroft.
Producer .....Arthur Hornblow
Director .....Fred Zinnemann

NO PLACE TO HIDE
(Josef Shaftel Prod.)

Cast: David Brian, Marsha Hunt, Hugh Corcoran.
Producer-Director .....Josef Shaftel

FIVE GUNS WEST
(Palo Alto Productions)
(Eastman Color)

Cast: John Lund, Dorothy Malone, Touch Connors, Bob Campbell, Paul Birch, Jonothon Haze, Jim Stone.
Director-Producer .....Roger Corman

GIRL MURDERED
(Burt Kaiser Productions)

Cast: Lawrence Tierney, Kathleen Crowley, John Carradine, Burt Kaiser, Jayne Mansfield.
Producer .....Burt Kaiser
Director .....Bruno De Sota

EXHIBITOR PRODUCED PICTURES
Lippert PICTURES, Inc.
PRACTICAL DEPENDABLE HIGH GRADE

Cutting

THEY WERE SO YOUNG
(For Lippert Release)

Cast: Scott Brady, Raymond Burr, Johanna Matz, Ingrid Stenn, Margot Hielscher.
Producer-Director .....Kurt Neumann

THE BLACK PIRATES
(Lippert Release)
(Shooting in El Salvador)

Cast: Anthony Dexter, Karen Wilde, Lon Chaney, Robert Clarke.
Producer .....Robert L. Lippert, Jr.
Director .....Allen Miner

THE GLASS TOMB
(Executive Films for Lippert release)

Cast: John Ireland.
Producer .....Anthony Hinds
Director .....Montgomery Tully

SHOCK

Cast: Brian Donlevy, Margia Dean, Jack Warner.
Producers .....Michael Carreras and Anthony Hinds
Director .....Val Guest

ARS GRATIA ARTIS
METRO-GOLDWYN-MAYER

Shooting

IT'S ALWAYS FAIR WEATHER
(CinemaScope) (Color)

Cast: Gene Kelly, Dan Dailey, Cyd Charisse, Michael Kidd, Dolores Gray.
Producer .....Arthur Freed
Directors Gene Kelly and Stanley Donen

LOVE ME OR LEAVE ME

Cast: Doris Day, James Cagney, Cameron Mitchell, Robert Keith, Harry Bellaver.
Producer .....Joe Pasternak
Director .....Charles Vidor

THE COBWEB
(CinemaScope) (Color)

Cast: Richard Widmark, Lauren Bacall, Gloria Grahame, Charles Boyer, Lillian Gish, John Kerr, Oscar Levant.
Producer .....John Houseman
Director .....Vincente Minnelli

THE KING'S THIEF
(CinemaScope) (Color)

Cast: Ann Blyth, Edmund Purdom, David Niven, George Sanders, Roger Moore, John Dehner, Isabel Elsom.
Producer .....Edwin H. Knopf
Director .....Hugo Fregonese

Cutting

THE GLASS SLIPPER
(Print by Technicolor)
(Eastman color; Wide Screen)

Cast: Leslie Caron, Michael Wilding, Roland Petit and the Ballets de Paris, Elsa Lanchester, Keenan Wynn, Estelle Winwood, Amanda Blake.
Producer .....Edwin H. Knopf
Director .....Charles Walters

BOULEVARD IN PARIS
(Shooting in Paris) (CinemaScope)
(Eastman Color; Print by Technicolor)

Cast: Anne Baxter, Steve Forrest.
Producer .....Henry Berman
Director .....Mitchell Leisen

HIT THE DECK
(CinemaScope) (Color)

Cast: Jane Powell, Debbie Reynolds, Ann Miller, Tony Martin, Vic Damone.
Producer .....Joe Pasternak
Director .....Roy Rowland

THE MARAUDERS
(Wide Screen) (Color

Cast: Dan Duryea, Jeff Richards, Jarma Lewis, Keenan Wynn.
Producer .....Arthur Loew, Jr.
Director .....Gerald Mayer

INTERRUPTED MELODY
(CinemaScope) (Technicolor)

Cast: Eleanor Parker, Glenn Ford, Cecil Kellaway, Roger Moore, Ann Codee.
Producer .....Jack Cummings
Director .....Curtis Bernhardt

THE SCARLET COAT
(CinemaScope) (Eastman Color)

Cast: Cornel Wilde, Michael Wilding, Anne Francis, George Sanders, Bobby Discroll.
Producer .....Nicholas Nayfack
Director .....John Sturges

THE BLACKBOARD JUNGLE

Cast: Glenn Ford, Anne Francis, Louis Calhern, Margaret Hayes.
Producer .....Pandro S. Berman
Director .....Richard Brooks

Paramount Pictures

Shooting

THE TEN COMMANDMENTS
VistaVision) (Technicolor

Cast: Charlton Heston, Yul Brynner, Anne Baxter, Yvonne De Carlo, Debra Paget, Nina Foch, Edward G. Robinson, Sir Cedric Hardwicke, Vincent Price, John Carradine, John Derek, Olive Deering.
Producer-Drector ....Cecil B. DeMille

THE DESPERATE HOURS
(VistaVision)

Cast: Humphrey Bogart, Fredric March, Martha Scott, Arthur Kennedy.
Producer .....William Wyler
Director .....William Wyler

THE COURT JESTER
(VistaVision) (Technicolor)

Cast: Danny Kaye, Glynis Johns, Angela Lansbury, Basil Rathbone.
Producers-Directors ..Norman Panama and Melvin Frank

THE GIRL RUSH
(VistaVision) (Technicolor)

Cast: Rosalind Russell, Fernando Lamas, Eddie Albert, Gloria De Haven, Jimmy Gleason.
Producer .....Frederick Brisson
Director .....Robert Pirosh

THE VAGABOND KING
(VistaVision) (Technicolor)

Cast: Kathryn Grayson, Oreste Kirkop, Sir Cedric Hardwicke, Walter Hampden, Rita Moreno.
Producer .....Pat Duggan
Director .....Michael Curtiz

: Hollywood Production :

Cutting

TO CATCH A THIEF
(VistaVision) (Technicolor)
(Shooting in France)

Cast: Cary Grant, Grace Kelly, Jessie Royce Landis, John Williams, Charles Vanel, Brigitte Auber, Georgette Anys.
Producer-Director ....Alfred Hitchcock

WE'RE NO ANGELS
(VistaVision) (Technicolor)

Cast: Humphrey Bogart, Peter Ustinov, Aldo Ray, Joan Bennett, Leo G. Carroll, Basil Rathbone, Gloria Talbott, John Baer.
Producer .....Pat Duggan
Director .....Michael Curtiz

THE SEVEN LITTLE FOYS
(VistaVision) (Technicolor)

Cast: Bob Hope, Linda Bennett, Jimmy Baird, Tommy Duran, David Kasday, Lee Erickson.
Producer .....Jack Rose
Director .....Melville Shavelson

YOU'RE NEVER TOO YOUNG
(VistaVision) (Technicolor)

Cast: Dean Martin, Jerry Lewis, Diana Lynn, Raymond Burr, Nina Foch, Mitzi McCall.
Producer .....Paul Jones
Director .....Norman Taurog

THE ROSE TATTOO
(VistaVision)

Cast: Burt Lancaster, Anna Magnani, Marisa Pavan, Virginia Grey, Ben Cooper, Jo Van Fleet, Flossie Sundstrom, Dorritt Kelton.
Producer .....Hal Wallis
Director .....Daniel Mann

RKO RADIO PICTURES

Cutting

THE CONQUEROR
(Technicolor) (CinemaScope)

Cast: John Wayne, Susan Hayward, Pedro Armendariz, Agnes Moorhead, Thomas Gomez, John Hoyt, William Conrad, Jeanne Gerson, Leslie Bradley, Lee Van Cleef, Fred Graham, Pete Mamakos, Gregg Barton, Ken Terrill, Leo Gordon.
Producer-Director .....Dick Powell

SEVEN BAD MEN
(SuperScope) (Technicolor)

Cast: Randolph Scott, Forrest Tucker, Mala Powers, J. Carrol Naish, Edgar Buchanan, Ken Tobey.
Producer .....Nat Holt
Director .....Tim Whelan

Republic

Cutting

HELL'S OUTPOST

Cast: Rod Cameron, Joan Leslie, John Russell, Chill Wills, Jim Davis, Ben Cooper, Kristine Miller, Barton MacLane, Taylor Holmes.
Associate Producer-Director
Joseph Kane

SANTE FE PASSAGE
(Trucolor) (Shooting in Utah)

Cast: John Payne, Rod Cameron, Faith Domergue.
Assoc. Producer .....Sidney Picker
Director .....William Witney

THE ADMIRAL HOSKINS STORY

Cast: Sterling Hayden, Alexis Smith, Dean Jagger, Ben Cooper, Virginia Grey, Douglas Kennedy, Hayden Rorke.
Assoc. Producer-Director.John H. Auer

MAGIC FIRE
(Trucolor) (Shooting in Munich)

Cast: Yvonne De Carlo, Carlos Thompson, Rita Gam, Valentina Cortesa, Alan Badel.
Producer-Director ....William Dieterle

20th CENTURY FOX

Shooting

SOLDIER OF FORTUNE
(CinemaScope) (Color)

Cast: Clark Gable, Susan Hayward, Michael Rennie, Alex D'Arcy.
Producer .....Buddy Adler
Director .....Edward Dmytryk

VIOLENT SATURDAY
(CinemaScope) (Color)

Cast: Victor Mature, Sylvia Sidney, Tommy Noonan.
Producer .....Buddy Adler
Director .....Richard Fleischer

MAGNIFICENT MATADOR
(CinemaScope)
(National Pictures Corp.
for 20th Century-Fox release)
(Shooting in Mexico City)

Cast: Maureen O'Hara, Anthony Quinn, Richard Denning, Lola Albright.
Exec. Producer....Edward L. Alperson
Producer .....Carroll Case
Director .....Budd Boetticher

Cutting

THAT LADY
(Atlanta Films for 20thCentury-Fox release)
(CinemaScope) (Shooting in London)

Cast: Olivia DeHaviland, Gilbert Roland, Francoise Rosay, Dennis Price.
Producer .....Sy Bartlett
Director .....Terrence Young

UNTAMED
(CinemaScope) (Color)

Cast: Tyrone Power, Susan Hayward, Victor Moreno, John Justin.
Producers .....Bert Friedlob and William Bacher
Director .....Henry King

THE RACERS
(CinemaScope) (Color)

Cast: Kirk Douglas, Gilbert Roland, Bella Darvi, Cesar Romero, Katy Jurado, Lee J. Cobb.
Producer .....Julian Blaustein
Director .....Henry Hathaway

A MAN CALLED PETER
(CinemaScope) (Color)

Cast: Richard Todd, Jean Peters.
Producer .....Samuel G. Engel
Director .....Henry Koster

DADDY LONG LEGS
(CinemaScope) (Color)

Cast: Fred Astaire, Leslie Caron, Terry Moore, Thelma Ritter.
Producer .....Sam D. Engel
Director .....Jean Negulesco

UNITED ARTISTS

Cutting

THE KENTUCKIAN
(Technicolor)
(Hecht-Lancaster Productions)

Cast: Burt Lancaster, Dianne Foster, Diana Lynn.
Producer .....Harold Hecht
Director .....Burt Lancaster

BIG HOUSE U.S.A.
(Bel Air Productions)

Cast: Broderick Crawford, Ralph Meeker, Red Hadley, William Talman.
Producer .....Aubrey Schenck
Director .....Howard W. Koch

MARTY
(Hecht-Lancaster Productions)

Cast: Ernest Bornine, Betsy Blair.
Producer .....Harold Hecht
Director .....Delbert Mann

NOT AS A STRANGER
(Stanley Kramer Productions)

Cast: Olivia DeHaviland, Robert Mitchum, Frank Sinatra, Gloria Grahame, Broderick Crawford, Charles Bickford.
Producer-Director .....Stanley Kramer

KISS ME DEADLY
(Parklane-Saville Productions)

Cast: Ralph Meeker, Paul Stewart, Maxine Cooper, Cloris Leachman, Gaby Rodgers, Marian Carr, Wesley Addy.
Producer-Director .....Robert Aldrich

Universal International

Shooting

FEMALE ON THE BEACH

Cast: Joan Crawford, Jeff Chandler.
Producer .....Albert Zugsmith
Director .....Joseph Pevney

Cutting

DESTRY
(Technicolor) (Wide Screen)

Cast: Audie Murphy, Mari Blanchard, Lyle Bettger, Lori Nelson, Thomas Mitchell, Edgar Buchanan, Alan Hale, Jr., Wallace Ford, Mary Wickes, Lee Aaker, Walter Baldwin, George Wallace.
Producer .....Stanley Rubin
Director .....George Marshall

FIVE BRIDGES TO CROSS

Cast: Tony Curtis, Julia Adams, George Nader, Bobby Curtis, Salvadore Mineo.
Producer .....Aaron Rosenberg
Director .....Joseph Pevney

SMOKE SIGNAL
(Shooting in Utah)
(Technicolor) (Wide Screen)

Cast: Dana Andrews, Piper Laurie, Rex Reason, William Talman, Douglas Spencer, Pat Hogan, Milburn Stone.
Producer .....Howard Christie
Director .....Jerry Hopper

ABBOTT AND COSTELLO AS THE STUNT MEN

Cast: Bud Abbott and Lou Costello, Fred Clark, Lynn Bari, Frank Wilcox, Maxie Rosenbloom.
Producer .....Howard Christie
Director .....Charles Lamont

LADY GODIVA OF COVENTRY
(Technicolor)

Cast: Maureen O'Hara, George Nader, Victor McLagen, Rex Reason.
Producer .....Robert Arthur
Director .....Arthur Lubin
(Technicolor) (CinemaScope)

THE PURPLE MASK
(CinemaScope) (Technicolor)

Cast: Tony Curtis, Colleen Miller, Gene Barry, Dan O'Herlihy, George Dolenz.
Producer .....Howard Christie
Director .....Bruce Humberstone

"AIN'T MISBEHAVIN' "
(Technicolor)

Cast: Rory Calhoun, Piper Laurie, Jack Carson, Mamie Van Doren, Reginald Gardiner.
Producer .....Sam Marx
Director .....Eddie Buzzell

KISS OF FIRE
(Technicolor)

Cast: Jack Palance, Rhonda Fleming, Martha Hyer, Alan Reed.
Producer .....Sam Marx
Director .....Joe Newman

TACEY
(Technicolor)

Cast: Anne Baxter, Rock Hudson, Julie Adams.
Producer .....Ross Hunter
Director .....Jerry Hopper

WARNER BROS.

Shooting

THE McCONNELL STORY
(CinemaScope) (WarnerColor)

Cast: Alan Ladd, June Allyson.
Producer .....Henry Blanke
Director .....Gordon Douglas

Cutting

HELEN OF TROY
(CinemaScope) (WarnerColor)

Cast: Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicks, Torin Thatcher, Robert Douglas, Nora Swinburne.
Producer .....Robert Wise

JUMP INTO HELL

Cast: Jacques Sernas, Kurt Kasznar.
Producer .....David Weisbart
Director .....David Butler

STRANGE LADY IN TOWN
(WarnerColor) (CinemaScope)

Cast: Greer Garson, Dana Andrews, Cameron Mitchell, Lois Smith, Walter Hampden.
Producer-Director ....Mervyn LeRoy

MISTER ROBERTS
(CinemaScope) (WarnerColor)

Cast: Henry Fonda, James Cagney, William Powell, Jack Lemmon, Ward Bond, Robert Roark.
Producer .....Leland Hayward
Director .....John Ford

THE SEA CHASE
(CinemaScope) (WarnerColor)

Cast: John Wayne, Lana Turner, Tab Hunter.
Director .....John Farrow

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Irving Berlin's

'THERE'S NO BUSINESS LIKE SHOW BUSINESS'

will prove the biggest boxoffice musical in the history of Hollywood!"

—DREW PEARSON



"It's a pleasure to do business with 20th!"

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

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ITMAN OUTLINES
TLIEST FOX PROGRAM

INSTON SEEKS
TRIB TAX AIDS

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VERNMENT TO
TRIB CONTROL

UIPMENT

ges 21-25

No. 1 January 22, 1955

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at New York, N. Y., under the act of March
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A STAR IS MADE!

STARS are not born. All stars are made. They are made by an industry in which every segment makes an important contribution to the achievement of that stardom. First, the producer sees something to bring out in a new face with talent; the distributor works hard at selling the new name to the exhibitor, and the exhibitor in turn makes a tremendous investment in advertising that name to the public.

The theatre owner who puts star names up on his marquee has a vested interest in those names which begins while these performers are on the upgrade and continues after they have reached full-fledged stardom. Two such stars have been found wanting. They are Marilyn Monroe and Robert Mitchum.

(See Page 5)

20TH BRINGS YO
INDIAN ADVENTU

IN THE WONDER OF CINEMA



STARRING

ROBERT WAGNER • JOHN LUND • DEBRA PAGE

with Eduard Franz • Noah Beery • Emile Meyer • Virginia Leith • Hugh O

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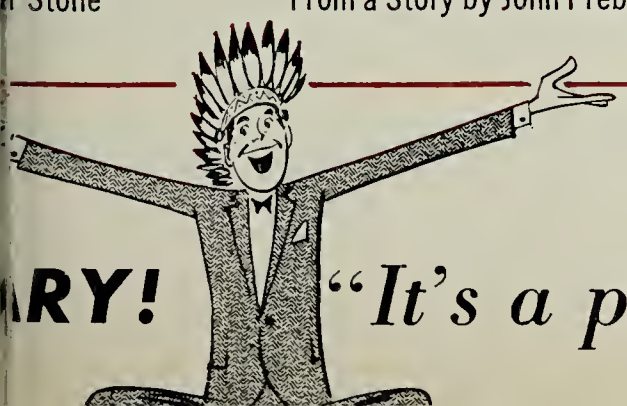


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Produced by **ROBERT L. JACKS**

Directed by ROBERT WEBB Screen Play by DELMER DAVES and LEO TOWNSEND

Stone From a Story by John Prebble • A Panoramic Production • Released by 20th Century-Fox



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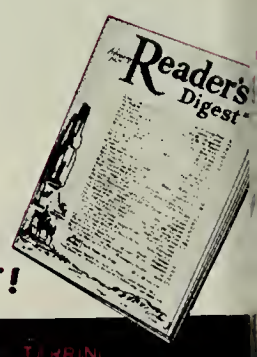
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a drama of a man of violence

as has ever gripped a

motion picture audience!

Among the year's big entertainment surprises surely this one will be the hardest-hitting!



THE REAL-LIFE STORY THAT CAUSED A SENSATION IN ***READER'S DIGEST!***

STARRING ELROY HIRSCH · BARBARA HALE · CHESTER MORRIS · INTRODUCING TODD DUNCAN WITH JOHNNY JOHNSTON ALSO STARRING TIM CONSIDINE

Suggested by the Life and Work of Kenyon J. Scudder and by his book 'PRISONERS ARE PEOPLE' Music Composed and Conducted by Alex North WRITTEN AND DIRECTED BY HALL BARTLETT PRESENTED BY WARNER BROS.

TRADE SHOWS.

ALBANY
20th Century Room
1032 Rway • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
Metro Screening Room
46 Church Street • 2:00 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Sc. Rm.
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century Screening Room
1300 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Star Sc. Rm.
925 N.W. 19th Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave.

ST. LOUIS
Screening Room
1143 Olive St. • 1:

WASHINGTON
Warner Theatre
13th & E Sts. N.W.

January 22, 1955
Vol. 35 No. 1

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

The exhibitor is the buffer between the public and these Hollywood stars. He is out on the front line in his community and he has been completely let down. Too many theatre owners at too many public forums have had to explain away the transgressions of Robert Mitchum. Grass roots exhibitors have been confronted with embarrassing questions at local PTA and other civic meetings. "Why build up irresponsible stars who set a bad example for our children to emulate?" they are asked. The answers are quite difficult. Nor is it easy to answer for the instability of Marilyn Monroe, a young lady who was fortunate enough to be accorded one of the greatest build-ups in the history of the motion picture industry. Before coming to 20th-Fox, she had been unsuccessful at two other major studios.

Now, 20th-Fox has been compelled to suspend her for failure to report for work in "How to be Very, Very Popular," to which she had been assigned by the studio. Instead, she announced that she is a free agent and wants to try a more demanding role, the feminine lead in Dostoievsky's "Brothers Karamazov." This would be funny were it not so serious.

Under her own misguided auspices, her first press conference was a fiasco. Indicative of the general attitude was the comment of the New York Daily News, "There has been a change in her public relations and even the most charitable of her admirers can't think this change is for the better."

It would appear that Miss Monroe is more anxious to be the heroine of a tragedy rather than be "very, very popular."

In Mitchum's case, it is all the more unfortunate that director William A. Wellman, who gave him his first opportunity in "The Story of G.I. Joe," had to dismiss Mitchum from the cast of "Blood Alley" because of a series of troublesome incidents which interfered with the progress of the picture. Mitchum was replaced by John Wayne, the top boxoffice star of the nation, and Miss Monroe by Sheree North, who appears to have a very promising future.

It wasn't so long ago that a third star kicked over the pot of gold and became so temperamental that no one could work with him. Now, he is being engaged in the industry for another picture.

The shenanigans of these stars cost our business too much money. These stars should be eliminated. The industry must have the backbone to rid itself of the selfish, pampered, idiotic and baseless actions of those stars who have proven themselves irresponsible time and again. The exemplary work of Hollywood's ambassadors of good will like George Murphy, William Holden and countless other stars from each of the studios who live up to their responsibilities is torn down constantly by the reprehensible actions of these ingrates.

It doesn't require much more of the same type of behaviour on the part of these people to swing the pendulum in reverse and create alongside of their names an aura of boxoffice poison. If that happens, their names will not stay up on the marquees of theatres.

"Dive-In" Makes News

In a recent editorial, the INDEPENDENT urged the industry to hold more world premieres, junkets and other special programs that add so much excitement and glamor to the presentation of films.

Along comes RKO Pictures, pulling out all the stops, with the first junket in 1955 with its underwater world premiere of "Underwater!" at Silver Springs, Florida. It was a great showmanship stunt; the best thus far in this new year and one that's going to be hard to top. It paid off handsomely with publicity and excellent word-of-mouth and exhibitors will be the beneficiaries of this activity. (See story on page 15).

Other film companies will likewise find it to their advantage in the realm of publicity and exploitation to stage promotional events of a similar nature for forthcoming product. Until somebody takes it away, RKO Pictures gets our "Oscar" for junkets.

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Federal Minimum Wage Law May Apply To Theatre Employees

Washington.—Motion picture theatre employees might be brought under the minimum wage laws under changes to be suggested by the administration, according to Labor Secretary James P. Mitchell at a press conference. Mitchell was explaining a State of the Union statement by President Eisenhower to the effect that he would seek inclusion of millions of additional workers.

Mitchell said that the President has in mind inclusion of retail and service workers, who are currently exempt from the law. Motion picture theatres are classed in the "service" category.

Although film theatre employees still would not be affected in view of language restricting application of the law to workers "in" or "producing for" interstate commerce, a top Labor Department source indicated that the administration would seek a change in this language to include workers "affecting" interstate commerce. It is held that previous court decisions on "affecting interstate commerce" have been so broad that inclusion of film theatre employees would meet possible court tests.

Gotham Tax Committee Sends Questionnaires

The New York Tax Committee is urging Gotham exhibitors to complete and return the tax questionnaires prepared by Albert E. Sindlinger, statistical expert, who will use the figures to fight the levy. A letter accompanying the blanks explains that information received will be kept strictly confidential as was the material received during the fight against the U.S. Federal admission tax.

In no case will figures on individual theatres be disclosed to anyone, Sindlinger has stated. The report which he is preparing will deal only in totals, he explains. Instructions for filling in the questions in the questionaires have been included. Sindlinger is seeking operational data, amount of Federal and local taxes paid, total number and amount of admissions in each classification and exhibitors' comments.

In his message to the State Legislature Governor Harriman indicated that he does not favor the repeal of any statutes giving municipalities authority to levy taxes. This would, in effect, vitiate the importance of any report forthcoming from the Bird Commission, appointed by former Governor Dewey to study the New York City amusement tax in order to recommend whether or not the city's enabling act should be repealed. No such report has been made as yet.

Mayor Wagner has already declared that he sees no possibility of repealing any city tax laws now in existence. It is known that because the city is in financial difficulty, the city planners are contemplating a new general tax, of much greater span than the current amusement tax.

The city already has enabling legislation permitting it to levy a payroll tax. In the meantime, the New York Tax Committe has declared its determination to continue in its fight against the five percent tax on theatres.

TV Supplement Ready

The INDEPENDENT has now available to subscribers the 1954 supplement to its complete listing of films televised in the metropolitan New York area since 1948.

Arbitration Program To Be Ready Soon

A completed draft of an arbitration program is expected to be ready by the next meeting of the joint exhibitor-distributor committee in the middle of February, according to a report given at a committee meeting this week. At the session a progress report was given by Herman M. Levy, counsel for exhibition, and Adoph Schimel, distribution counsel, who are in charge of preparing the draft.

All major disputed issues have been settled, according to the report coming out of the meeting. The actual writing of the draft is said to be the only project facing the two legal experts.

EFFG Stock Okayed

WASHINGTON.—The Exhibitors Film Financial Group, formed last month to provide funds for increased film production, has been authorized to begin issuing $10,000,000 work of stock through a special order of the Securities and Exchange Commission. The TOA-sponsored venture would issue 100,000 shares of stock at $100 par value.

Columbia Stage Plays

Columbia Pictures' plan to finance the production of stage plays is going ahead with Max Gordon, noted Broadway producer, taking over supervisory duties for the program. Gordon will seek the work of playwrights and stars for possible Broadway production. The film company stresses that it will not confine its search to "name" authors, but will seek properties with a screen potential by ned and unkown authors.

Grant Loew's Extension

A two-year postponement, until Feb. 6, 1957, has been granted for the deadline on the distribution of stock in Loew's Theatres by Federal Judge Henry W. Goddard. The consent decree separating the theatre company from Loew's, Inc., had set a deadline of 1955 for the stock distribution but the parent company claimed that it could not work out a division of the existing funded debt within the period set.

Bingo Fighters Mass In State; No Fast Action

ALBANY.—Informed experts here predict that Republican opposition will prove too strong for the Democratic bill introduced into the State Legislature taking away the criminal penalties from organized bingo charity games. Meanwhile, Protestant forces moved to oppose any measure legalizing the game as the New York State Council of Churches announced a vigorous anti-bingo drive.

The council has revealed plans for selecting "minutemen" composed both of clergy and laymen to speak to church and business groups. Rev. Kenneth A. Roedarmel, general secretary of the council, called "undemocratic and immoral the implication that a form of gambling which would continue to be prohibited to the general public as wrong and anti-social, is right and proper when conducted by our churches."

A similar argument has been presented by the Right Rev. Horace W. B. Donegan, Protestant Episcopal Bishop of the Diocese of New York. Rev. Donegan declared that "the church has no business seeking a special privilege to promote gambling, and the state has no business, under our doctrine of separation of church and state, offering to the church a special exemption from moral restrictions."

Republican Assemblyman Joseph L. Carlino, majority leader in the State Assembly, who is an advocate of legalizing bingo through an amendment to the state constitution, has declared that he does not think "organized religion is going to go out of business without bingo."

In order to legalize bingo completely in the state, an amendment to the state constitution would be necessary. Such an amendment requires passage by two successive sessions of the state legislature and a popular referendum. This would take until 1958 at least, before such an amendment could be finanlized. Mayor Wagner of New York City has announced that he will enforce the laws against bingo.

Four Figaro Pictures Set For UA Release

Four films will be produced by Figaro, Inc., for United Artists release, according to an agreement signed by Joseph L. Mankiewicz, Figaro president, and Arthur B. Krim, UA head. Mankiewicz will personally write and direct two of the pictures. The first film to go into active preparation will be "The Story of Goya," to be made on location in Spain. Mankiewicz will start this picture after he completes "Guys and Dolls," now being made. Figaro recently made "The Barefoot Contessa" for UA release. Robert Benjamin, UA board chairman, and Bert Allenberg, of the William Morris agency, were present at the signing.

From Benjamin has come the announcement that UA and its subsidiaries realized a world gross of $43,100,000 in 1954, representing a new high in the 35-year history of the company. In 1953 the gross was $38,600,000; in 1952, $29,300,000, and in 1951, the year the present management came to the company, $19,900,000.

See Entire Toll TV Issue Dumped Into Congress' Lap

Hearings on the entire question of subscription television are expected to be announced by the FCC within the next few weeks, according to confidential sources within the Commission. Meanwhile, it has been revealed that there is sentiment within the commission in favor of turning the subject of toll TV over to Congress and asking that body to decide what should be done about it.

The proposed FCC hearings, it is understood, will not center on any one petition, such as the Zenith or Skiatron request, but will examine the complex subject via a broad-scale investigation. It is predicted that this investigation will probably take a long time, in contrast with the request for speedy action put forth by Zenith.

Topics up for consideration will include whether pay-as-you-see video can be considered broadcasting or fall within the common carrier allocation, whether the Commission has the right to approve of it, the effect of toll TV on free video and whether one specific system should be chosen if any approval at all is granted.

Bill Introduced

Rep. Carl Hinshaw (R., Calif.) in the opening days of the 84th Congress introduced a bill which would make subscription TV a common carrier rather than a broadcast service. Proponents of pay video are unfavorable toward the common carrier designation, since that might mean regulation of rates charged.

In a brief submitted by the law firm of Cohn & Marks, the Joint Committee attempted to demolish the Zenith arguments on behalf of a quick green light for pay video. The brief told the FCC that the Joint Committee consists of exhibitor organizations representing approximately 75 percent of the 16,000 U.S. motion picture theatres.

Basis of the Zenith petition was that television is not really "free," since the public must buy the advertised products to keep programs on the air; that the FCC has the legal authority to recognize subscription video; that toll TV will encourage more effective use of TV frequencies, and that the public would best be served by immediate authorization of pay television.

The brief contends that present day TV is free, since the public is not required to buy the advertised products to watch the program. Another argument advanced is that approximately 34,000,000 families, mostly in the low income groups, have bought approximately $15,000,000,000 worth of TV receivers on the assurance that they would not have to pay for programs.

The Joint Committee warned that if these people are now forced to pay for their programs "a hue and cry will arise in this country which will make the complaints of the 160 UHF broadcasters to the Senate Interstate and Foreign Commerce Committee sound like a muffled whisper."

The brief also expressed the contention that there is considerable doubt that the FCC has legal right to authorize subscription TV, citing the Commission's own statements of doubt that pay-as-you-see TV is "broadcasting."

It ridiculed the Zenith assertion that subscription TV would aid the establishment of new UHF stations or would result in substantial growth of TV service in areas not now reached. Unapplied-for channels are in areas which will not support TV stations, it was argued, and the committee pointed out that Zenith, itself, intends "to establish

(*Continued on page* 14)

Exhib Toll TV Group Seeks $150,000; Calls For Exhib Contributions

At a meeting of the Joint Committee on Toll TV this week at the Sheraton Astor Hotel, N.Y.C., the group outlined a four point program designed to combat pay video. Included was a plan to stage a campaign to meet a tentative budget of $150,000 with which to work.

Stating the committee's position, co-chairmen Alfred Starr and Trueman Rembusch declared that "the inherent fallacies in arguments being made by the sponsors of toll TV must be exposed, and theatre owners must affirmatively and logically present their position. They must refuse to be put on the defensive in this matter.

"The public must be informed that toll TV is economically unsound, that it will deprive the public of free TV and that it will create a government-sponsored monopoly," the exhibitor leaders declared.

Contributions are being sought from among exhibitors, who are asked to contribute amounts equal to their COMPO dues. For four-wall theatres with up to 500 seats, the amount would be $7.50; up to 750 seats, $11.25; up to 1,000 seats, $17.75; up to 2,500 seats, $37.50; over that, $75.

For drive-ins accommodating up to 300 cars, $7.50; up to 500 cars, $11.25; up to 600 cars, $18.75; over that, $37.50. Trustees of the fund will be Philip Harling, treasurer, and Starr and Rembusch. Exhibitors are asked to send their contributions to Harling at 1585 Broadway, N.Y.C.

The four-point program includes the employment of public-relations counsel to combat the propaganda of toll TV sponsors; the employment of legal counsel to represent the committee at FCC hearings on the issue; the employment of expert engineering service and advice, and the establishment of a Washington office in the event the matter becomes a legislative issue.

EXHI-BITS

Mull Amusement Tax

HARRISBURG, PA.—A 10 percent amusement tax was included in a fund-raising program prepared by former Gov. Fine for the incoming Democratic administration, it has been learned here this week. The out-going financial committee, headed by Alfred G. Buehler, University of Pennsylvania professor, listed the amusement tax as a means of raising $9,000,000 in the state.

"Educational Picketing" OK

Permission for a union to engage in "educational" picketing employing a maximum of two pickets, while forbidding a general picketing has been granted by New York State Supreme Court Justice Percy D. Stoddart. Judge Stoddart forbade Local 306, operators union, from picketing the Fair Theatre in Queens because the theatre's employes are represented by an independent union. The public can be told, however, that the theatre pays lower wages and contributes less to funds than are customarily paid, the judge ruled.

Tax Ruled Out

NEW ORLEANS.—A sales tax law passed by the Mississippi Legislature levying a three percent tax on all theatres except chains of ten or more, which were taxed five percent, has been ruled unconstitutional by the Chancery Court of the First Judicial District of Hinds County, Miss. The suit was brought by Paramount Gulf Theatres, which was adversely affected by the ruling. The court ruled that the state lacked authority to assess, demand and collect these taxes.

Circuit Production Fight?

WASHINGTON.—Informed sources here report that divorced theatre companies which wish to engage in motion picture production will be hard put to it to convince the Department of Justice that they will not be engaged in monopolistic practices. Justice, it is reported, is not unsympathetic to the exhibitors' needs for product, but the department is said to be wary of any production-distribution-exhibition tie-ups.

Survey Studies Competition

INDIANAPOLIS.—Indiana Allied has begun a survey to determine competition to the theatres from tax-free or tax-supported auditoriums and institutions. The theatre owners complain of competition from major events performed at the University of Indiana and Purdue University. Theatremen are also concerned about a proposed civic auditorium in this city.

Wants Higher Rentals

MINNEAPOLIS.—Robert L. Lippert, president of Lippert Pictures, has warned exhibitors that if they want a supply of so-called program pictures for double bills, they must be prepared to pay higher rentals for them. The distributor explained that a current prices there is little incentive for anyone to bother distributing such product. He urged theatremen to be more "generous" with film rentals.

Loew's Net Rises To $6,577,311; Stanley Warner Earnings Double

Consolidated net profit of Loew's Inc. and all subsidiaries, including theatre subsidiaries, increased for the fiscal year ended Aug. 31, 1954, to $6,577,311 from the previous year's $4,380,603, according to the company's annual report. The 1954 net was equivalent to $1.28 per share of common stock, while the 1953 net equaled 85 cents per share.

Profit before taxes for 1954 fiscal year amounted to $12,643,840, almost double the $6,435,504 of the previons year. Operating revenues were $183,142,486 compared with $177,558,874 in the prior year.

An interim financial report shows that for 12 weeks ended Nov. 25, 1954, net profits, including theatre subsidiaries, amounted to $1,521,349 after taxes and charges compared with $1,133,893 of last year. The 1954 quarter is equivalent to 30 cents per share, an increase from the 22 cents per share of the corresponding quarter of the previous year.

Securities Increased

The Aug. 31, 1954 balance sheet showed an increase of $13,354,123 in cash and government securities compared with a year earlier. Inventories were $66,043,465 compared with $79,728,467. The company's funded debt was reduced by $2,710,000 and current bank loan of $4,500,000 was paid off.

The annual report notes that 13 pictures are completed or are in final stages of editing and lists other important productions currently before studio cameras or in planning. The report also gives details of the company's reorganization.

Foreign operations by Loew's International Corp. continued to improve and expand during the year, the report notes. It cites a recent survey that estimated 17,500,000 people see M-G-M pictures in 169 foreign countries.

The Stanley Warner Corp. more than doubled its profit in the first quarter of the current fiscal year, ended Nov. 27, 1954, over the same period of the previous year. S. H. Fabian, president, told stockholders at the company's annual meeting held in Wilmington, Del. Fabian announced a net profit for the quarter of $1,110,100 or 50 cents per share, compared with $523,100 or 21 cents per share for the corresponding quarter of last year.

Gross income for the first quarter was $23,320,400 as compared with $13,794,100 for the same quarter of one year ago. Figures for the current year include operation of International Latex Corp., which was acquired Apr. 30, 1954. Fabian revealed that Latex is so successful the company is planning to expand its manufacturing facilities.

Divestiture Completed

The executive further revealed that SW has completed its theatre divestiture program. Concerning Cinerama, he disclosed that "Cinerama Holiday" will open at the Warner Theatre, N. Y. C. on Feb. 8 to be followed immediately by openings in Detroit, Pittsburgh, Philadelphia and St. Louis. He pointed out the success of Cinerama in foreign engagements.

Stockholders approved an amendment to the certificate of incorporation providing for two classes of directors, each elected for two years. Fabian, Samuel Rosen and David Baird were re-elected directors. Price Waterhouse & Co. was selected as accountants for the company.

Fabian announced that he will recommend that a dividend of 25 cents per share be declared, payable on Feb. 25.

Johnston Seeks Distrib Tax Aids

Eric Johnston, MPAA president, has made two requests of the Treasury Department during the past two weeks, one asking that the film industry be included in legislation providing for a 14 percent tax credit on foreign earnings and the other asking that foreign film producers and distributors be exempted from the 30 percent withholding tax now imposed on their U.S. film rentals.

These recommendations were made in letters sent to Dan Throop Smith, assistant to Treasury Secretary George M. Humphrey and made public. Johnston's first letter was sent immediately after President Eisenhower had sent to Congress a special foreign economic policy message in which he asked for the 14 point tax credit on foreign earnings favored by the film industry.

In his first letter Johnston pointed out to Smith that the motion picture industry had been discriminated against by being excluded from Treasury recommendations last year. The MPAA head strongly endorsed President Eisenhower's recommendations, which were generally favorable toward the film industry.

Based on Misconception

The more recent letter declares that the 30 percent tax violates sound taxation policies and charges that it "is an open invitation to foreign governments to retaliate against American companies" by unfair taxation of film rentals abroad. Johnston argued that the tax "is based on a fantastic misconception" because "it assumes that 60 cents out of every dollar of film rental is net profit.

In another phase of international operation, Johnston voiced full support for the government's announced plan to negotiate a trade and tariff agreement with Japan. The MPEA head noted in a letter to Donn N. Bent, secretary of the U.S. Tariff Commission, that such an agreement with Japan "deserves the highest priority."

Johnston called a pact with the eastern nation of "greatest importance to this country and the free world." He declared that "one-sided trade can lead only to economic disaster," adding that "reciprocal trade brings mutual advantage."

Johnston conferred this week with President Eisenhower at the White House prior to his third trip to the Middle East to discuss the U.S.-backed Jordan River Valley development project with Israel and neighboring Arab States. Johnston has been acting as the President's personal representative with the rank of ambassador. He will start for Tel Aviv by plane this week-end.

"Costliest" Fox Program Outlined

What was described as "the costliest and most ambitious production program in the history of 20th Century-Fox" will see studio chief Darryl F. Zanuck placing 10 top-budgeted properties before the CinemaScope cameras during the next six months, Al Lichtman, director of distribution, disclosed at the opening session of a divisional sales meeting.

Speaking at a specially-called parley of domestic and Canadian sales and home office sales and advertising executives to chart merchandising plans for product to be released during the first quarter of 1955, the sales head pointed out that the 10-picture roster will emphasize diversification of story material and background locales.

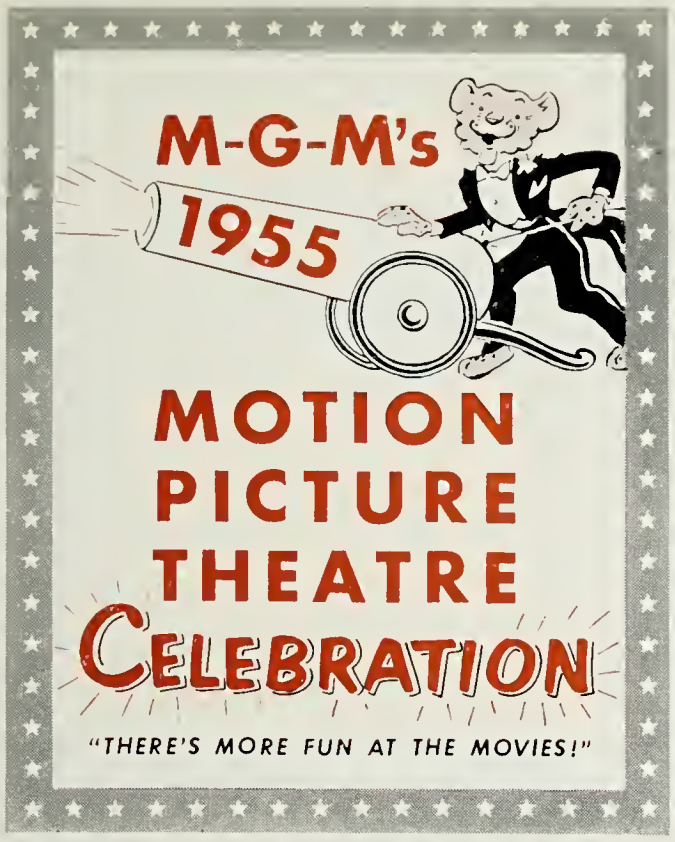
Pictures in the line-up include "House of Bamboo," starring Robert Stack, Robert Ryan, Shirley Yamaguchi, produced by Buddy Adler and directed by Samuel Fuller; "Pink Tights," starring Dan Dailey and Sheree North, produced by Sam Engel and directed by Henry Levin; "Sir Walter Raleigh," starring Bette Davis and Richard Todd, produced by Charles Brackett and directed by Henry Koster.

Also, "The Left Hand of God," starring Humphrey Bogart and Gene Tierney, produced by Adler and directed by Edward Dmytryk; "The Tall Men," starring Clark Gable, produced by Howard Hawks and directed by William A. Bacher; "A many Splendored Thing," starring Jennifer Jones and William Holden, produced by Adler and directed by Henry King.

"Lord Vanity," starring Clifton Webb, Robert Wagner and Martine Carol, produced by Brackett and directed by Delmer Daves; "Seven Cities of Gold," produced by Brackett; "How to Be Very, Very Popular," starring Sheree North, produced and directed by Nunnally Johnson; and "The View from Pompey's Head," a Philip Dunne production.



At a division managers' meeting called by 20th Century-Fox in New York were (l. to r.): Glenn Norris, eastern sales mgr.; William Gehring, exec. asst. general sales mgr.; Al Lichtman, director of distribution; Rodney Bush, exploitation mgr.; Charles Einfeld, vice-pres.; Arthur Silverstone, asst. general sales mgr.; Abe Goodman, ad mgr., and Alex Harrison, western sales mgr.



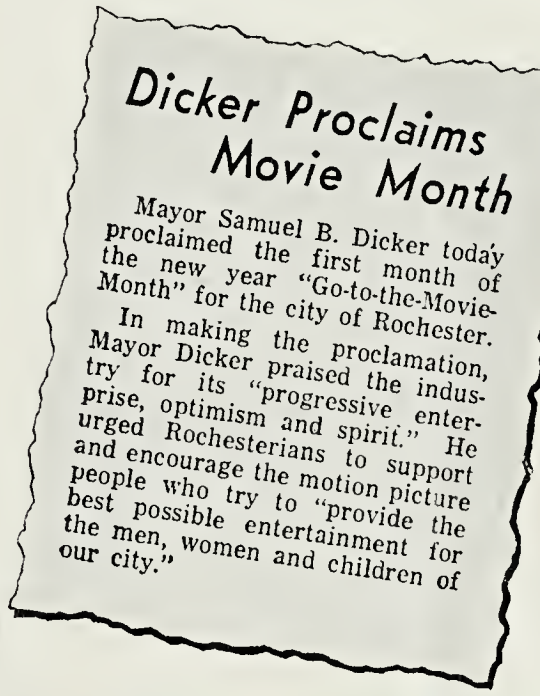
LET'S GO TO WORK TOGETHER!

This is a good time of the year to stimulate your box-office. It's as simple as this: We can both make money by taking advantage of the current upbeat with a dynamic showmanship effort. With M-G-M's 1955 MOTION PICTURE THEATRE CELEBRATION you will have great M-G-M attractions to tie-in with your local ballyhoo to convince the public that "THERE'S MORE FUN AT THE MOVIES." Here's how to do it!

★

How To Put On A Theatre Celebration In Your City!

With banners flying, colorful lobby displays, arresting Special Trailer, editorials and "salutes"—with double-barrelled showmanship, M-G-M's 1955 Motion Picture Theatre Celebration will spark the movie-goers of your town. A Celebration can be staged individually or in cooperation with other theatres.



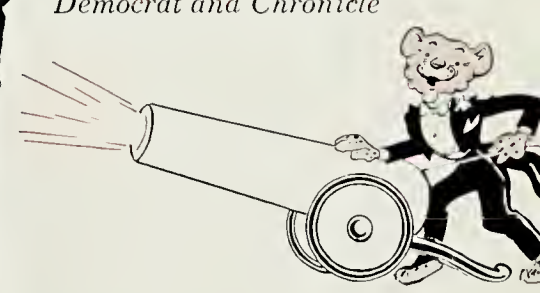
Dicker Proclaims Movie Month

Mayor Samuel B. Dicker today proclaimed the first month of the new year "Go-to-the-Movie-Month" for the city of Rochester.

In making the proclamation, Mayor Dicker praised the industry for its "progressive enterprise, optimism and spirit." He urged Rochesterians to support and encourage the motion picture people who try to "provide the best possible entertainment for the men, women and children of our city."

YOU CAN DO IT, TOO!

(Left) From Rochester Democrat and Chronicle



START WITH PROCLAMATION

In many localities it starts with a "GO TO THE MOVIE MONTH" proclamation by the Governor or by a Mayor. At press time it's happened already in Rochester, N. Y. *(see above)* Wisconsin, Illinois and more every day. Local newspapers are persuaded to extend editorial sponsorship to the official "Go to the Movies" ballyhoo. With this practical beginning, theatres will find it easy to inaugurate their own local Celebration. (See Proclamation in Press Book).

CITY-WIDE "SALUTE"

In some situations theatres are collaborating on a city-wide Celebration. A "Salute" to the theatres is organized by a committee and civic tributes are encouraged. Luncheons are arranged through Lions, Kiwanis, Rotary to pay tribute to the theatres for their service to the community. Don't say it can't be done in your city until you've given it a good try—just get it started and watch it snowball into a fine box-office promotion!



FREE ACCESSORIES!

1. FREE KITS
   Containing 1-sheet, over-the-wire streamer, stickers, buttons, "How To Sell" booklet, press book and other items.
2. SPECIAL TRAILER
   M-G-M Stars pay tribute to your theatre. Scenes from many pictures.
3. COLORFUL 40 x 60 POSTER
   Eye-catcher for your lobby.
4. RADIO PLATTER
   15 minutes running time. Comprising highlight commentary on the "Celebration."
5. FREE 24-SHEETS
   Center display is a "Celebration" announcement. Nine titles are spread around it in simulated marquee effects.
6. PRESS BOOK
   Ads, publicity and exploitation suggestions.
7. "HOW TO SELL" BOOKLET
   Handy pocket-size compendium of promotions for "Celebration."
8. GIANT 40 x 80 LOBBY STANDEE
   For first run theatres in larger cities.

IT'S EASY TO GET A "SPONSOR"

You will find it easy to get your Chamber of Commerce, Rotary, Kiwanis, Lions or other civic organization to propose the "Salute" and assume leadership and sponsorship for this tribute to the local movie theatre.

NEWSPAPER, TV, RADIO COVERAGE

Having arranged for your "sponsor," provide news story for the press, TV, radio, etc. (Sample story in Press Book).

GET THE PRESS BOOK

Ask your M-G-M Branch for the Celebration Press Book and the handy pocket-size "How To Sell" Booklet. Read them carefully. Everything is covered in detail in them.

LUNCHEONS TO HONOR THEATRES

The regular luncheons of your civic clubs can be turned into "Salute" affairs honoring exhibitors. (Speech data in Press Book).

SEE "WARD MARSH STORY"

In the press book is a story of the history of the movies in Cleveland. This is a good example of how a local history of the movies, starting with the very first film theatre, can be made an interesting newspaper feature in your town. Nearly every place has a comparable local story to tell.

MAKE UP SPECIAL MATERIALS

While M-G-M is providing complete FREE accessories, many exhibitors will want some special locally produced items— special "Salute" trailer, window and pole cards, etc. (See Press Book for copy suggestions).

OPENING NIGHT CEREMONIES

Plan a gala occasion with lights, local band, special guests.

NEWSPAPER COOPERATION

Seek editorial comment based on community angle. Contact advertising manager to sponsor cooperative page with stores under a Celebration headline. This would include display of current and coming attractions.

SCHOOL TIE-UPS

Because of community importance, ask assist from high school publications; arrange forums on radio or TV for general movie discussion, levelling on Celebration attractions. Request cooperation of teachers, use of bulletin boards; tie-in with important local sports events where a banner or score-card or leaflets may be used.

LOBBY IDEAS

Make up lobby panel with star heads with caption: "Send Your Greetings To The Stars. Sign Here and Share in M-G-M's 1955 Motion Picture Theatre Celebration." List your pictures on extra side panel and indicate that signatures will be sent to studio.

DRESS UP FRONT

Give theatre festive air by "flying" strings of pennants up from marquee. Give your theatre a gay, inviting appearance for your Celebration.

MERCHANDISING OPPORTUNITIES

January White Sales, February Furniture Sales Washington's Birthday, Lincoln's Birthday, St Patrick's Day, Easter— all of these occur during the period of M-G-M's Celebration. Tie-in with them for store events, windows, co-op ads.



Never in M-G-M history so many spectacular pre-selling projects. M-G-M's Celebration pictures nationally promoted in magazines, newspapers, radio, TV.

WATCH FOR the sensational ballyhoos below. These promotions will visit as many places as possible. Their impact will benefit every box-office in the nation.

1. "Jupiter's Darling"—Big Washington's Birthday Attraction will have elephant ballyhoo. Terrific ad campaign. Full color page in Sunday Supplements (99 million readership); Pictorial Review, American Weekly, This Week, Parade, plus M-G-M's column in national magazines, fan magazine ads. Esther Williams in Person on Ed Sullivan's "Toast of the Town" and Ed Murrow's "Person To Person."
2. The giant "Glass Slipper" and the Cinderella contests.
3. Robert Taylor's Traveling Gun Collection for "Many Rivers To Cross." Taylor in Person on Ed Sullivan's "Toast of the Town."
4. The touring M-G-M make-up expert to promote "Interrupted Melody."
5. The gigantic wheel of fortune and girls from "The Prodigal."

OLIDAY SHOWS

ell merchants on special kid shows in conjunction with one of the holidays or a special Saturday orning or matinee. Stores pay for the tickets; ouvenirs can be promoted.

ADIO AND TV SALUTE

Vith your community angle you can approach isc jockeys for plugs to promote the Celebration nd your pictures. If it's a musical, and there are reat musicals in M-G-M's Celebration releases, cordings are available. Other suggestions in ress Book.

ECORD DEALERS

lentiful opportunity with M-G-M's Celebration usicals to tie-in with record stores, windows, c., stressing, of course, playdate information.

THER IDEAS IN PRESS BOOK

Ve have just skimmed the surface. The Press ook and the "How To Sell" booklet contain any other suggestions, plus ads and publicity r launching your "Salute" campaign and eeping it alive.



The Saturday Evening POST

Advertising M-G-M's Gala Celebration to the millions, the full-page, full-color ad above will appear in The Saturday Evening Post, Feb. 19th with 20 million readership. Just part of M-G-M's constant "Celebration" advertising including M-G-M's Column in national magazines *(readership 93 million!)*. See box *(top left)* for more.

"Let's Celebrate Together!"



(continued)



A WEALTH OF PRODUCT FOR EVERY THEATRE!

Ask your M-G-M Branch! Start Your Celebration

M-G-M's CELEBRATION RELEASES!

"BAD DAY AT BLACK ROCK" *(January)*
(CinemaScope—Color) · starring Spencer Tracy · Robert Ryan · co-starring Anne Francis · Dean Jagger · Walter Brennan · John Ericson · Ernest Borgnine · Lee Marvin Russell Collins

"GREEN FIRE" *(January)*
(CinemaScope—Color) · starring Stewart Granger · Grace Kelly · Paul Douglas · co-starring John Ericson · with Murvyn Vye

"MANY RIVERS TO CROSS" *(February)*
(CinemaScope—Color) · starring Robert Taylor · Eleanor Parker · with Victor McLaglen · Russ Tamblyn · Jeff Richards · James Arness

"JUPITER'S DARLING" *(February)*
(CinemaScope—Color) · starring Esther Williams · Howard Keel · Marge and Gower Champion · George Sanders with Richard Haydn · William Demarest

"HIT THE DECK" *(March)*
(CinemaScope—Color) · starring Jane Powell · Tony Martin · Debbie Reynolds · Walter Pidgeon · Vic Damone Gene Raymond · Ann Miller · Russ Tamblyn · with Kay Armen · J. Carrol Naish · Richard Anderson · Jane Darwell

"INTERRUPTED MELODY" *(March)*
(CinemaScope—Color) · starring Glenn Ford · Eleanor Parker · with Roger Moore · Cecil Kellaway

"THE GLASS SLIPPER" *(April)*
(Color) · starring Leslie Caron · Michael Wilding · with Keenan Wynn · Estelle Winwood · Elsa Lanchester Barry Jones

"BEDEVILLED" *(April)*
(CinemaScope—Color) · starring Anne Baxter · Steve Forrest · with Simone Renant · Maurice Teynac Robert Christopher · Joseph Tomelty and Victor Francen

"THE PRODIGAL" *(Date to be Announced)* · *(CinemaScope—Color)* · starring Lana Turner Edmund Purdom · Louis Calhern · with Audrey Dalton · James Mitchell · Neville Brand Walter Hampden · Taina Elg · Francis L. Sullivan · Joseph Wiseman · Sandra Descher

AND THESE CURRENT PRODUCTIONS!

"BETRAYED" *(Color)*
starring Clark Gable · Lana Turner · Victor Mature · co-starring Louis Calhern

"ROGUE COP"
starring Robert Taylor · Janet Leigh · George Raft · co-starring Steve Forrest · Anne Francis

"BRIGADOON" *(CinemaScope—Color)*
starring Gene Kelly · Van Johnson · Cyd Charisse · with Elaine Stewart · Barry Jones · Albert Sharpe

"THE LAST TIME I SAW PARIS" *(Technicolor)*
starring Elizabeth Taylor · Van Johnson · Walter Pidgeon Donna Reed · with Eva Gabor · Kurt Kasznar

"BEAU BRUMMELL" *(Color)*
starring Stewart Granger · Elizabeth Taylor · Peter Ustinov with Robert Morley

"ATHENA" *(Color)*
starring Jane Powell · Edmund Purdom · Debbie Reynolds · Vic Damone · Louis Calhern · with Linda Christian · Evelyn Varden Ray Collins

"CREST OF THE WAVE"
starring Gene Kelly · with John Justin · Bernard Lee · Jeff Richards

"DEEP IN MY HEART" *(Color)*
starring Jose Ferrer · Merle Oberon · Helen Traubel · and Guest Stars: Walter Pidgeon · Paul Henreid · Rosemary Clooney Gene & Fred Kelly · Jane Powell · Vic Damone · Ann Miller Cyd Charisse · Howard Keel · Tony Martin · with Doe Avedon Tamara Toumanova · Paul Stewart · Isobel Elsom · William Olvis · James Mitchell

AND THESE BIG FUTURE M-G-M ATTRACTIONS!

"MOONFLEET" *(CinemaScope—Color)*
starring Stewart Granger · George Sanders · Joan Greenwood Viveca Lindfors · with Jon Whiteley · Melville Cooper

"IT'S ALWAYS FAIR WEATHER" *(CinemaScope—Color)*
starring Gene Kelly · Dan Dailey · Cyd Charisse · Dolores Gray Michael Kidd

"BLACKBOARD JUNGLE" starring Glenn Ford · Anne Francis · Louis Calhern · Margaret Hayes

"THE KING'S THIEF" *(CinemaScope—Color)*
starring Ann Blyth · Edmund Purdom · David Niven · George Sanders · with Roger Moore

"THE SCARLET COAT" *(CinemaScope—Color)*
starring Cornel Wilde · Michael Wilding · George Sanders · Anne Francis · with Robert Douglas · John McIntire · and Bobby Driscoll

"THE MARAUDERS" *(Color)*
starring Dan Duryea · Jeff Richards · Keenan Wynn · Jarma Lewis

"LOVE ME OR LEAVE ME" *(CinemaScope—Color)*
starring Doris Day · James Cagney · Cameron Mitchell · with Robert Keith · Tom Tully · Harry Bellaver



"WE'RE CELEBRATING IT WITH PICTURES!"

Hanson Tells Senator He Prefers Government To Distrib Control

In answer to a letter from Senator Andrew F. Schoeppel (R., Kans.) attacking the truth of some of his statements, Albert Hanson, chairman of the trade relations committee of Southern California Theatre Owners Association, answered the Senator by denying the charges and declaring that the Senator "must realize that the exhibitors are facing the practical problem of going out of business unless there is some regulation besides that of the film companies."

Hanson wrote that he sees "no difference between regulation by government setting film prices and film companies setting film prices, except that we, as exhibitors, would have an equal opportunity before an unbiased body (whether by government or by arbitration), to have those prices reasonably determined."

The exhibitor official stated further that his group does "not object to the government saying what pictures we should play, how long and when in preference to the film companies doing that very thing now simply and solely for thier own benefit without regard for the exhibitor or general public."

Hanson told the Senator, who is chairman of the subcommittee on monopoly of the Senate Select Committee on Small Business, that "we do not want to use your committee as a cat's paw." He added that, "on the other hand, we certainly dislike seeing your committee apparently used in that manner for the benefit of the defendants."

Republic Buys Rights To 'Fu Manchu' Name

Republic Pictures Corp. has concluded a $4,000,000 deal for exclusive rights to "Dr. Fu Manchu" material, which the company plans to use in motion pictures, television and radio, according to a company report. Deal was signed by Herbert J. Yates, Republic president, and Douglas Storer, representing Sax Rohmer, creator of the fictional character.

The film company is planning three full-length motion pictures based on the Rohmer novels "The Insidious Dr. Fu Manchu," "The Return of Dr. Fu Manchu" and "The Hand of Dr. Fu Manchu." In addition, Hollywood Television Service, a Republic subsidiary, is planning a 78 program half-hour video series, while a half-hour radio series for domestic and foreign release is also being scheduled.

Nickelodeon Opened As Industry Shrine

PHILADELPHIA.—The Nickelodeon, a reproduction of the earliest motion picture theatre, was unveiled here at the Franklin Institute this week before a galaxy of Hollywood stars, civic officials and press. The day's activities were concluded with the Motion Picture Associates dinner honoring four film pioneers: Alexander R. Boyd of Stanley Warner, Benjamin Amsterdam of Atlantic Theatres, William C. Hunt of Hunt's Theatres and Abraham Sablowsky, an early SW partner.

The Nickelodeon, donated by William C. Goldman, local industryite who served as general chairman of the MPA dinner, was opened at the Franklin Institute before 500 guests. S. Wyman Rolph, Institute president, accepted the gift, and in turn granted life membership in the Institute to Charles Laughton, who was present for the affair.

Other film stars present included Deborah Kerr, Esther Williams, George Murphy, Eva Le Gallienne, John Ericson, Donna Reed, Marge and Gower Champion, Rita Gam, Elsa Lanchester, producers Paul Gregory, George Seaton and William Perlberg and director George Sidney.

Principal speaker at the banquet was the Hon. Charles E. Thomas, secretary of the navy department. Sec. Thomas discussed the role of the films in armed forces training, entertainment and reporting. Mayor Joseph S. Clark, Jr., dedicated the day as Motion Picture Pioneers Day, noting that "American motion pictures have been a great influence in spreading democracy throughout the world."

Asks USIA Budget Raise

WASHINGTON. — The overseas motion picture program of the U.S. Information Ageney would get $4,484,000 for the fiscal year 1956, which starts on July 1, 1955, under terms of President Eisenhower's budget. The fiseal budget was submitted to Congress this week.

The amount requested for the film service represents a large inerease over the $3,087,000 which Congress actually appropriated for the 12-month period which ends on June 30, but is far below the $6,963,600 fiseal-1955 budget request which Congress slashed.



Elia Kazan (second from left) with Warner Bros. executives Ben Kalmenson, distribution chief; Jack L. Warner, exec. producer, and Mort Blumenstock, ad vice-pres., following the signing of a long-term contract by the director.

NEW POSTS



Edmund C. Grainger (l.), newly appointed Republic Pictures sales manager in charge of circuit operations, sits with Richard Altschuler, vice-president and director of world-wide sales.

EDMUND C. GRAINGER was appointed sales manager in charge of circuit operations for Republic Pictures. Grainger was recently affiliated with RKO Theatres in charge of film buying and booking and prior to that he was president of Shea Enterprises and eastern division sales manager for 20th-Fox. He will work under Richard Altschuler, Republic viee-president and director of world wide sales.

WALTER C. AMENT, vice-president of Warner Pathe News, was named chairman of MPAA's newsreel committee for the year. Ament succeeds Thomas Mead, editor of Universal Newsreel, who headed the committee for the past two years. In addition to Warners and U-I the committee includes Fox, M-G-M and Paramount newsreels.

IRVING MAAS and ROBERT W. CORKERY were named vice-presidents of the Motion Picture Export Association in newly created posts. Maas is head of the Association's Asian division, while Corkery has been in charge of the Latin American division. Both men have worked closely with Eric Johnston, MPEA president.

JOHN B. SPIRES was named to succeed Harry Novak, resigned, as Continental supervisor for Universal-International. Spires had been executive assistant to Novak. In addition, MARION JORDAN, until recently southern European supervisor, was appointed Continental sales manager, and JOHN MARSHALL, district supervisor for Middle Europe, was promoted to supervisor for the Scandinavian countries as well.

AARON PINES was promoted to Columbia International's assistant Far Eastern supervisor, serving under supervisor Michael Bergher. Pines had been the company's manager in the Philippines. His successor in Manila will be GEORGE W. SCHWEIG, formerly manager in Trinidad. Both Pines and Schweig have been with the company for many years.

TV Show Called Disney Film Aide

HOLLYWOOD.—Roy O. Disney, president of Walt Disney Productions, told stockholders at the company's annual meeting here that while Disney Productions expects to make money from television sales, the company's "real gain will be in the marketing value to our motion pictures which are still our primary business." Disney was discussing the excellent reception afforded "Disneyland," the company's television show.

Consolidated net profit for the company for the fiscal year ended Oct. 2, 1954, amounted to $733,852 equal to $1.12 per share of common stock, an increase from the $510,426 or 79 cents earned in the previous year, Disney told the stockholders.

Future releases for 1955 includes "Lady and the Tramp," the company's first cartoon CinemaScope feature, scheduled for release early in the year; "The African Lion," third True Life Adventure feature, to be released next summer; "The Littlest Outlaw," filmed in Mexico for fall release, and three "People and Places" subjects: "Siam," "Switzerland" and "Morocco."

According to reliable report, Walt Disney and Robert Kintner have signed a contract calling for the producer to film 100 hour-long video shows for ABC-TV. Schedule would call for an hour show daily for five days a week in the late afternoon. Disney will film the programs starting next fall before a live audience containing mostly children, it was disclosed.

Reade Clips Prices For School Teachers

The Walter Reade Theatres, which circuit has maintained a separate reduced admission rate for students since 1949, has now extended the reduced rate to public school teachers, according to an announcement from the chain. Special identification cards have been distributed by principals of all schools in the 10 communities in which Reade theatres are located.

Teachers will be admitted to Reade theatres for a rate averaging about half the regular fee, it was disclosed. Walter Reade, Jr., circuit president, explained that the move was made "in the belief that as part of their child guidance responsibilities they (the teachers) want to attend the theatre. They will then be in a position to judge and recommend pictures to their students."

The executive stated that both programs had resulted in fine public relations for theatres and had opened the door to close cooperation with the various school systems. He added that the general economic and salary situation for teachers also made the reduced admission rate a good relations factor.

NT Wins More Time

WASHINGTON. — National Theatres has been granted a short extension of divestiture time to Jan. 31, according to the Justice Department. Justice officials explained that with only nine or 10 houses remaining to be divested, certain problems remain to be ironed out, and the extension is aimed at giving the department and NT time to work out a final divestiture order.

Metro's Memphis Workshop Seen Biggest In Rapidly Moving Series

M-G-M's Ticket-Selling Workshops continue at a fast pace with sessions scheduled for Jackson, Miss. on Jan. 24, and Memphis on Jan. 27. Preparing for the upcoming meetings will be a briefing schedule to be attended by William T. Powell, division manager for Smith Management's Mid-West Drive-in Theatres; Ivan D. Anderson, operator of the Liberty Theatre, North Wikesboro, N.C.; James Briant, M-G-M New Orleans branch manager, and his staff.



IVAN ANDERSON

Attendance at the Memphis conclave is expected to surpass that of any workshops to date, according to Mike Simons, director of customer relations, who anticipates more than 375 exhibitors to be present. Approximately 150 advance reservations had been received for the Jackson session. Coca-Cola Co. will host luncheons at these meetings.

At the Denver Workshop last week exhibitors received a special blank to enter exploitation ideas for special awards. If enough entries are submitted at the various meetings, it is planned to compile and publish a handbook for distribution to exhibitors.

Winners of the contest were Owen West, West Theatre, Rock Springs, Wyo., and George Kelloff, Ute Theatre, Agaliar, Colo. Simons reported that the company was "agreeably surprised by the number and quality of ideas submitted" on such short notice.

Wives Invited

For the Denver Workshop Pat McGee, general manager of Cooper Foundation Theatres, not only invited the circuit's managers to attend, but he told them to bring their wives at company expense as well as charging the company for baby sitters.

Meanwhile, in Texas Gov. Allan Shivers followed the lead of other states by proclaiming "January, 1955, as movies month in the state of Texas." Present for the occasion was Anne Francis, who appears in Metro's "Bad Day at Black Rock." The starlet is on tour of eight key cities for the production.

In Green Bay, Wisc., the company launched its theatre celebration with drives for "Bad Day" and "Green Fire." With local newspapers giving the celebration a daily news story, the campaign employed here will provide the basic fomula for furthering the celebration among exhibitors, according to the film company.

Simons officially launched the celebration in the Southwest with a speech before the Video Theatre Circuit and home office personnel in Oklahoma City. Simons also addressed the Green Bay, Wisc. Association of Commerce luncheon.

In Oklahoma City, Gov. Raymond Gary of Oklahoma issued a proclamation declaring February "Go To The Movies Month." The official state recognition of the industry's efforts to stimulate attendance at the theatres was read to approximately 150 managers of Video Theatres in session there.

Copies of the proclamation were immediately photostated and given to all delegates.

The company is backing up its theatre celebration by expanding the number of tours for its personalities. In addition to stars, such persons as Clarence Bull, "still" photographer, and William Tuttle, head of the make-up department, will tour. A baby elephant and special floats on "The Prodigal" and "The Glass Slipper" will also be sent on tour.

See Toll TV Issue Going To Congress

(*Continued from page 7*)

subscription television in the large metropolitan areas."

"Every segment of the interested public should not only have the right to appear and testify at such a hearing, but those who have stakes in the question of the establishment of subscription television should also have the opportunity to cross-examine the proponents," the brief argued.

The exhibitor committee includes, in addition to the co-chairmen, Philip Harling of Fabian Theatres, who is serving as treasurer; William Namenson of ITOA; James Arthur of Cabart Theatres, Los Angeles; Abram F. Myers, National Allied board chairman and general counsel, and Herman M. Levy, TOA general counsel.

Further support for the Committee's claim that subscription TV should not be approved without full hearings has come from the National Association of Radio and Television Broadcasters in a letter to the FCC. The letter noted that "the basic issue is whether or not subscription television within the television broadcast channels would serve the public interest."

In answer to the committee's brief, Commander E. F. McDonald, Jr., president of Zenith Radio Corp., charged that several groups of theatre owners are attempting to delay the coming of subscription TV because of fear of competition. McDonald revealed that a number of theatre owners have already applied for franchises to operate Phonevision in their localities, if and when it gets FCC approval.

While neither identifying nor numbering these requests, the Zenith head declared that "the far-sighted action of these individual theatre owners is in striking contrast to the obstructive efforts of the organized groups." He added that "even though we cannot grant them at this time, we welcome these applications."

The executive stated that pay television is merely a new means of distributing entertainment and education at less than one-third the present price. He added that "this does not mean that subscription TV will kill the movie theatre any more than movies killed the legitimate stage, or than radio and TV killed the newspaper business."

Meanwhile, the question of subscription TV was only briefly noted in the FCC's annual report, which repeated comments from past reports. The report stated that it is by no means clear whether subscription TV should be classed as a broadcast service or a common carrier, and where frequencies might be found for it. There was no mention in the report of possible hearings.

Let's Dive-In For "Underwater"!



The sub-surface setup created by RKO Pictures' technicians for the Silver Springs, Fla., showing of "Underwater!" can be gleaned from the above photographs. Item on the left shows a set of local mermaids with the greeting card they sent to Howard Hughes, mailed at the city's underwater postoffice. Center photo has two divers, wearing aqualungs, installing the special maritime screen. Photo at right is a view of some of the visiting tourists watching the picture underwater. The screen image can be seen at the above right; turtles are also found in the audience.

SILVER SPRINGS, FLA.—Speak about new type theatres? Seems the "dive-in" has come into its own as the latest innovation exhibitors can mull over.

Instead of an orchestra and balcony, the "dive-in" sports an arena of lake-floor sand. When RKO Pictures premiered its latest Jane Russell starrer, "Underwater!", here, the audience had their choice of watching the screen from either wet or dry seats.

The easy way, of course, was to descend into a submarine-type boat equipped with a series of portholes through which the picture could be viewed. Some night-diving enthusiasts were more daring and strapped on aqua lungs for the occasion.

Viewing from the submarine porthole, this reporter found the picture remarkably clear, excepting when the underwater scenes in "Underwater!" as seen underwater were blurred from sight due to the presence of passing fish.

At other times, photographers with aqua lungs on their backs insisted on firing flash bulbs point blank through the portholes and into this viewer's face for blinding results.

But still water runs deep and even after ironing out these few "bugs," we doubt whether the more enterprising exhibitors of the land would see their way clear into leasing lake bottoms for added revenue.

Admission prices could be scaled to a fin for all seats at the "dive-in."



Jane Russell and Richard Egan, two of the "Underwater!" stars, as they emerged from the sub-surface showing of the picture.

What RKO technicians accomplished in the field of underwater projection was both novel and ingenious for "Underwater." The screen was fashioned from a water resisting plastical material in which aluminum dust had been added for extra reflective properties.

The screen was then laced in a steel frame with rubber cord and suspended below the surface. Incidentally, the manufacturer intends to sell this type screen to theatres because it allegedly can be washed and retain its initial reflective properties for many years. It is a one-piece affair.

The projector for the sub-surface venture was a standard 35mm. job equipped with a 10 kilo-watt are lamp. It was housed in a glass-walled booth and suspended below a boat which contained the auxiliary equipment.

Projection Explained

Projection underwater caused reduction of the image approximately 30 percent. Refraction was responsible for the minimization. For sound, a standard amplifier was employed with speakers in and above water.

All the enterprising "dive-in" theatreman would have to do is submerge a projection booth a score or so of feet beneath a lake and aim the throw at a big screen 10 yards or so away. Aqua-lungs and headphones would replace in-car speakers. For refreshments, seafood and water would be on the house.

The exhibitor following the advice detailed above literally would be dripping with success once his project sank beneath the surface. A policy of rain checks due to inclement weather could be completely ignored.

In north central Florida, where RKO Pictures played host to over 150 newspapermen, magazine writers, columnists and photographers for the "Underwater!" premiere, the sun burned down in glorious fashion above the surface of the "dive-in" theatre.

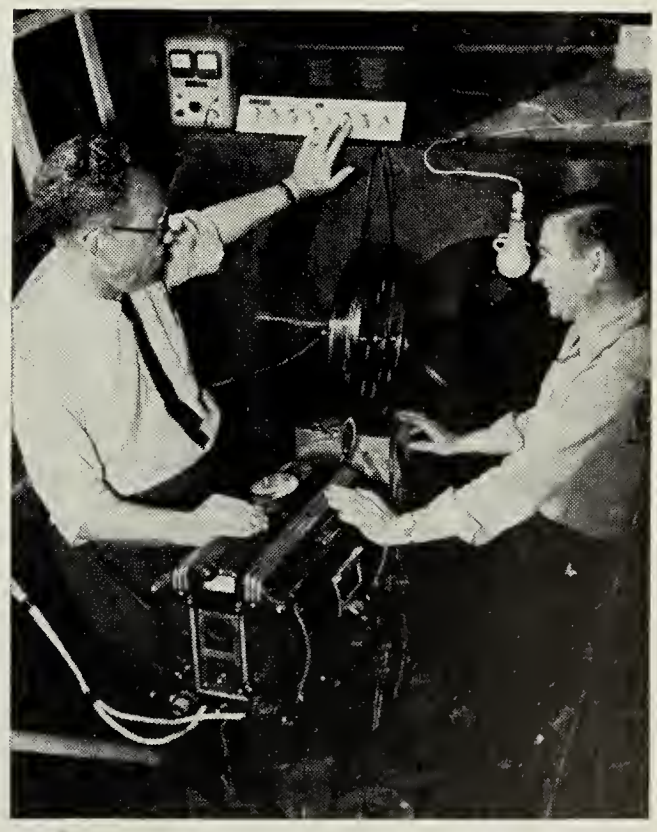
On hand as live window dressing were stars Jane Russell, Richard Egan and Lori Nelson, all of the "Underwater!" cast, and an assortment of eye-filling starlets such as Mala Powers, Rosmarie Bowe, Jane Mansfield and Barbara Darrow.

Guests venturing near the lakeside could also catch a glimpse of the latest "Tarzan," Gordon Scott, soaking in the southern sunshine. Other attractions were a ranch for tame deer, a settlement of Seminole Indians, a reptile farm and a variety of jungle cruises and glass-bottom boat trips along a nearby river.

Four planes, two from New York and a pair from the Coast, converged on north central Florida for the occasion. The guests were then ushered via bus to Silver Springs, where a series of cocktail parties and dinners climaxed the first day of the junket.

Every tourist facility of Silver Springs was available for the asking to RKO's guests throughout the next day. The underwater premiere, during which a number of correspondents and photographers donned aqua-lungs for the under-lake showing, took place in gala fashion that night.

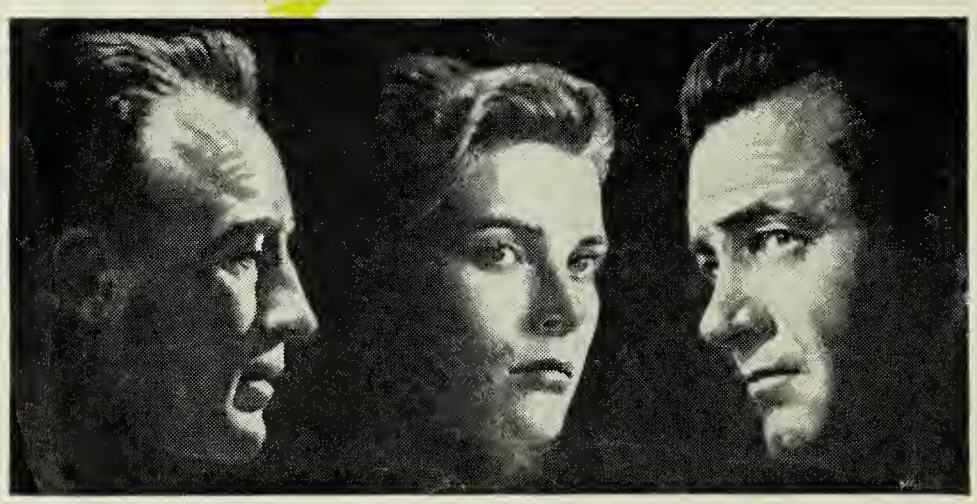
From the standpoint of industry press relations and all-round ballyhoo, the junket evoked blue ribbon response. Here the heights of pre-selling promotion for a new movie were attained; RKO Pictures' publicity department deserves the thanks of every exhibitor in the land for doing a class-A job in acquainting the American public with its latest production, "Underwater!"



The underwater projection unit utilized for the Silver Springs showing of "Underwater!" was housed in a glass-walled booth and suspended below a boat which contained all the auxiliary equipment necessary for this novel type operation. The image had a 50-foot "throw" through the crystal clear lake.

THE STAMPEDE OF

HONE



BING CROSBY
GRACE KELLY
WILLIAM HOLDEN

in A PERLBERG-SEATON Production

THE COUNTRY GIRL

Produced by WILLIAM PERLBERG

Written for the Screen and Directed by GEORGE SEATON

From the play by Clifford Odets • A Paramount Picture



R.S

HAS STARTED FOR "THE COUNTRY GIRL"

NEW YORK FILM CRITICS AWARD

Best Actress of Year...Grace Kelly

GENERAL FEDERATION OF WOMEN'S CLUBS

Best Actor...Bing Crosby...Best Actress ...Grace Kelly...One of Best Pictures

NATIONAL BOARD OF REVIEW

Best Actor...Bing Crosby...Best Actress ...Grace Kelly...One of Best Pictures

NEW YORK TIMES • HERALD TRIBUNE
DAILY NEWS • WORLD-TELEGRAM

One of Best Pictures

LOS ANGELES TIMES • LOS ANGELES MIRROR NEWS

One of Best Pictures

LOS ANGELES HERALD EXPRESS

One of Best Pictures...
Best Performances...include Bing Crosby, Grace Kelly, William Holden

"OSCARS" PREDICTED! By scores of national opinion-molders, including Life Magazine—Edward R. Murrow, CBS—Columnist Sheilah Graham—and many, many more!

Independent Trade Reviews

"The Far Country"

(Univ.-Int'l.) Technicolor 97 Min.

Cast: James Stewart, Ruth Roman, Corinne Calvet, Walter Brennan, John McIntire, Jay C. Flippen, Henry Morgan, Steve Brodie, Royal Dano.

Credits: Produced by Aaron Rosenberg; Directed by Anthony Mann; Story and screen play by Borden Chase.

Boasting the vivid scenery of Jasper National Park in the Canadian Rockies, where this Technicolor adventure was filmed in its entirety, "The Far Country" registers as top-line action fare that should do well in its market. Selling assist will come from the James Stewart name in this tale of the Alaskan gold rush. Plot unfolds neatly to detail the story of a lone-wolf cattleman who learns that he cannot survive without the help of his fellow man in a frontier town. Bolstering the story line are the performances of Ruth Roman, as a gambling queen, and Corinne Calvet, a tomboy. The menace is supplied by John McIntire, a political grafter, and his gang. Walter Brennan and Jay C. Flippen are the comics who serve to vary the pace of the proceedings. Good scripting enables the Stewart role to achieve a fair degree of depth, and thus catapult "The Far Country" into general audience position. Routine plot twists are compensated for by several suspenseful situations which serve to hold audience attention whenever things tend to slow down.

When Stewart and Walter Brennan drive a herd of cattle north from Seattle to the Canadian border, McIntire steps in to strong-arm the beef for himself. Stewart and Brennan, with the aid of Miss Roman, flee to the north but not after Stewart has regained his herd. In Alaska, Stewart buys a gold mine and strikes it rich but McIntire arrives to strong-arm the gold for himself. Stewart's trigger finger is injured in the fracas and not until it is healed can he seek revenge. Final gun duel also brings death to Miss Roman. Stewart realizes the error of his ways.

"Six Bridges To Cross"

(Univ.-Int'l.) 96 Min.

Cast: Tony Curtis, Julie Adams, George Nader, J. C. Flippen, Sal Mineo, Jan Merlin, William Murphy, Kenny Roberts, Richard Castle, Harry Bartel, Claudia Hall.

Credits: Produced by Aaron Rosenberg; Directed by Joseph Pevney; Screen play by Sydney Boehm; Based on a story by Joseph Dinneen; Title song by Jeff Chandler and Henry Mancini; Sung by Sammy Davis Jr.

A starkly realistic melodrama about the Boston gang that successfully staged the Brinks $2,500,000 armored car robbery several years ago is punched home in exploitable style in "Six Bridges to Cross." Picture has a number of unusual features backing up its melodramatic impact: characterizations are exceedingly well drawn; the robberies are imaginatively directed; the plotting is compelling. Add to these factors the best performance to date from Tony Curtis, bobby-sox idol, and big box office is apparent for this film. A sneak preview audience at the RKO 86th St. Theatre, N.Y.C., wildly applauded as soon as Curtis' face flashed on the screen.

Photographed largely in Boston, where locations add to the realism of the story, the picture carries a number of adult situations which help make the many plot turns seem convincing. Curtis, shown as a youth of the Great Depression drawn into crime because of bad times and a ghetto environment, makes the most of his role to draw audience understanding and sometimes sympathy to his character. His chief nemesis and confidant is a policeman, played with much conviction by George Nader. Romance takes third place in a pungent and sometimes brutal story that catapults plot twists and characterizations to the fore.

The script is loaded with exploitable angles, and what can't be purveyed in ads will be talked about by audiences. Curtis, when a youth, is rendered impotent by a pistol shot fired from the gun of Nader, who has caught him robbing a store. The two develop a close relationship in which Nader's aim is to set Curtis on the road to honesty. The youth, however, proves to be an unregenerate criminal and by the age of 40 has spent about half his life in jail. Possessing an analytical brain, Curtis stages the greatest robbery in U.S. history. The job is carried off successfully and Curtis nets a foolproof alibi. Only when his wife loses faith in him does he show the weakness that brings him death in a gun battle with his gang.

"A Life In The Balance"

(20th-Fox) 74 Min.

Cast: Ricardo Montalban, Anne Bancroft, Lee Marvin, Jose Perez, Rodolfo Acosta.

Credits: A Panoramic Production; Produced by Leonard Goldstein; Directed by Harry Horner; Screen play by Robert Presnell, Jr. and Leo Townsend; From a story by Georges Simenon.

Panoramic Productions may have come up with a "sleeper" in this imaginatively conceived and executed suspense melodrama of a little boy and a crazed killer filmed on location in Mexico City. Starring Ricardo Montalban and Anne Bancroft, both of whom turn in very nice jobs, the picture's strength lies primarily in its engrossing and intelligent script, derived from a story by the excellent French writer Georges Simenon. If handled and exploited properly, the film could more than hold its own as the major attraction of a bill, especially if word-of-mouth gets going on it. Working with a top notch screen play, director Harry Horner has done an excellent job of extracting as much suspense as possible from the script. In this, he has received invaluable help from the fine work done by his cameraman.

The basic element of suspense is provided by the relationship between Montalban's little boy, Jose Perez, and the mad killer, Lee Marvin. When Montalban is accused of a series of murders, Perez follows the real murderer to save his father. Since Marvin is a religious fanatic who has gone berserk, the audience never knows whether or not he will harm the little boy. The excitement has been enhanced by having the action unfold within the limit of one night, with the entire story set in the midst of a fiesta. The final chase scene takes place within the unusual architecture of the University of Mexico City, which will help add to the bizarre quality for U.S. audiences. The killer is finally captured and the boy saved, but not before enough harrowing experiences to keep audiences talking about this one after they leave the theatre.

"The Bamboo Prison"

(Columbia) 80 Min.

Cast: Robert Francis, Dianne Foster, Brian Keith, Jerome Courtland, E. G. Marshall, Earle Hyamn, Jack Kelly, Richard Loo, Keye Luke.

Credits: Produced by Bryan Foy; Directed by Lewis Seiler; Screen play by Edwin Blum and Jack DeWitt; Story by DeWitt.

"The Bamboo Prison" is a very entertaining and well made picture dealing with prisoners in Korea prior to the armistice at Pan Munjom. Bryan Foy has done an excellent job of production here, but despite this, in some cities in the general market, the film will get by best as a supporting feature. It has plenty of exploitation angles, being a timely story about American prisoners who refuse to go home. It shows these men to be opportunists and very weak people. It also shows the attitude of the other GI's toward these traitors. There has been some controversy in various publications as to the use of a spy in the film, who pretends that he is a priest. However, to this reviewer, it is made quite apparent that the character is a fake priest and the need for making an issue of this point is not apparent.

Robert Francis' fellow American P.O.W.'s in North Korea think that he is a "progressive" and collaborator and inform Brian Keith that they would like to knife him. In reality, Francis and Keith are U.S. intelligence officers trying to get a list of the atrocities committed by the Chinese and North Koreans before the treaty making at Pan Munjom begins. In order to do this, Francis becomes friendly with Murray Matheson's wife, Dianne Foster, whom he finds to be an anti-communist, despite the fact that she is married to an American traitor. E. G. Marshall, posing as a fake priest, is spying on the P.O.W.'s to find Francis and Keith so he can turn them over to the communists. Matheson discovers that Dianne is giving Francis his information and just as he is about to kill her, Francis arrives with Keith and shoots Matheson shortly after Francis has exposed Marshall as a fraud and killed him. Keith and Dianne take the information to the United Nations. When prisoner exchange time comes, Francis refuses to return because he knows that there are more secrets behind the bamboo curtain.

"Trouble In Store"

(Republic) 85 Min.

Cast: Norman Wisdom, Margaret Rutherford, Moira Lister, Derek Bond, Lana Morris, Jerry Desmonde.

Credits: A J. Arthur Rank Organization presentation; Produced by Maurice Cowan; Directed by John Paddy Carstairs; Screen play by Ted Willis, Cowan and Carstairs; Songs by David Arkell, Norman Wisdom, June Tremayne and Mischa Spoliansky.

"Trouble in Store" is a hilarious British comedy dealing with a series of madcap incidents in a major department store. Laughs come regularly and the humor ranges in vitality from the rawest slapstick to the slickest satire due to the magnificent buffoonery of Norman Wisdom, seen here for the first time. Wisdom is a lively comic, short in stature, who combines the crazy-quilt character traits of Jerry Lewis with the deadpan shenannigans of Buster Keaton for really surprising effect. A broadest possible audience will laugh itself silly during many portions of the picture. The box office should rock accordingly as a result.

Marquee lure for art houses is apparent in the name of Margaret Rutherford, seen in a couple of sequences as an eccentric dowager whose main hobby is shoplifting in the department store where Wisdom is employed as a stock boy. Latter has a crush on Moira Lister, a salesgirl, and an inherent inability to do the right thing at the right time. His fallings-out with the store's chief cause him to be fired, then re-hired, continuously. When Wisdom uncovers a gang of thieves trying to rob the store on the day of a gigantic sale, he manages to win the hand of Moira and the respect of his boss, at least for awhile.

Rank Plan Speculation

The industry is speculating about the announced plan of J. Arthur Rank to acquire U.S. theatres for the purpose of presenting his British pictures here. John Davis, Rank's managing director, has concluded his visit to the U.S. and returned to Great Britain, but no announcement has been forthcoming from the British producer.



Russ Tamblyn, Tony Martin and Vic Damone in "Hit the Deck," CinemaScope-Eastman Color



Edmund Purdom and Lana Turner star in "The Prodigal," CinemaScope-Eastman Color



Michael Wilding courts Leslie Caron in "The Glass Slipper," Eastman Color

Variety Of Attractions Ushers in Metro's Theatre Celebration Year

With 1955 marked as M-G-M's theatre celebration year, the company has slated a variety of pictures to back up its campaign. Leading the list is a flock of song-and-dancers to be released in the next few months, with the roster also including action thrillers and romantic dramas. The majority of the upcoming M-G-M product is in CinemaScope and almost all films are in some color process.

Of two films set for a February release, one, "Jupiter's Darling" is a Metro musical, while the other, "Many Rivers to Cross," presents a western action film. Both productions are in CinemaScope and Eastman Color. "Rivers" stars Robert Taylor and Eleanor Parker, while Esther Williams, Howard Keel, Marge and Gower Champion and George Sanders are topcast in "Jupiter's."

Two musical films are set for March, again both in CinemaScope-Eastman Color. The Vincent Youmans musical, "Hit the Deck," will be released this month with a cast including Jane Powell, Tony Martin, Debbie Reynolds, Walter Pidgeon and Vic Damone. The other film is "Interrupted Melody," film biography of opera star Marjorie Lawrence, and starring Glenn Ford and Eleanor Parker.

April releases include "The Glass Slipper" and "Bedevilled." "Slipper," in Eastman Color, stars Leslie Caron and Michael Wilding, while "Bedevilled" topcasts Anne Baxter and Steve Forrest in a CinemaScope-Eastman Color drama.

Pictures completed but not yet set for release include "Invitation to the Dance," a production with the accent largely on the art of the dance that stars Gene Kelly and a batch of dance stars headed by Nora Kaye. "Dance" has been filmed in Technicolor.

Another Gene Kelly musical on the list is the CinemaScope-Eastman Color "It's Always Fair Weather," in which Dolores Gray and the choreographer-dancer Michael Kidd have been cast in important roles.

Also completed are a series of costume dramas, including "Moonfleet," "The Prodigal" and "The Scarlet Coat." These three productions have all been lensed in CinemaScope-Eastman Color. "Moonfleet" has a cast starring Stewart Granger, Viveca Lindfors and George Sanders.

Lana Turner and Edmund Purdom are topcast in "The Prodigal," a production that the company has been spotting especially hard in its advertising campaigns. "The Scarlet Coat," an historical drama of U.S. history, stars Cornel Wilde.

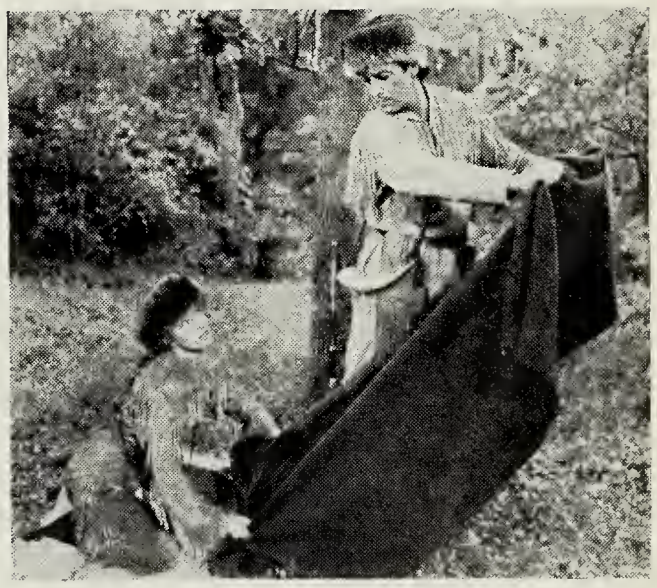
In addition to these completed pictures, four features are currently in the shooting or finishing-up stages on M-G-M lots. Included in this list are "Blackboard Jungle," based on the best-selling novel and starring Glenn Ford, Anne Francis and Louis Calhern; and "The Cobweb," in CinemaScope and color.

Also currently in production are "The King's Thief," starring Edmund Purdom, Anne Blyth and David Niven, and "Love Me or Leave Me" in CinemaScope and color. The latter film stars Doris Day and James Cagney.

Two features are now being prepared: "Bannon" and "Bhowani Junction."



Howard Keel and Esther Williams in "Jupiter's Darling," CinemaScope-Eastman Color



Eleanor Parker and Robert Taylor in "Many Rivers to Cross," CinemaScope-Eastman Color



Gene Kelly, Claire Sombert in "Invitation to the Dance," Technicolor

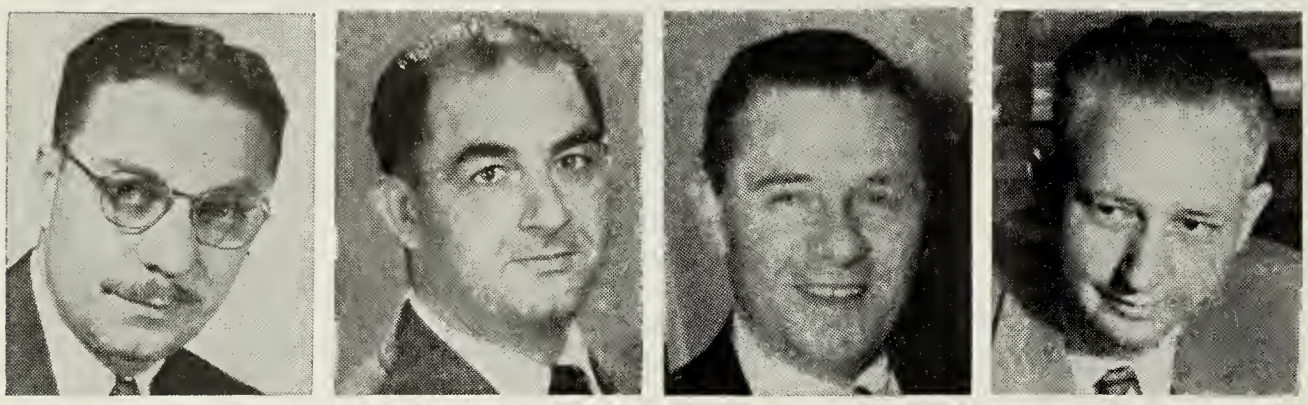


Eleanor Parker and Glenn Ford star in "Interrupted Melody," CinemaScope-Eastman Color



Stewart Granger and Viveca Lindfors in "Moonfleet," CinemaScope-Eastman Color

IFE Opens New District Offices; Sets 13 Italian Films For Release



IFE Releasing Corp. division managers, working directly under vice-president in charge of sales and distribution Bernard Jacon (left) are, (reading to right): Alex Cooperman, western; Seymour Schussel, eastern, and Glenn Fannin, central.

A broad program of expansion has been inaugurated by IFE Releasing Corp., which expects to have nine Italian-produced pictures in national release by August and an additional four in theatres shortly afterwards.

According to Bernard Jacon, vice-president in charge of sales and distribution, the company will open six new district offices and launch broadened sales operations that will more intensively cover all 34 of the exchange areas throughout the U.S., Alaska and Hawaii.

IFE will also move into larger offices at its present home office headquarters, taking over the floor formerly occupied by Fabian Theatres in the Paramount Building. The move will become effective in early February.

In expanding its distribution arm, IFE opens six new district offices in Detroit, Cincinnati, New Orleans, Charlotte, Kansas City and Portland, Ore., to make a total of 16 fully-controlled company offices, Jacon explained.

More manpower will handle the expanded facilities and will operate under supervision of three new division managers: Seymour Schussel, eastern; Glenn Fannin, central, and Alex Cooperman, western.

Mostly in Color

Pictures to be released through August, Jacon announced, are, with the exception of one, all in color and represent the "cream" of Roman production.

"The Wayward Wife," starring Gina Lollobrigida, will be distributed during Easter along with "Green Magic," which contains an English narration. Latter is an adventure film, photographed in Brazil.

"Love in the City," which will be tested in April, and "Too Young for Love," a story of teen-age romance, will follow on the agenda. "Husband for Anna," starring Silvana Pampanini, will also be released this spring.

August pictures will be "Neapolitan Carousel," a ballet-dance-vocal attraction; "Attila," co-starring Anthony Quinn and Sophia Loren; "Censo," with Farley Granger and Alida Valli, and "Maddelena," with Marta Toren.

Latter will have English sub-titles. All other pictures, Jacon pointed out, will be equipped with American-language dialogue via dubbing.

Reagarding the company's distribution setup, Jacon outlined the following new personnel listing, division by division:

EASTERN DIVISION, Schussel; Eastern District: New York, Phil Levine; Washington and Philadelphia, Arthur Levy; Charlotte, Dave Williams; North Eastern District: Boston, Al Herman; Albany and New Haven, serviced out of Boston; Buffalo, Dave Leff; Pittsburgh, serviced out of Buffalo.

Mid-eastern District: Cleveland, Mark Goldman; Detroit, to be announced; Indianapolis, serviced out of Cincinnati, where Murray Baker is in charge. Southeastern District: Atlanta, John Jarvis; who also will service Jacksonville; New Orleans manager, to be announced.

CENTRAL DIVISION, Fannin; Southwest District: Dallas manager will be announced and will service Oklahoma City and Memphis in addition. Midwest District: Chicago, Sam Chernoff, who will service Milwaukee and Minneapolis also; St. Louis, Robert Jacobson. Prairie District: Kansas City district manager will be announced. Manager will service also Denver, Des Moines and Omaha.

WESTERN DIVISION, Cooperman; Los Angeles District: Jerome Shefter. West Coast District: San Francisco, John Nercesian; Salt Lake City and Hawaii, serviced also by Nercesian. Northwest District: Portland manager, to be announced, will service also Seattle and Alaska.

Ring Lardner Seeks Highest Court Review

WASHINGTON. — Ring Lardner, Jr., has asked the U.S. Supreme Court to review an Appeals Court decision granting 20th Century-Fox the right to revoke his screenwriting contract because of his refusal to answer House Un-American Activities questions in 1947. At the time the film company had terminated his contract under a clause providing for such action on the grounds of moral turpitude. A District Court jury upheld Lardner's suit, but the Appeals Court reversed.

Rubin Honored



J. Robert Rubin, recently retired M-G-M vice-president, (left), receives a gold plaque from Barney Balaban, Paramount Pictures president, in recognition of Rubin's achievements in the field of human relations. Occasion was the annual Brotherhood Dinner of the Amusements Division of the National Conference, of which Rubin has been permanent chairman since 1936. Balaban was dinner chairman for the Waldorf-Astoria affair.

Re-Selling Public On Films Urged

OKLAHOMA CITY. — When the television set gets turned off it doesn't mean that the viewers automatically get up and go to the movies but rather the people have to be resold on the movie-going habit, Jeff Livingston, Eastern ad manager of universal told the partners and managers of Video Independent Theatres, Inc. at their annual meeting at the Skirvin Hotel here this week.



JEFF LIVINGSTON

Livingston pointed out that although there were 32,000,000 television sets in the U.S. as of Dec., 1954 as against 26,500,000 sets in Dec., 1953, an increase of 5½ million sets, business in the motion picture industry was generally better in 1954. He pointed out that while it was true that the national economy had improved, during 1954 the motion picture industry need not have derived its full share of the increase.

Approach Changing

Stressing that Universal's advertising approach to the problem of getting people into the theatres is a constantly changing one, Livingston pointed out that the increase in national magazine circulation during the past year indicated that many pepole were turning to magazines when they ceased watching their television sets.

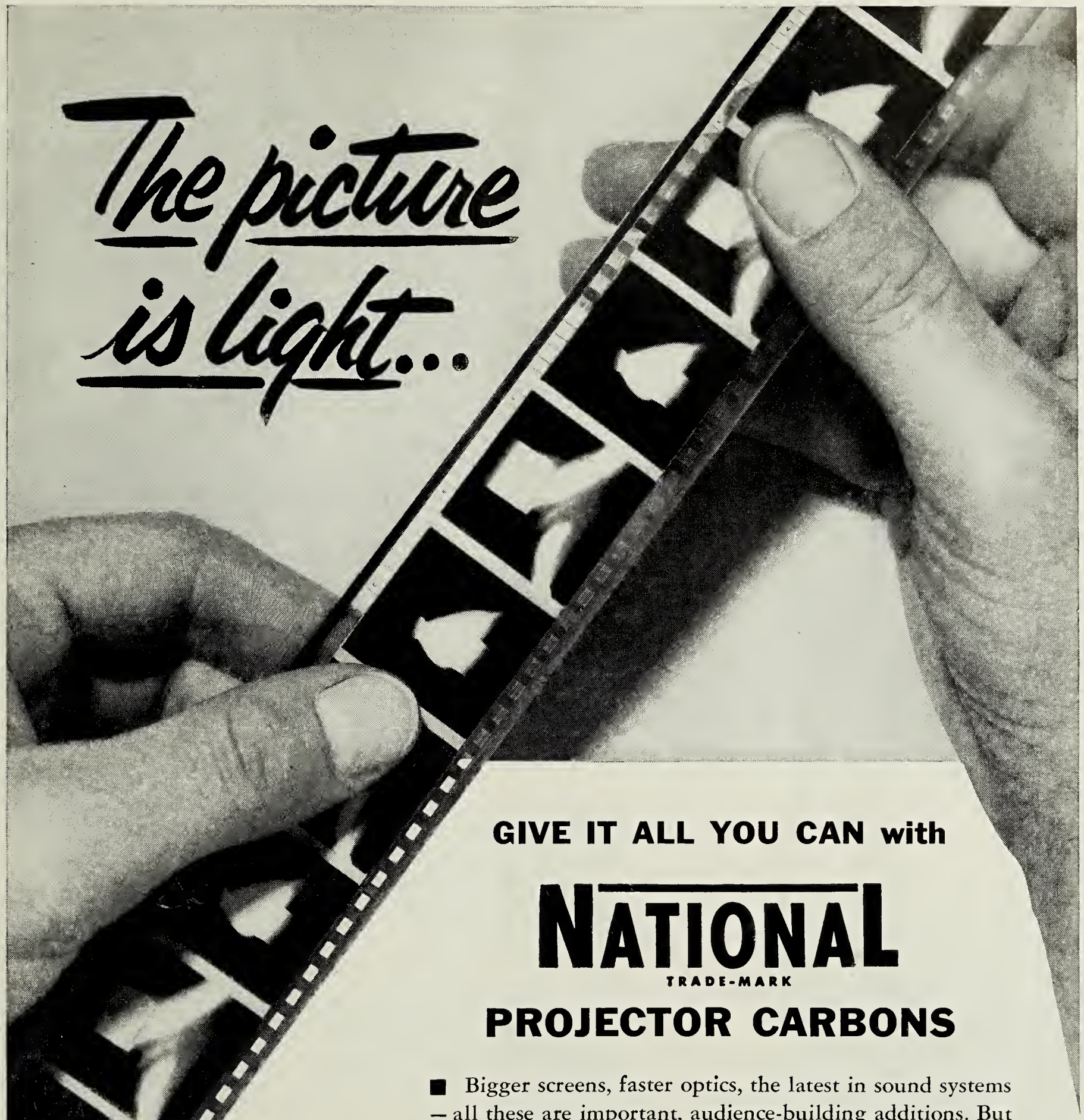
With this in mind and having met with initial success in this field of advertising, U-I had become the second largest user of national magazine advertising space during the past year, he reported. Livingston also stressed the increasing importance of radio as a selling medium for motion pictures.

Gotham Video Station Nets 26 Republic Pix

WCBS-TV has acquired a new package of 26 feature Republic films for exclusive first-run-on-video showings in metropolitan New York starting Feb. 1, according to William C. Lacey, manager of the station's film department. The pictures will be shown on "The Early Show" and "The Late Show" and include such stars as Susan Hayward and Alan Ladd.

Titles include "Hit Parade of 1937" and "1943," "Someone to Remember," "Murder in the Music Hall," "Earl Carroll Sketchbook," "Calendar Girl," "Brazil," "In Old Sacramento," "Rendezvous With Annie," "That Brennan Girl," "Scatterbrain," "Sis Hopkins," "Puddin' Head," "Sleepytime Gal," "Sleepy Lagoon," "Joan of Ozark," "Chatterbox."

Also, "Village Barn Dance," "In Old Missouri," "Headin' for God's Country,' "Oh, My Darling Clementine," "Big Bonanza," "Hitch Hike to Happiness," "Scotland Yard Investigation," "Campus Honeymoon" and "Night Train to Memphis."



GIVE IT ALL YOU CAN with

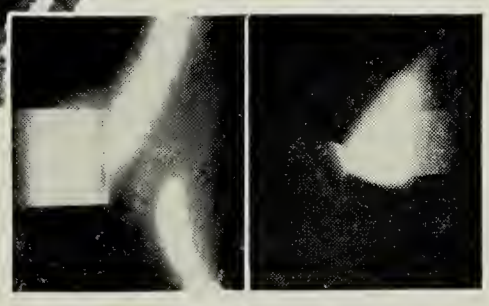
NATIONAL
TRADE-MARK

PROJECTOR CARBONS

■ Bigger screens, faster optics, the latest in sound systems — all these are important, audience-building additions. But no one can reasonably expect them to do more than embellish and support the *picture* — which is *light.*

Make sure your presentations give the full value that's on the film by using a "National" carbon trim best suited to your screen requirements.

See your supply-house representative or write to National Carbon Company for advice. Either one will be more than glad to help.



THE PICTURE IS LIGHT...
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Todd-AO Gives Details Of Medium's Equipment

With the completion of "Oklahoma" in the Todd-AO system, the new process is scheduled to be introduced to the public via the slogan of "You're in the show—with Todd-AO." This campaign will center upon the chief claim of this new large-screen medium, that of audience participation.

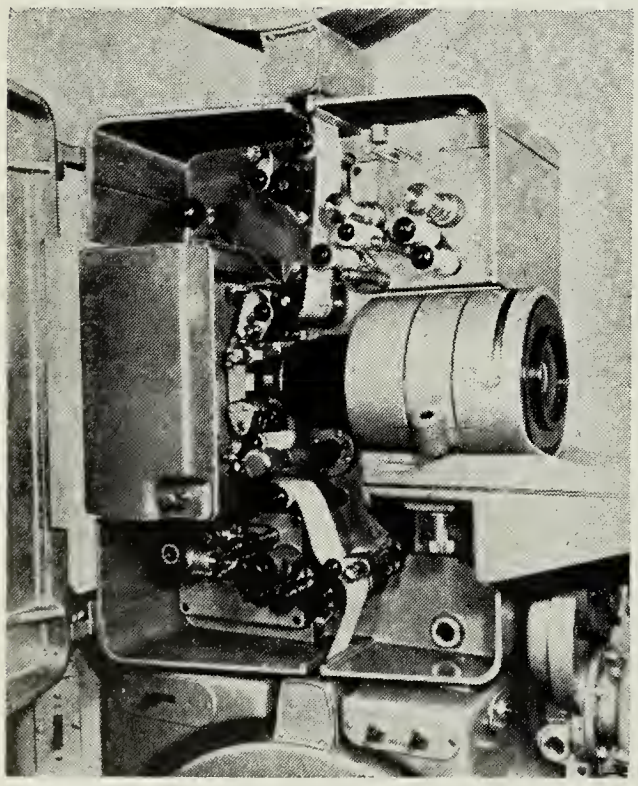
The process, which received its name from a combination of showman Michael Todd, executive with Magna Theatre Corp., and the American Optical Co. is the result of years of experimentation undertaken by Dr. Brian O'Brien, director of the Institute of Optics at the University of Rochester and vice-president of the American Optical Co.

Todd-AO uses only one camera and one projector. Four different lenses are used with the camera, covering angles of 37, 48, 64 and 128 degrees. The last is the so-called "bugeye" lens. Dr. O'Brien has reportedly designed a convertible camera which can use all four lenses interchangeably.

A negative film of 65mm is used and is said to give three and one-half times the photographic area of the standard 35mm film. Release prints will be 70mm with the extra 5mm being used for the six-channel stereophonic sound.

A Todd-AO motion picture is projected from a single projector onto a large curved screen which has an aspect ratio of 2 to 1. Average size was given as 51 feet across by 25 feet high. Since there would be a 13 foot curve in the middle, screen length would actually be 65 feet, according to Todd-AO figures. The screen must be of high reflective surface.

Projector Mechanism



A close up of the projector shows that it is equipped with a curved runner plate. The slight bend in a longitudinal direction gives the film a greater stiffness in transverse direction. The concave side of the runner plate faces the lens. For the purpose of achieving perfect definition, the distance between the film in the gate and the projection lens does not vary in the "All Purpose" projector.

The company claims that the Todd-AO projector is "universal," because it can handle the 70mm film, the Todd-AO film reduced to 35mm, any other wide screen picture (except Cinerama), and the conventional flat picture. Dr. O'Brien is said to have developed a special printer which can reduce the original 65mm negative to a Todd-AO 35mm negative and which can also make conventional wide screen and flat pictures, including CinemaScope.

The all-purpose projector is said to be suitable for 70mm film with any number of magnetic sound tracks and with separate sound film; CinemaScope film with four magnetic sound tracks, optical or Perspecta sound; wide screen films of any size with magnetic or optical sound; regular 35mm films; 3-D films in single-film and twin-film systems.

The driving mechanism of the all-purpose projector is housed in an oil-tight casing, closed hermetically by means of a large cover, which protects it against dust. The cover is fixed with five screws and can be removed easily for inspection of the mechanism. The latter part is said to be both sturdy and simple.

Construction for 35mm projection is exactly the same as for the 70mm projection except for smaller distance between the running faces of the plate and the smaller aperture. Changing over from 70mm to 35mm operation is said to take only ten minutes.

The mask of the gate for 35mm films can be replaced in a few seconds by that for CinemaScope films or by a wide screen mask, according to the report. All the sprockets used in this projector and the rollers of the first traps are universal and need not be replaced. The motors can be coupled with an interlock motor for showing image films with separate sound film and for 3-D projection according to the twin-film system.

To achieve perfect definition the distance between the film in the gate and the projection lens does not vary in the Todd-AO all-purpose projector, which is equipped with a curved runner plate. The slight bend in a longitudinal direction gives the film a greater stiffness in transverse direction. The concave slide of the runner plate faces the lens.

Major claim of the company is that the new process enjoys many of the advantages of Cinerama but without the distractions of that medium. Because only one camera and projector are used, there are supposed to be no seams in a Todd-AO picture. The image is said to flow smoothly across the screen, with the deep curve on the large screen resulting in a sense of participation on the part of the audience.

Projectors for showing Todd-AO features are being designed and constructed by the Phillips Electric Co. of Holland. This company is said to be working currently on a single projector that will play 35mm and 70mm product interchangeably via a simple system of switches and dials.

Todd-AO cameras are the size of a standard Mitchell, but with a head slightly larger and with wider film magazines for the wider negative. In place of the four sprocket holes on the regular 35mm film frame, there are five sprocket holes on the Todd-AO film. The camera works at 30 frames per second, instead of the conventional 24 frames, to make the action seem smoother on the large screen.

The camera weighs about the same as the standard Mitchell because of the use of new type fiberglass insulation. According to Robert Surtees, who directed the photography of "Oklahoma" he noted that "from a standpoint of optics alone, Todd-AO is a superior picture process; the proportion of the screen image is better, too."

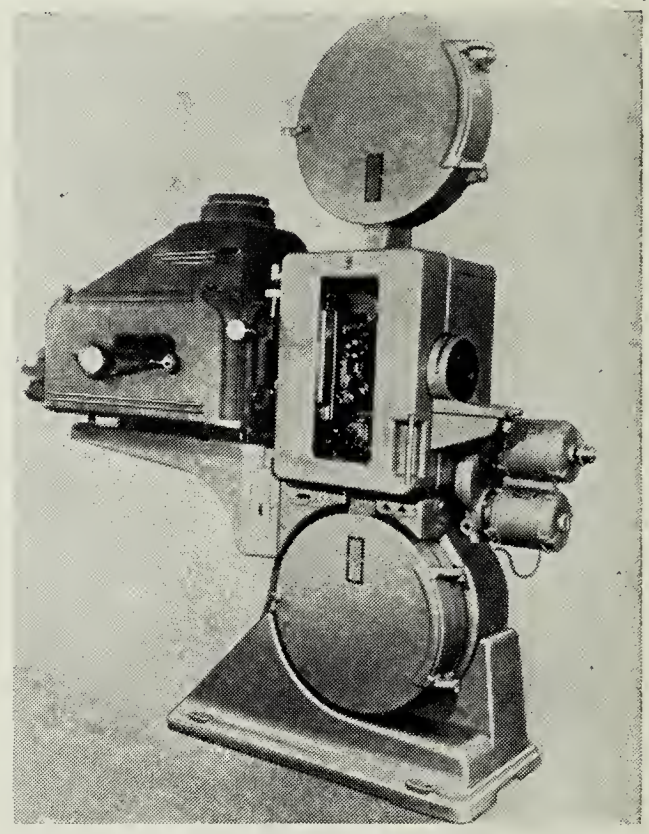
Surtees added that "Todd-AO is the epitome of perfection for the director of photography. He declared that "from the point of composition, Todd-AO presents a much better format —one that affords a greater compositional latitude for the cameraman and enables him to do a great many things pictorially that he has never been able to do in 35mm with a 3x4 format."

As more Todd-AO cameras are manufactured, they are to be made available to other studios and independent film producers by the Todd-AO Co.

"Oklahoma" negatives and prints are being made on Eastman Color film, processed by Consolidated Film Laboratories at Fort Lee, N. J. The sound, which consists of six sound tracks and one control track, is being handled by Westrex.

"Oklahoma" will open early in May at the Rivoli Theatre, N. Y. C. A few days later the production will open in theatres in Hollywood and Chicago, to be followed in the next few months with openings in 47 additional key cities.

Todd-AO Unveils All-Purpose Projector



Full view of the Todd-AO "All Purpose" projector, manufactured for the Todd-AO Corp. by the cinema department of the Philips Co. in the Netherlands. The projector, which will be used to project "Oklahoma," the first production in the new process, is said to be suitable for showing both 70mm and 35mm films, standard, 3-D, CinemaScope and wide screen films, and all with various types of sound tracks.

TOA 1955 Committee Chairmen Announced By President Martin

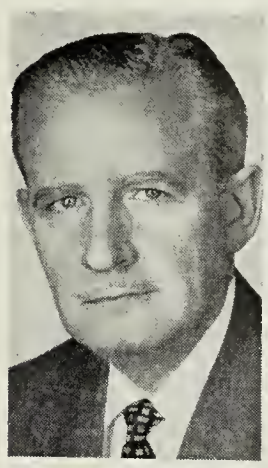
E. D. Martin, TOA president, has announced the organization's standing committee chairmen for 1955. Two new committees, created by resolution at the group's Chicago convention, are in the field of labor relations and insurance. The new chairmen will work closely with the membership, soliciting their advice and acting on their recommendations, according to the report.

Organization and membership chairmen include George Kerasotes, Walter L. Morris and Art Adamson; research chairmen, Myron Blank and Elmer C. Rhoden; COMPO, Samuel Pinanski and Pat McGee; theatre TV, S. H. Fabian and Mitchell Wolfson; national legislation, A. Julian Brylawski; state and local legislation, Robert E. Bryant; film reviewing, H. F. Kincey; labor relations, Duncan R. Kennedy, Philip F. Harling and Abe Blumenfeld.

Drive-in theatres, Jack Braunagel and Ray Edmondson; arbitration, Alfred Starr and R. B. Wilby; building and safety codes, Henry Anderson; concessions, Bert Nathan and B. S. Conviser; theatre equipment and accessories, Joseph J. Zaro, Lucian E. Pope and Edwin Gage; public relations, Jack Keiler and Emil Bernstecker; insurance, Gene Lutes, Arthur H. Lockwood and Ernest G. Stellings; legal council, Herman M. Levy.

New Appointments . . .

MERLIN LEWIS, well known picture trade paper executive, was elected executive secretary of the Theatre Equipment and Supply Manufacturers Association, Inc. by its board of directors. Lewis succeeds Roy Boomer, resigned recently because of ill health. At the time of his election, Lewis had been a vice-president of the "Film Daily." He has also worked for "Showman's Trade Review." Headquarters of TESMA will be opened in New York City, where Lewis will start activities Feb. 1. Lewis has had wide experience in theatre operations with Loew's, Warners and Skouras theatres, and with production-distribution companies, such as Paramount, M-G-M, UA and Columbia.



MERLIN LEWIS

JOHN M. BORGHESE was appointed director of television and radio publicity of Magna Theatre Corp. Borghese will work directly under Nicholas John Matsoukas, national director of advertising, publicity and exploitation for the company that is distributing "Oklahoma," which will mark the debut of the Todd-AO process.

WALTER MCCURDY was appointed manager of the confectionary sales department of American Broadcasting-Paramount Theatres. McCurdy succeeds Herbert Hahn, who is presently handling stockholder relations for the company. The new appointee was previously associated with Kendall Mills.

EDWARD P. CURTIS, Eastman Kodak vice-president in charge of motion picture film and foreign sales, was named general manager of the new international division formed by the company to combine the functions of the Rochester export sales department and the European & Overseas organization. Curtis will continue his present duties in addition to his new ones.

RICHARD B. DEMALLIE and MARCEL RUOT are assistant general managers of the new division. DeMallie joined Kodak in 1924, while Ruot has been with the company since 1927. Within the unit, four division posts were created. WILLIAM P. LANE was named head of the Far East division; RICHARD S. LEGHORN, European division; ARMIN S. BALTZER, Latin American, and KENNETH C. RAYNOR, Middle Eastern division.

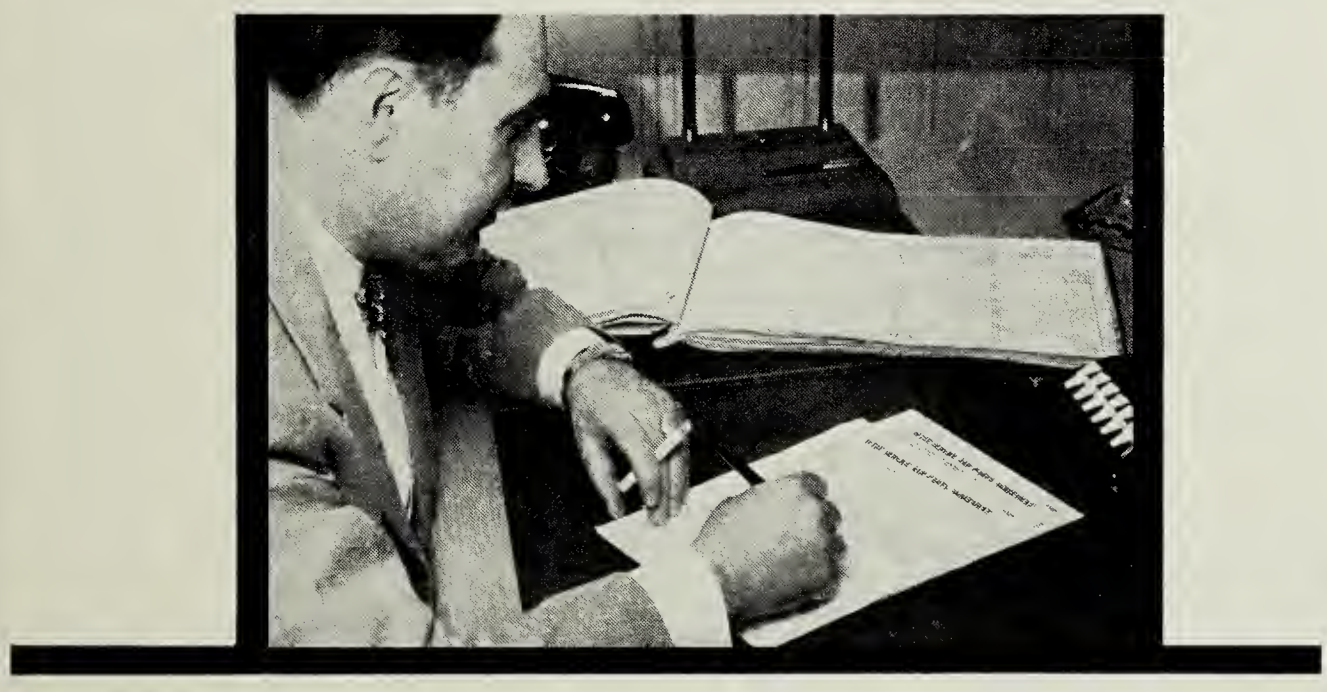
GERALD C. BAILEY and DR. ROBERT F. EDGERTON were appointed technical assistants for the new unit. ROBERT E. SCHELLBERG was named administrative executive and GORDON E. FRISQUE, his assistant. HAROLD A. RITTER, a director of Kodak-Pathe, Paris, is management representative in Europe for sales and advertising. ANTHONY FROTHINGHAM transferred to the company's European division from Kodak-Pathe.

FRANK B. ROGERS, JR., a vice-president of Reeves Soundcraft Corp. since 1951, became executive vice-president in charge of Soundcraft operations, and HOMER W. CLAPPER, president of Bergen Wire Rope, a Soundcraft subsidiary, became executive vice-president of Soundcraft in charge of that division. WILLIAM H. DEACY, who joined Soundcraft in 1952 as a sales engineer, was elected a vice-president in charge of sales engineering.

Westrex, Kalee Sign Perspecta Agreements

Westrex Ltd. and the G. B. Kalee Co., both of England, are the latest manufacturers of motion picture theatre equipment to sign licensing agreements to produce Perspecta Stereophonic Sound integrator units, according to C. Robert Fine, Perspecta president. Nearly 2,000 exhibitors have "already gone Perspecta," Fine noted, with an additional 5,0000 theatres throughout the world awaiting delivery of the integrator units.

Fine pointed out that the special significance of the Westrex and Kalee deals is that they break up the bottleneck of import restrictions which up to now has held back the equipping of British and other sterling area theatres. Westrex will act as suppliers of intregator units to Westrex offices throughout the world. Now 18 manufacturers throughout the world are licensed to make Perspecta equipment.



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MPIC Cites Manco-Vision Screen Among Top Developments Of '54

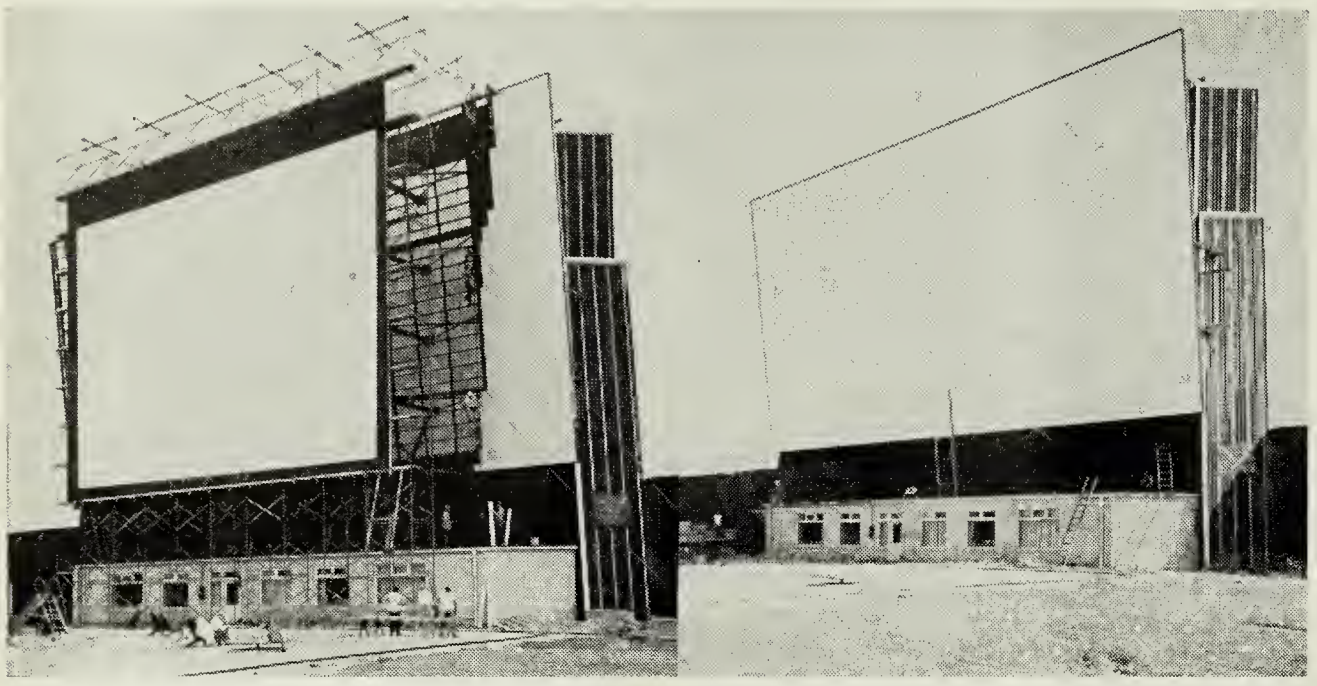


Photo at left shows installation process of a Manco-Vision extruded screen while a standard white paint screen is in temporary use. At right the Manco-Vision installation is completed. Screen is installed in aluminum panels six inches wide and six feet long. it is said to improve light reflection by 300 percent.

The Manco-Vision screen, an extruded aluminum screen for drive-ins that is said to reflect 300 per cent more light than standard ozoner white paint screens has been cited as being among the 10 most significant motion picture developments of 1954 by the Motion Picture Research Council. The Council developed the screen with the aid of the Aluminum Co. of America and the Manco Plating Co. of Los Angeles.

Because of the increased light and viewing improvement, it has been estimated that the new screen will permit ozoners to accommodate twice as many cars as they now do. The Manco Plating Co. is manufacturing the screen, distribution rights to which are held by J. B. Schuyler, president and general manager of Delft Theatres, a Michigian-Wisconsin chain.

According to trade reports, one drive-in theatre is said to have increased its box office receipts by $40,000 during a two-month trial period of the new screen. Schuyler claims that the Manco-Vision screen "has done as much or more for the drive-in theatre than any screen has ever done for the conventional four-wall theatre."

The screen allegedly gives even light distribution out to the extreme viewing angle with little or no fade-off. This quality has resulted from proper fluting, according to Schuyler. Another problem solved was to make the screen highly reffective yet still containing certain diffusing elements that would prevent high lights or arc spots on the screen, he revealed.

Still another concern facing the Council, which worked for two years on the screen, was to control the color of the extruded aluminum panels. This is said to have consumed many months of experimentation.

The Council will furnish drive-in theatre owners with all the technical data for preparing their screen tower to accept properly the panels, which are six inches wide and six feet long. They are placed together in a manner similar to wood flooring by the tongue and grove method.

Important part of installing a Manco-Vision screen is the angle to which it must be placed in respect to the projection lense and viewing area, Schuyler explained. The angle must be exactly measured if the light is to be reflected into the correct area, rather than into the sky or between the first ramp and the screen.

Also, vertical and horizontal curvatures may be necessary in some instances, it was revealed. This information is available from the research council, whose Petro Valhos is credited with a large share of the development. The screen was first used at the Victory Drive-In, Butler, Wisc., a 1,200 car theatre with 19 ramps.

Price of the screen is $2 per square foot.

Scully Named Candy Convention Chairman

CHICAGO.—Charles F. Scully, president of Williamson Candy Co., has been named general convention chairman of the National Confectioners' Association 72nd annual convention and 29th Confectionary Industries Exposition, to be held here June 5-9 at the Conrad Hilton Hotel, according to Philip P. Gott, president of the association.

Other key committee chairmen include Robert B. Schnering, president of Curtiss Candy Co., program; Max L. Gartner, president Fascination Candy Co., Sunday-Get-Together; Henry Blommer, president Blommer Chocolate Co., dinner dance; N. J. Lavezzorio, vice-president Peanut Specialty Co., ladies entertainment; O. W. Johnson, vice-president Callerman Co., golf tournament, and David P. O'Connor, vice-president Penick & Ford, the exposition.

SMPTE To Commend Best Journal Article

HOLLYWOOD. — President John C. Frayne of SMPTE has appointed a five man committee to select the author, or authors, of the most outstanding article published in the Society's Journal in 1954. An award certificate will be presented to the winner at the Society's 78th semiannual convention to be held in Lake Placid, N. Y. Oct. 2-7.

Winning selection will be chosen for technical merit, originality, breadth of interest and excellence of presentation. The paper must deal with some technical phase of motion picture or television engineering. The award committee is headed by Dr. Armin J. Hill, staff physicist of the Motion Picture Research Council of Los Angeles and winner of last year's award.

In the meantime, spectators at the first technical meeting of the Western New York subsection of SMPTE on Jan. 26 will be given the opportunity to compare the quality of a color telecast simultaneously with a 16mm color print of the same program. A television how will be shown both on a color TV receiver and on a black-and-white TV set. Another 16mm color print will be shown simultaneously.

Theatreman Must Be Maitre D'Hotel—Allied Claims

The complicated business of running a theatre will be main topic up for discussion at the upcoming National Allied drive-in convention, set for the Chase Hotel, St. Louis, Feb. 9-10, according to an Allied bulletin. The report notes that "a successful exhibitor today must qualify as a maitre d'hotel as well as a showman."

The trade show will feature everything from giant screens, merry-go-rounds and swings to hot dogs and Chinese egg rolls, Allied discloses. The trade show is already assured of success because of booths sold, with hotel reservations coming in at a heavy pace, it was revealed. The national advisory committee consists of Ben Marcus, Jack Kirsch, Ruben Shor, Wilbur Snaper, Abe Berenson, Abram F. Myers, and A. B. Jefferis, convention chairman.

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Studying a VistaVision camera while on Wyoming location with Paramount's "The Far Horizons" are (l to r): the film's co-producer, William Pine; Charlton Heston, star, and Rudy Mate, director.

Para Grooms 12 Films At Studio

HOLLYWOOD.—The Paramount Studio has started the new year at a lively production pace, the latest analysis of activity showing seven major pictures in the cutting rooms, four shooting and another set to go before the cameras shortly.

All the pictures with the exception of one, "Mambo," which Ponti-DeLaurentiis produced in Italy for Paramount, are in VistaVision. All but two of the 11 VistaVision pictures covered in the production breakdown are in Technicolor as well.

Pictures editing include: Alfred Hitchcock's "To Catch A Thief," starring Cary Grant and Grace Kelly, and "The Trouble With Harry," with Edmund Gwenn and John Forsythe; Bob Hope's new starrer, "The Seven Little Foys," and Martin and Lewis "You're Never Too Young."

Also, Hal Wallis' "The Rose Tattoo," top-billing Burt Lancaster and Anna Magnani; "Lucy Gallant," William H. Pine and William C. Thomas production starring Jane Wyman and Charlton Heston, and "Mambo," starring Silvana Mangano. "The Rose Tattoo" is in black-and-white VistaVision.

The cameras are rolling on Panama-Frank's Danny Kaye comedy, "The Court Jester"; Frederick Brisson's Rosalind Russell-starrer, "The Girl Rush"; "The Vagabond King," starring Kathryn Grayson and Oreste Kirkop, and "The Desperate Hours," William Wyler's black-and-white VistaVision production starring Humphrey Bogart and Fredric March.

"Artists and Models," Hal Wallis production starring Dean Martin and Jerry Lewis, is slated to go before the VistaVision Technicolor cameras next month.

Mitzi Gaynor will co-star with Bing Crosby, Donald O'Connor and Jeanmaire in "Anything Goes" at Paramount. The musical will be filmed in VistaVision and Technicolor. Robert Lewis, stage director of such hits as "Teahouse of the August Moon," "Brigadoon," "The Happy Time," and "Witness For the Prosecution," will make his Hollywood directorial debut on the film, which will be produced by Robert Emmett Dolan, who produced "White Christmas."

HOLLYWOOD ...on the wire

RICHARD BERNSTEIN, *Editor*
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Normandie 2-6494

United Artists' productions pending overseas made the news this week. Robert Rossen will film "Alexander the Great" in CinemaScope and Technicolor in Spain, with Claire Bloom co-starred with Richard Burton and Frederic March. In England, Sir Carol Reed signed to direct "Trapeze," starring Burt Lancaster, as his first film for an American production company. Harold Hecht, co-owner of the sponsoring Hecht-Lancaster Productions, will co-produce with James Hill. Story is by Ruth and Augustus Goetz from a Max Catto novel.

* * *

Paramount has signed a new contract with York Pictures Corp., calling for an additional seven pictures to assure the studio of a total of nine Dean Martin and Jerry Lewis comedies. . . . Screen rights to "Something of Value," soon-to-be-published novel by Robert Ruark, nationally syndicated newspaper columnist, have been purchased by M-G-M in manuscript form after highly competitive bidding by every studio in Hollywood. . . . The Harper's prize novel "Trial," by Don M. Mankiewicz, just published, was also acquired by M-G-M in manuscript form and is now being prepared for filming with Charles Schnee assigned as producer.

* * *

Robert Paul Smith, who with Max Schulman wrote the stage play "The Tender Trap," which ran on Broadway this season, has been signed to write the screen play for the motion picture version of the comedy. He will report to Lawrence Weingarten, who will produce.

* * *

Warner Bros. and Edward Small have concluded negotiations for the distribution of the Clarence Greene-Russell Rouse production of "New York Confidential," motion picture suggested by the title of the best-selling Jack Lait-Lee Mortimer book, it was announced by Jack L. Warner. The film was produced by Greene and directed by Rouse, based on an original screen play by Greene and Rouse. It stars Broderick Crawford, Richard Conte, Anne Bancroft, J. Carroll Naish and Marilyn Maxwell.

"Protection for a Tough Racket," a short story by Cordelia Baird Gross, which appeared in the December issue of "Harper's" magazine, was purchased by M-G-M and slated for 1955 production. The story is a comedy-drama about a Texas girl teaching school at an institution for problem boys in New York, who takes a part-time secretarial job in a Manhattan night club. Dore Schary has assigned Henry Berman to produce.

* * *

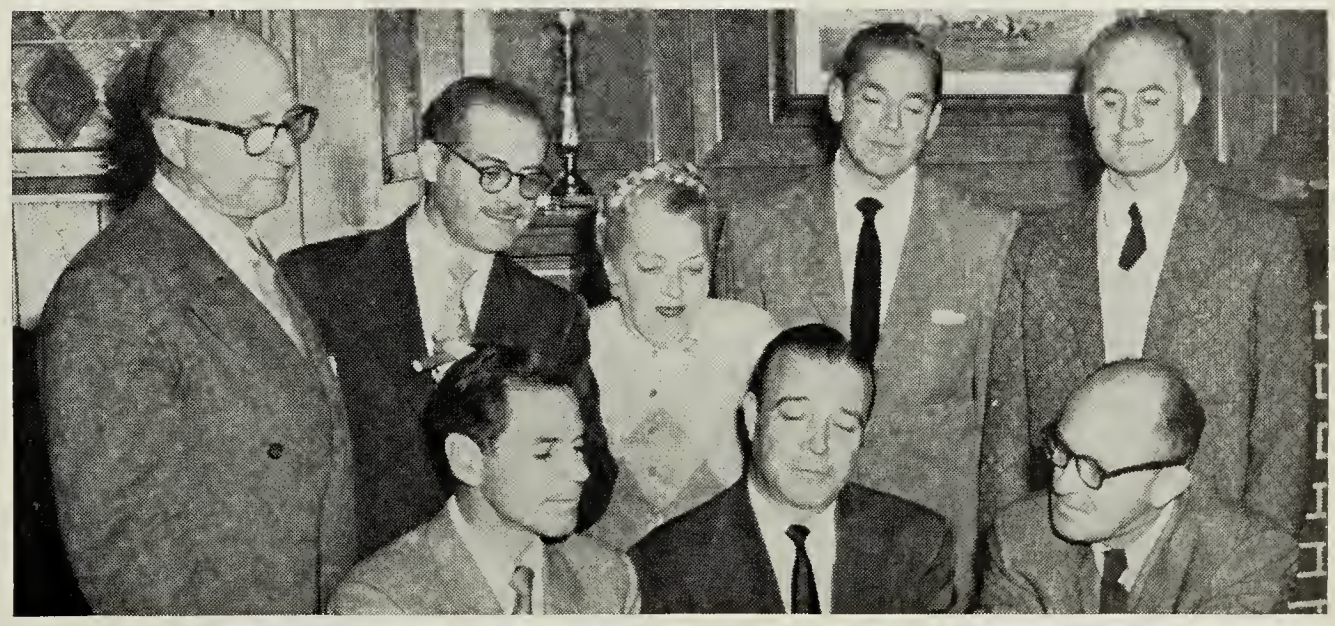
David Weisbart has been given a new contract by Jack L. Warner to mark the start of his fifth year as a producer and his 19th at Warners. Weisbart recently completed "Jump Into Hell," starring Jack Sernas and directed by David Butler, and "Target Zero," starring Richard Conte and Peggie Castle and directed by Harmon Jones. The producer has in work "I Died A Thousand Times," with Perry Lopez and Walter Abel and directed by Walter Doniger. He is preparing "Rebel Without A Cause," to star James Dean and to be directed by Nicholas Ray and "Prince Bart," based on the best seller by Jay Richard Kennedy.

* * *

Producer-director Vincent Sherman has acquired the motion picture rights to "Two Came by Sea," William Stone's best-selling novel published by William Morrow and Co. "Two Came By Sea" is the second property acquired by Sherman in the past two weeks. His previous purchase was Theodore Prat's "Smashup," a Gold Medal book. Sherman is aiming for summer production of "Two Came By Sea," on location in Tahiti, locale of the Stone novel.

* * *

Virginia Grey was signed for a top role in Republic's "San Antonio de Bexar," which will star Richard Carlson. The film will be lensed in Texas starting Mar. 1 under the direction of associate producer-director Frank Lloyd. Also playing a starring role will be Anna Maria Alberghetti. The out-door feature will be shot in Trucolor. . . . Frank Lovejoy was signed by Allied Artists to star in "Dark Venture,"



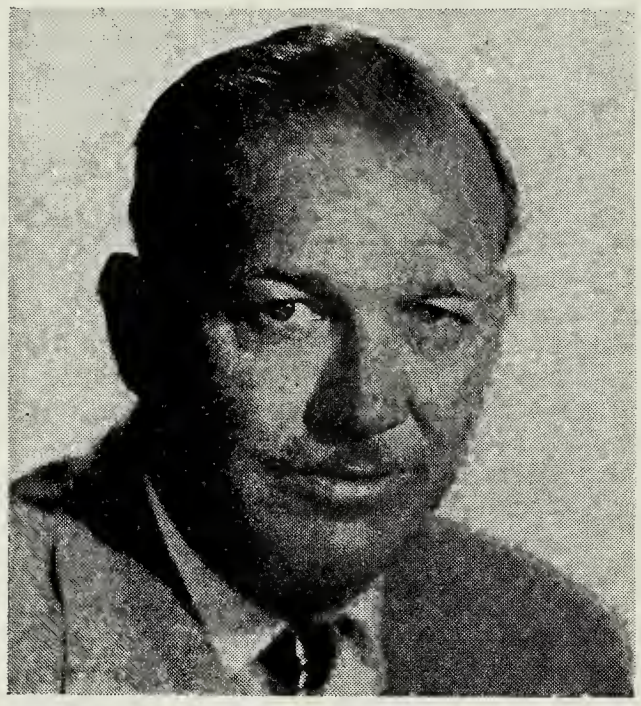
New officers of the American Cinema Editors for 1955 are, (seated, l. to r.): Fred Berger, re-elected treasurer; Richard Cahoon, president succeeding William B. Murphy; George Amy, re-elected vice-president; (standing, same order): Roland Gross, William Hornbeck, Alma Macrorie, Thomas Reilly and Aaron Stell, all board members. Also elected to the board but not shown were John Dunning and Richard Wray. Eda Warren, re-elected secretary, was absent also.

Inside Production

Film's Location Must Suit Story, Says Director Of "White Feather"

By Richard Bernstein

"Experience is the best teacher when it comes to motion pictures," Director Robert Webb explained during a luncheon interview. Webb is currently supervising the editing of his current 20th Century-Fox release, "White Feather," which was made in Technicolor and CinemaScope in Durango, Mexico. Robert Jacks produced the film. Its title is derived from the white feather that Debra Paget wears symbolizing a maiden and purity.



ROBERT WEBB

"We built a whole village of teepees for the film on location," Webb stated. "We selected the location with great care. Durango has some of the most beautiful clouds in the world and its sky is the bluest there is."

Webb explained that one of the big problems in making a motion picture is finding the proper location. "You find the location to fit the story," he stated, "you don't change the story to fit the location."

New locations, he added, give a film a new flavor. The audience sees panoramic scenery that it hasn't seen before and this gives a film freshness. Webb's picture work has taken him to France, Ireland, Italy, Germany, Africa, China, the Philippines and the South Pacific.

The director is also a stout believer in freshness in screen stories. He doesn't think that formula stories can go anymore. He pointed out that it isn't just an Indian story, but a story of human conflict and one that has characterizations that live and breathe.

Direction Stressed

He emphasized that a director has to believe in what he is making. He stressed that a motion picture has to be a vital thing that can stir audiences emotionally. Due to his background as a cameraman, he works very closely with his own cameraman, trying new shots, and presenting fresh locales in a different manner.

After "White Feather" is completed, Director Webb will announce his next project. He is currently reading scripts looking for that particular story "that will lend itself to the screen."

Webb is noted in the industry for his broad panoramic shots. His action sequences are considered some of the best ever filmed.

He graduated from the University of California at Berkeley, where he studied medicine, and joined his father as a practicing oculist. However, Webb had been a movie extra at the Selig Zoo during his summer vacation and he had the film virus in his blood.

After six months, he forsook the optical for the camera lenses. His older brother, Millard, who directed the first pictures of Walter Huston and who is credited with discovering Dolores Costello, gave Bob a job as an assistant cameraman.

"I learned about the camera and how it should and shouldn't be moved," the director explained. Following this, he was a property man, then he became an assistant director, after that a cutter.

Then came his long tenure with Henry King, during which Webb states that he gained a tremendous additional know-how in the making of motion pictures.

"I spent 10 years as a second unit director for King," the director cited. It was during this period that Webb got his opportunity to perfect his panoramic action shots.

"In 1945," he said, "I got a chance at mystery and directed two 20th-Fox who-done-its, 'The Caribbean Mystery' and 'The Spider.'" After this, he returned to second unit directing and also became associate producer of several films including "Lure of the Wilderness," "The Flaming Signal," "Wild Bill Hickok" and "The Duchess." He was the co-author of some of these films.

"A director should know story structure and he should know how to help a writer on a shooting script," Webb pointed out. He has sold three screen originals himself—"Broad Fields," "Red-Headed Blonde" and "Navy Nurse."

"Action has to have a place in a motion picture; you don't have action just to have action," the director said. He directed "The Glory Brigade," for 20th-Fox. This film dealt with the U.S. Combat Engineers and the Greek United Nations troops in Korea.

Webb also is responsible for what critics have called "some of the best underwater footage shot in recent years." This footage was in "Twelve Mile Reef," which he also directed for 20th-Fox.

Huston Using Todd AO

Plans for John Huston to film his next production, "The Man Who Would Be King," in the Todd-AO process were revealed in a release from Moulin Productions, for whom Huston has just completed "Moby Dick." "King" will be made for Allied Artists release. The event would mark the first use of new process by someone not connected with the development of the process.

HOLLYWOOD...

which will be produced by Lindsley Parsons with John H. Burrows as associate producer. . . . Columbia Pictures will team young Broadway actor Dick York with Aldo Ray in "The Gentle Wolfhound," which producer Fred Kohlmar will put before the cameras in Osaka, Japan, Feb. 28 with Richard Murphy directing his own script. . . . At U-I, Jesse Hibbs was set as the director of "The Spoilers," which will star Anne Baxter, Jeff Chandler and Rory Calhoun in the first Technicolor version of the classic Rex Beach novel. Ross Hunter will produced the picture. . . . Producer William F. Broidy signed Sidney Salkow as director of "Neon Rainbow," and set Jan. 25 as the starting date for the film, which will be made for Allied Artists release.

* * *

Warwick Productions, which now has a camera in Africa for "Safari," and another about to scout locations at Gibraltar for "Cockleshell Heroes," has found still another out of the way spot for its forthcoming film, "Zarak Khan." Burma and India are the locale of this novel.

* * *

"The Bar Sinister," classic turn-of-the-century story by Richard Harding Davis, will be brought to the screen by M-G-M in color and CinemaScope, Studio Head Dore Schary announced. John Michael Hayes is writing the screen play. Herman Hoffman will produce the film, marking his first feature production. Filming will take place in March. . . . Allison Hayes competes with Jeanne Woodward for the affections of Van Heflin in Copa Productions' "The Calico Pony," which Ted Richmond is producing for Columbia release, with George Sherman directing. . . . Leslie Caron will star in "Gaby" as her next picture at M-G-M. Edwin H. Knopf will produce.

* * *

Latest word from producer-director-writer John Huston is that "Moby Dick" has finished shooting and runs two hours and 45 minutes. Color in the film, Huston said, is "based on the technique of the mezzotint; it will provide a glimpse into the past," appropriate for the classic nature of the story. Picture is slated for October release.

Title Changes

U-I: **"Abbott and Costello in the Mummy"** is the new title for "Abbott and Costello Meet The Mummy." (Stars Abbott and Costello; Howard Christie produced.

Allied Artists: **"The Big Tip Off"** is the new title for "Twilight Alley." (Stars Richard Conte, Constance Smith and Bruce Bennett; William Broidy produced).

"Spy Catchers" is the final title for "Royal Rogues." (Stars Leo Gorcey and Huntz Hall; Ben Schwalb produced).

RKO: **"Rage at Dawn"** is the new title for "Seven Bad Men." (Stars Randolph Scott; Nat Holt produced).

REGIONEWS

ALBANY

Smalley houses in Cooperstown, Delhi, Dolgeville, Fort Plain, Johnstown, Norwich, Sidney, Stamford and Walton have joined Upstate Theatres, Inc., local buying and booking group directed by Leonard L. Rosenthal, with Mrs. Mary Flynn as booker. Joseph Marisola, who recently assumed operation of the Warren in Warrensburg, also became an Upstate member. A CinemaScope installation was made at the Warren. . . . Harry Lamont, who operates four ozoners and one indoor theatre, and John Gardner, owner of the Turnpike Drive-In at Westmere, are spending a month in Key West, Fla. with their wives. They inspected new outdoor projects enroute. . . . Alfred G. Sweet is new mgr. of S-W's Ritz, Albany, succeeding Jack Swartout, resigned. . . . Fabian's Mohawk Drive-In, Colonie, has a new 123′ screen and is expanding its concession building for cafeteria-type operation. Alan V. Iselin did likewise at the Auto-Vision, also putting in a new booth.

ATLANTA

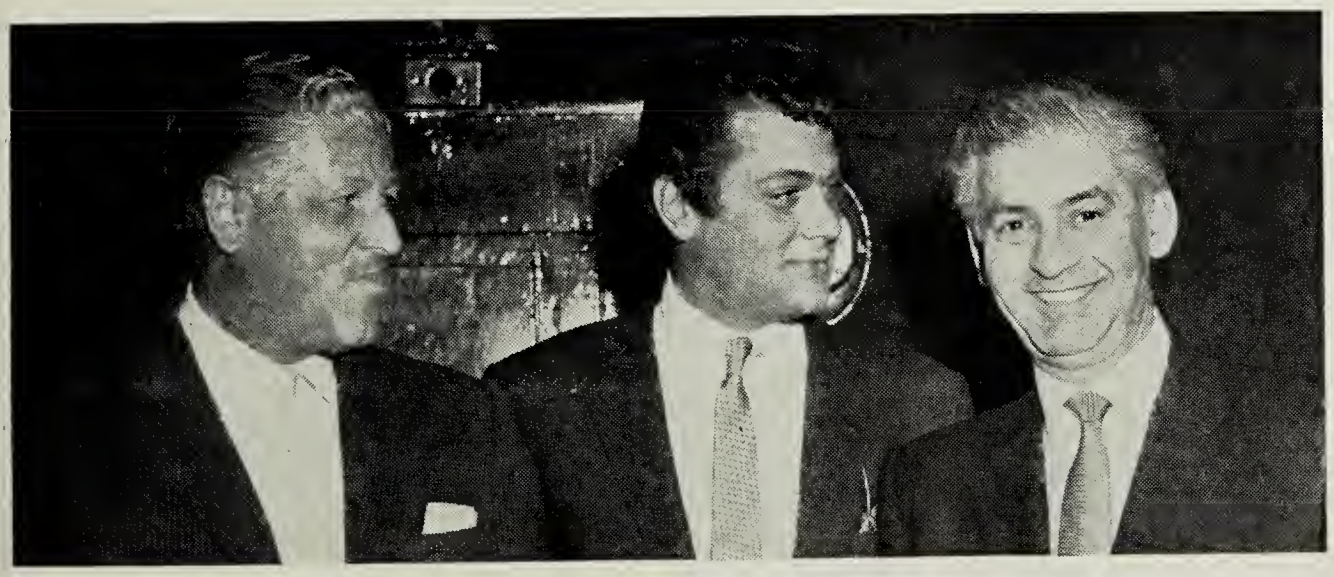
A. W. Corbett, gen. mgr. of the Claughton chain in Fla., concluded a five-theatre deal in Tampa which made Murray Stohl owner of Claughton's Roxy in St. Petersburg and the State, Palma, Ceia, Cinema and Northtown in Tampa. Lillian Claughton, pres., indicated the sale was made to eliminate management by "remote control" and added they were in the market for houses to add to the string in Miami. . . . Tommy Mote, formerly with Film Booking Office, now booker at Universal. . . . Ofela Menendez, cashier at the Royal in Tampa, Fla., at the point of a gun was forced to hand over more than $100 to a lone bandit wearing a handkerchief across his face.

Walt Miles, former mgr. of the Piedmont Drive-In, Atlanta, appointed mgr. of the Tower Theatre in Tampa. . . . Fourth St. Drive-In, Tampa, installed CinemaScope; San Marco Drive-In, St. Pete, a new CS screen; Cecil Cohen's Murray Theatre, Jacksonville, CS; Roxy in Lakeland, Fla. (Colored), a wide screen. . . . Jesse Cox added to booking dept. at Wallace Films. . . . Bill Baskin, Florida State booker, reports arrival of a baby girl; Ralph Puckhaber, mgr. Florida Theatre, Miami, a new son. . . . Jack Weiner, M-G-M's southern publicity chief, who suffered a lung puncture in an auto crash, taken off critical list.

Remodeling at Tropicaire Drive-In, Coral Gables, increased parking space by 80 cars, making capacity 775, and included installation of CinemaScope. . . . Brevard Drive-In at Eau Gallie, Fla., managed by Jack Grayson, added a train ride to its playground. . . . Sympathy to Rube Joiner of Joiner Booker Service on passing of his 20-year-old son, Reuben D. Joiner. . . . Tommy Thompson, pres. of TOO of Ga. and of Martin & Thompson Theas., was host to theatre men, radio, TV and press at a luncheon at Atlanta Variety Club, with Gov. Marvin Griffin as guest of honor. . . . Jesse Cox, one of Atlanta's old time movie operators, opened the Jesse C. Cox Stage Equipment Co. in the office of Wallace Film Co., 166 Walton St. . . . Wayne Spiering, mgr. of Ray Smith Co.'s candy and popcorn warehouse in Jacksonville, married Sylvia Rodgers, former asst. at the Main St. Drive-In there.

A new Grand Theatre, with larger screen and more seating capacity, replaces the one in Tallapoosa, Ga. which was destroyed by fire last spring. T. J. Moon is mgr. . . . Georgia Theatres opened the new Sunset Drive-In at Moultrie, Ga. and reopened the Lyric, Waycross, which had been closed for the past year. . . . J. P. Edge scheduled opening of his new Blue Sky Drive-In at LaFayette, Ga. for around the 15th of Jan. . . . Bill Durkee and Courtney Mutter are new owners of the Orange Lake Drive-In at Orange Lake, Fla. . . . Jim Crockett, formerly with film exchanges in Atlanta, opened a motel in Statesboro, Ga.

Roy Goodwin and Buddy Smith new at Stevens Picts. . . . Joe Taylor of the Hillsboro Theatre in Tampa has a miniature circus display which attracts much attention. Every Sunday he assists at church services conducted at his drive-in, handling the sound system. . . . A letter written to the editors of Look magazine by Earle Holden, mgr. of Wilby-Kincey's Lucas Theatre in Savannah, Ga., is featured in a special booklet titled "Hollywood's Best Ambassador," copies of which are bieng sent to industryites by Look. . . . Mrs. Mildred Ricks resigned from the staff of Allied Artists.



Universal-International's sneak preview of "Six Bridges to Cross" at the RKO 86th Street Theatre in N.Y. attracted many industryites as well as Tony Curtis, star of the film, and his guests, Mr. & Mrs. Jack Palance. Curtis is seen here with Milton R. Rackmil, Universal prexy, and Sol Schwartz, RKO Theatres prexy.

BOSTON

Walter A. Brown, chief barker of Variety Club of New Eng., announced that Rudolph F. King, Mass. Registrar of Motor Vehicles, was chosen to be recipient of the Great Heart Award this year, at a banquet to be held in Early spring. Exec. dir. Wm. Koster is in charge of arrangements. The entire slate of Variety was reelected for 1955, marking the fourth consecutive year as chief barker for Walter Brown. . . . Tony Zinn was appointed associate mgr. to serve with Harry Harding at the Beacon Hill Theatre, replacing Sam Richmond who resigned. . . . Wendy Ellen, second daughter and fourth child, was born to the Irving Savers of Alexander Film Co. . . . Larry Wallace, concessions mgr. for E. M. Loew Theas., is in Winthrop Hospital for an operation.

Irving A. Isaacs, pres. of Independent Exhibitors, appointed the following committee to select a slate of officers for 1955: Norman Glassman, chairman; Leslie Bendslev, alternate; and Melvin Safner, Ted Rosenblatt and Edward Lider. Elections will be held March 1 at the annual meeting. . . . For the first time in its history, the Paramount will open at 8 A.M. for the run of "Gangbusters," action film distributed by Joseph E. Levine of Embassy Picts. . . . Ronald Baumberg, house mgr. at the Metropolitan for the past 10 years, resigned to go with Fruit of the Loom Co. He was with New England Theas. for 14 years. . . . Maurice N. Wolf, retired public relations representative for M-G-M, passed away at the age of 75. Born in Texas, Wolf came to Mass. 30 years ago and served as local M-G-M branch mgr. for many years. He was first pres. and charter member of the Variety Club of New Eng.

Florio Simo, RKO booker, transferred to Buena Vista as booker. His replacement at RKO is Richard Oberman, son of Metro's head booker, Nate Oberman. . . . Max Levenson, pres. of the Levenson circuit, is back from Florida greatly improved in health. . . . Theodore Fleisher and Joe Cronin, general co-chairmen of the Jimmy Fund campaign, announced that $430,435.49 was raised in 1954. . . . Arnold Berger resigned as dist. mgr. for Smith Mgmt. to develop his own drive-in business. He operates an ozoner in Stamford, Conn. and is looking around for other spots. His duties at Smith will be divided among other members of the staff.

Walter Heath, mgr. of L&G's Capitol at Hillsboro, N.H., received an unsigned letter with four $1 bills enclosed, reading, "I am returning $4 which I stole over the years by

BOSTON (cont'd.)

lying about my age." . . . Samuel Pinanski, New Eng. exhibitor chairman for the 1955 Brotherhood Week campaign, Feb. 20-27, announced the following appointments of state chairmen: Richard Smith, Mass.; Ray Kiniry, Vt.; Fenton Seribner, N.H.; Connie Russell and Ralph Tully, Maine; and Myer Stanzler, R.I. . . . Ernest Comi, gen. mgr. of Capitol Theatre Supply, reeently eelebrated his 25th wedding anniversary.

CHARLOTTE

New owners of the Royal Drive-In and Breeze, Beaufort, S.C., are Ira and Earl Smith, also Ed Samuel. Reinhardt Ents. will buy and book. Reinhardt is also servicing the Gloria Theatre, Ninety-Six, S.C., owned by Les McConnell. . . . Screen recently installed at the Lee Drive-In, Sanford, N.C., to replaee one blown down by Hurricane Hazel, also blown down by a storm. . . . Carolina Booking Service will buy and book for the Camporma Drive-In, Jaeksonville, N.C. . . . Drive-In at Finklea, S.C., closed for the winter.

Seabreeze Drive-In at Mt. Pleasant will reopen in early spring with a CinemaScope installation. . . . Joe Anderson, Tarbor City, N.C., was in Charlotte buying equipment for his new theatre whieh will replaee the one destroyed by fire several months ago. . . . James D. Geddie reports installation of wide screen and super Panatar lenses in his Carolina Theatre, Bennettsville, S.C.

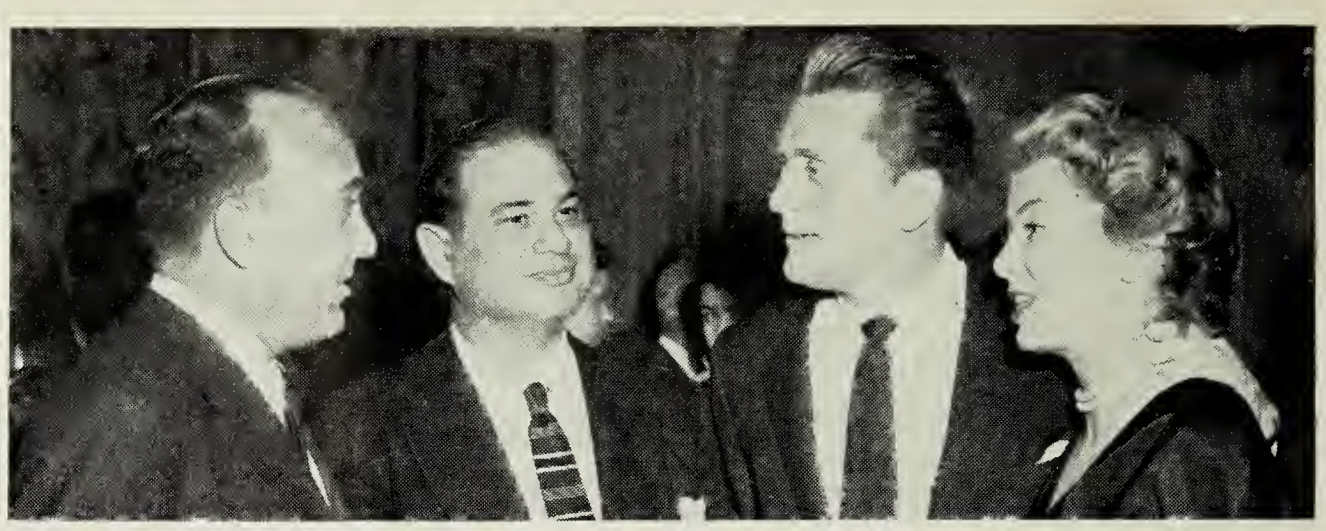
CHICAGO

An out-of-court settlement is under way in the $800,000 Monroe Theatre anti-trust case against film companies, B&K and Winston Theatre, whieh was filed in 1951. . . . New law firm organized here by Sanford Wolff, James Frankel, John Pennish, Richard Orlikoff, Jack Jones and Richard Zimberg, with offices at 100 W. Monroe St. here and a Los Angeles location at 8907 Wilshire Blvd. . . . "Aida" breaking house records at the World Playhouse. . . . Adam Goelz named mgr. of Alliance's Roxy Theatre in Franklin, Ind. . . . Richard Cloonan of Capital Films announced birth of his first child, named Maureen Ellen. . . . Jack Rose of Ind.-Ill. Theas. beeame the grandfather of a baby girl named Barbara Ellen Rose.

Reported Cook County Supervisors will seek legislation for right to eensor films in suburban towns and drive-ins outside Chicago. . . . WGN-TV buying 156 Serappy and Krazy Kat Columbia eartoon shorts and 15 John Wayne westerns from Republic. . . . B&K won bid for "Country Girl," to open at United Artist Theatre in Feb. for extended loop run. . . . Oriental Theatre booked "Long Gray Line" for Feb. loop showing. . . . Phil Dunne in town for "Prince of Players" booking deal. . . . Passed away: Ruby Berman, former Gt. States mgr. at Aurora, Ill.; Edward F. Mooney, Dominic Cristallo and Gus Hetzel, Operators Union.

George Askounis reopened the Towne Theatre, Midlothian, Ill., with CinemaSeope equipment and William Kane as mgr. . . . Park Ave. Cinema, Park Ridge, Ill., opened with an art policy, under maagement of Stanley Kohlberg. . . . International Harvester presented a station wagon to Joe Swedie, an employee of the company, who nightly visits hospitals and other institutions to show films to kiddies. Variety Club is cooperating by supplying the films. . . . Dick Pitts named ad director of Filmaek Co. . . . Harry Hoag, veteran owner of Momence Theatre, Momenee, Ill., passed away. Mrs. Hoag will eontinue operation of the house. . . . Edward H. Wolk, theatre equipment mfr., and his wife left for a three-month tour of Mexico, where they expect to meet with many of Mexico's leading theatre men. . . . David J. Talbot, ehief city eleetrical inspector and head of board of examiners for movie operators' lieenses, resigned after 20 years with the city bureau.

Trade reports George Jessel huddling with Commander Gene McDonald, Zenith prexy, regarding Phonevision tieup. . . . Eugene Atkinson, Operators Union 110 business agent, was presented with lifetime gold membership card in IATSE Union 780 for past serviees to that organization. . . . Dec. Chieago theatre tax was $107,109; total for year $1,203,243, an inerease of 8% over 1953. . . . Charles Teitel acquired midwest distribution of "Illicit Interlude," a Swedish import, and Japanese film "Gate of Hell." . . . In line with aims expressed by chief barker Jack Kirsch, Variety Tent 26 will hold regular monthly meetings of both membership and direetors — the former on the fourth Saturday of each month; the latter the first Friday. Installation of 1955 offieers and direetors is seheduled for March 7 in the Congress Hotel.



Kirk Douglas and his wife chat with Arthur B. Krim (left), pres. of United Artists, and Robert S. Benjamin, board chairman, at cocktail party in New York's "21" Club, celebrating activation of Douglas' Bryna Productions, which will deliver six features for UA release.

CINCINNATI

The Royal, built in 1909 and the oldest theatre in Cincinnati, was completely redecoratcd and CinemaScope equipped. It is owned by F. W. Huss, Jr. of Associated Theatres and now boasts a screen which stretches aeross the entire width of the house. . . . Frank Weitzel, who has a booking and buying service, has added theatres in Winfield, Boomer and Smithers, W. Va. to his cireuit. . . . Mrs. Anna Weitzel, Paramount employee and mother of Frank, is in the hospital for a kidney ailment.

While in Cleveland for a division meeting, 20th-Fox branch mgr. Robert McNabb, sales mgr., Bennett Goldstein, office mgr. Tony Knollman and the sales staff were guests at Izzy Schmetrz's 50th anniversary testimonial dinner. Fox officials, including Spyros Skouras, Al Lichtman, Glenn Norris and Tom McCleaster were in town for both occasions. . . . Bill Burns, Warner booker, and May Howard, Allied Artists secy., are planning to be married Feb. 12. . . . Elston Dodge, owner of the Elstun Theatre in Mt. Washington, which he reeently modernized, and the Opera House in New Richmond, is also specializing in sale of CinemaSeope lenses, VidoScope cylindrical anamorphic lenses and the regular Kip-Tar lense which was used to sereen "White Christmas" in VistaVision at Radio City Music Hall.

CLEVELAND

I. J. Schmertz, 20th-Fox branch mgr., was feted at the Hollenden Hotel by more than 800 industryites at a testimonial dinner marking his 50th year with the company. Guests came on from Detroit, Buffalo, Pittsburgh, Albany, Washington and N.Y. for the occasion. . . . Ernest Sands, Warner branch mgr., is recuperating from surgery. . . . Henry Greenberger of Community Theatre Cireuit was reeleeted pres. of Cleveland Motion Pieture Exhibitors Assn. Joseph Rembrandt of Center-Mayfield Theatre was elected v.p.; Ted Vermes of Yorktown Theatres reelected treas., and atty. Lewis Weitz elected secy.

DALLAS

Dallas exchanges may experience changes with National Film Service setting up a building in Houston to handle physical distribution for companies "if and when" they locate some functions elsewhere. 20th-Fox and Columbia are reported to be planning Houston exhanges and it was predicted that Houston would be used as a sales and booking headquarters by some companies, with NFS handling physieal distribution. . . . "Cinerama Holiday" is scheduled to follow "This Is Cinerama" into the Melba Theatre around Mareh 15, according to advertising by managing director Paul Swater. . . . Main Theatre, Seadrift, managed by Louis Madden, installed new RCA dynalite silver screen, also the Plaza, Donna, managed by Frank Strickland, Jr. . . . Trail Drive-In, Arkansas Pass, managed by Mr. Falgout, acquired RCA projectors to go with the new wide sereen. Dynalite silver screen installed at the Rita, Benavides, managed by Amador Caballere, and sno-white screen at the Runge, Runge, managed by D. W. Triske.

DENVER

The largest group of exhibitors ever assembled here, numbering nearly 300, attended the Mero workshop and listened to

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DENVER (cont'd.)

Emory Austin, N.Y. executive, tell of ticket-selling plans. The two-day affair included a luncheon to state legislators and other officials by Rocky Mountain COMPO, after which a short business session, presided over by Pat McGee and theatre owner Sam Feinstein, urged exhibitors to actively support COMPO at 5¢ a seat. . . . The Denver Post revamped its drama and film dept., with Bruce Hamby heading a new department which will cover films, drama, radio and TV.

Edward J. Mapel, owner of the Colorado and Gem, and a city councilman for 12 years, announced that he would run for re-election. He has been pres. of the City Council twice. . . . In appreciation of his having kept Variety Tent 37 functioning without clubrooms since its disastrous fire two years ago, the club presented past chief barker Ray Davis with a TV set. . . . Ed Resnick, most recently a salesman for Warner at Portland, Ore., has been transferred back to Denver to cover the southern district. . . . Charles Galbaugh, 69, projectionist at the Mayan, passed away.

Fred Paloski, Lippert branch mgr. in Salt Lake City, was in Denver to look at "They Were So Young." . . . Mr. & Mrs. Harold Olson, Sidney, Neb., and Mr. & Mrs. Kenneth Swartz of Red Cloud, Neb. are building a 400-car ozoner at Florence, Colo. for spring opening. . . . Variety Tent 37 gave $1,000 to the University of Denver's Speech and Hearing Clinic, to be used for purchase of equipment. . . . On the last day of the first three weeks of "20,000 Leagues Under the Sea" at the Denver, the 100,000th ticket was sold.

DES MOINES

Jim Gray resigned as mgr. of the Sac City Theatre after 11 years with Pioneer Theatre Corp. . . . The Monroe Theatre in Monroe was reopened by R. P. Davis in response to the "many requests" he received. . . . The Lakota Theatre in Lakota reopened after a two-week shutdown for repairs and renovation. . . . Oliver Farus, owner of the Iris Theatre in Riceville, cut his student admission charge to 35¢. . . . Don Niebaum is the new mgr. of the Strand in Waterloo after managing the Hollywood in Sioux City for seven years. Niebaum replaces William Gardner, transferred to Des Moines by Tri-States.

Harold Andrews was re-elected pres. of Motion Picture Operators and Stage Hands Local 332. Also re-elected were Charles Tintey, v.p.; A. E. Hubbard and Paul Nadelhoffer, sec.treas. and business agent, respectively. Ronald Dierks is the new sgt.-at-arms. New trustee for a three-year term is Charles Snyder. . . . The Princess in Humeston was reopened after Dec. closing. The theatre, owned by Harold Rudd of Winterset, will be operated by Mr. and Mrs. Don Trembly. . . . Burdette Ross closed the Lamont Theatre in Lamont for an indefinite period. . . . W. M. Watson announced closing of the Diagonal Theatre in Diagonal. . . . William Guthrie reduced admission price at the Dows Theatre, Dows, from 50¢ to 30¢ for adults. Children's tickets remain at 10¢.

DETROIT

During the 100 weeks that "This Is Cinerama" has been showing at Music Hall Theatre, William H. (Bill) Green, midwest ad.-pub. director for Cinerama, estimates that more than 1,200,000 persons have seen the production, with over 40% coming from out-of-city locations. . . . The second version, "Cinerama Holiday," opens Feb. 15 with a charity premiere. . . . Wayne Parsons, former mgr. of Korman's Broadway-Capitol and later at the Gold Coast Theatre, died suddenly from a heart attack.

Albert Dezel completed negotiations with Budd Rogers, representing Selznick Releasing Org. for the Detroit area re-release rights to "Notorious" and "Farmer's Daughter." Plans are now under way to open Selznick's "Adventures of Tom Sawyer" first-run for Easter Week Detroit booking. Dezel has also taken on Distributors Corp. of Am. franchise. . . . The Detroit Police censor bureau reviewed a total of 4,474,000 feet of film during 1954, and eliminated 27,200 feet both in domestic and foreign subjects. In addition, 537 theatre fronts were visited and a total of 18 advertising displays eliminated.

Watch These Dates!

Feb. 8-10: St. Louis—National Allied Drive-In Theatres convention—Chase Hotel.

Feb. 13-15: Washington, D.C. — Theatre Owners of America board and executive committee mid-winter meeting — Mayflower Hotel.

Feb. 22-23: Detroit — Allied Theatres of Michigan convention—Statler Hotel.

Feb. 28-March 1: Oklahoma City — Allied Theatre Owners of Oklahoma convention —Skirvin Tower Hotel.

March 1: Boston — Independent Exhibitors of New England annual meeting.

March 1-2: Columbus — Independent Theatre Owners of Ohio convention—Deshler-Hilton Hotel.

March 2-3: Kansas City—Kansas-Missouri Theatre Assn. drive-in session and convention.

KANSAS CITY

Judge Albert K. Ridge ruled that the Electric Theatre of K. C. Kans, need compete only with bidders from that city and not with K. C., Mo. theatres for first-run films. Decision came six weeks after the Electric was awarded damages in a suit filed against distributors. . . . R. M. (Bob) Shelton was upped from gen. mgr. and v.p. to pres. of Commonwealth when Howard Jamesyson advanced to board chairman. Elmer C. Rhoden, Jr. is asst. to the pres. Jack Braunagel, who headed drive-in operations, resigned to join United Theatres at Little Rock, Ark., and M. B. Smith was made coordinator of all divisions. Divisional managers include Roy Tucker, J. D. King, Doug Lightner, Phil Blakey and Ray Holmes.

The Jackson County Court granted a permit to Jas. E. Fortmeyer for an 800-car ozoner on Highway 24 west of Kentucky Road and ruled invalid a protest by property owners. Fortmeyer first filed for the permit in 1950. . . . Arthur Cole of Paramount, in charge of the Motion Pic. Assn. fund for a Sam Abend memorial at Camp Santosage, has these assistants: Bob Withers, Rube Finklestein, Harry Hendren, Senn Lawler, J. W. Lewis, Alex Shniderman, C. A. Shultz, Earl Jameyson, Jr., Ben Shylen and Elmer C. Rhoden, Sr. . . . Hank Doering of Peoples' Theatre in Garnett, Kans., is a member of the new Kansas legislature.

Roy O'Holloway bought the Kesner Theatre, LeRoy, Kans. from Mrs. Ray Miner, who had operated it since her husband's death. . . . Mr. and Mrs. Walter Bollinger of Ellenwood, Kans. celebrated their silver wedding anniversary with a free show at the Ellenwood Theatre for married couples and prizes for oldest and newest pair. . . . After remodeling, the Regent at Newton, Kans. will be called the Fox.

New equipment has been installed in the Canton at Canton, Mo. where R. L. Adkins is mgr., and the Clark at Shelbina with Dan Roads, mgr. . . . K. H. Ehret, former theatre owner at Clay Center, Kans., purchased a 13-unit apartment bldg. in K. C., Kans. . . . Harry Keiffer, Wichita, Kans. newspaperman and former owner of the Strand and Grand theatres at Salina, Kans., died recently. Also Reuben Melcher, founder of Poppers Supply Co. and Hollywood Servemaster Co. Howard Struman and associates bought the latter's businesses. . . . W. H. Gaffney, head of Dixie Ents., has acquired the franchise for Distributors Corp. of Am. product.

LOS ANGELES

The United States Supreme Court in effect upheld lower court rulings by refusing to review the suit brought by Fanchon & Marco against six of the eight majors. F&M charged Paramount, Loew's, RKO, 20th-Fox, Universal and United Artists with conspiring to deny first run to the chain's Baldwin Theatre, Los Angeles. Both District and Appeals courts had tossed out the suit with a finding that the distributors had acted independently according to the dictates of good business practice.

When "Battle Cry" opens in Hollywood on Feb. 2, it will be shown simultaneously at the Egyptian Theatre and Downtown Paramount. . . . Jerry Percell resigned as salesman for Columbia to join Metropolitan Theas., with office mgr. Bill Evidon stepping into the breach. Other changes involve Fred Wise, advanced from booker to office mgr., and salesman N. A. McTaggard into the booker's spot. . . . Royal Theatre in Guadalupe, operated by Moses Hernandez, has been equipped with the latest CinemaScope screen. . . . Mel Brown, owner of Twin-Vue Drive-In, caused a sensation on the Row when he appeared there 160 pounds lighter, the result of a rigidly supervised diet. . . . Paying one of his rare visits to the Row was Jimme Edwards, prexy of Edwards Theas.

The Empire, formerly handled by Exhibitors Service, will henceforth be piloted by Carl Young, who formerly operated his own theatres in L.A. and vicinity. . . . Robert Kronenberg of Manhattan films closed a deal in N.Y. for 26 new releases. . . . John P. Filbert, Jr. of the Filbert Co. will marry Lillian Anderson of the M-G-M exchange here. . . . Al Lapidus moved his popcorn plant from Pico Blvd. to Wash. and Vt. Aves. . . . Walt Disney's Buena Vista Film Corp. opened new offices on the Row, with Wendell Bjorkman in charge and Peter Thorne as L.A. sales representative.

Jack Dabbs, gen. mgr. of Millstein-Mellinkoff Circuit, disclosed the chain's plans to build its first ozoner on a site in Torrance, with capacity of 1500 cars. . . . Ann Snyder, Columbia bookkeeper, underwent facial surbery following an auto accident. . . . Plans

LOS ANGELES (cont'd.)

for construction of three more drive-ins in the Southland area are being drafted by Sterling Theas., the Danz organization which headquarters in Seattle. . . . Ezra Stern, Film Row atty., is the chief barker of Variety Tent 25. . . . Paul Schriebman joined Sam Nathanson's Gibralter M. P. Distribs. as legal counsel.

MIAMI

"Good Samaritan" awards, given yearly by Miami Variety Tent 33, were presented to Mitchell Wolfson and Sidney Meyer, co-owners of Wometco, and "Great Guy" awards went to Jack Bell, Paul Brunn and Dan Mahoney. Maurey Ashman, chief barker, made the presentation. . . . Mrs. Edward Claughton announced the sale of theatres to Maurie Stahl of New Jersey. They are the Roxy in St. Petersburg and the Palma, Ceia, State, Cinema and Northtown in Tampa. . . . Everett Hall, comptroller for the Claughton chain, received his orders from Uncle Sam and will be replaced by Ray Frantz.

Joe Perez, mgr. of the Circle is handing out cigars on the birth of a son, named Joe, Jr. . . . Lou Fishkin, mgr. of the Strand, at home recuperating from illness. . . . Roland Goldsmith upped from usher at the Royal to asst. mgr. at the Embassy. . . . Herbert Tomkins is new asst. mgr. at the Variety. . . . Paintings of Beatrice Drower, who cashiers at the Miami Theatre, are being exhibited at the Mayfair Art Theatre. . . . Variety's Children's Hospital will receive another iron lung via donations from citizens of Hialeah and Miami Springs and from the Citizens Federal Savings Loan.

MILWAUKEE

The Assn. of Commerce of Green Bay, Wis., in recognition of the civic services rendered by local theatre men, tendered a testimonial dinner at the Northland Hotel honoring Russ Leddy, Orpheum Theatre; Elmer Brennen, dist. mgr. for Standard Theatres, and Harold Klicka, mgr. of the Bay Theatre, at which principal speaker was Mike Simons, M-G-M'e director of public relations. . . . The Liberty Theatre here was reopened by new owner James Kavalry after complete redecoration and new installations including CinemaScope. . . . Pardee Theatre in Pardeeville has been taken over by Robert E. Armhein. . . . Bankruptcy proceedings were filed for the Greendale Theatre here. Owner Frank Schreihert closed the house recently. . . . William Benjamin of Screen Guild Prods. will distribute product of Distributors Corp. of Am. in this area.

The following, representing most of the drive-in owners here, will attend the National Drive-In convention in St. Louis, Feb. 8-10: S. J. Goldberg, Wausau; Fred Miner, Rice Lake; Bob Karatz, Stevens Pt.; Spiro J. Papas, Milwaukee; Ben Marcus, Allied States, pres.; Henry Tollette and Charles Lowe, Marcus Theas.; Bob Gross, Smith Mgmt.; Rudy Koutnik, No. 14 Drive-In, Dean Fitzgerald and Angolo Porchetta, Madison Theas.. . . Tom Watson of the Blanchardville Theatre, whose car was completely wrecked in a recent accident, got out with only a cut on his head and suffering from shock. . . . Three theatres now doing their own booking are Ken Brechler's Towne in Darlington; W. Charbonean's Grantland, Lancaster, and W. C. Fisher's Campbellsport.



Recognizing officially "M-G-M's 1955 Motion Picture Theatre Celebration" for Green Bay, Wisc., Mayor Dominic Olejniczak signs proclamation designating January as "There's More At the Movies Month." Surrounding the Mayor (l to r) are: Russell Leddy, Orpheum Theatre mgr.; Harold Klika, Bay Theatre mgr.; and E. R. Brennan, dist. mgr. for Standard Theatres, operators of the Bay, Time and West theatres in Green Bay.

MINNEAPOLIS

Charlie Jackson, veteran salesman at Warners, was honored by the exchange at a party upon his retirement. . . . Robert L. Lippert, Sr., was in from Beverly Hills to call on Don Swartz, local Lippert franchise holder. . . . Barbara Magnuson is the new contract clerk at RKO, replacing Inez Anderson Bronstad, who joined her husband in service. . . . Eph Rosen, M-G-M asst. branch mgr., has been temporarily transferred to Des Moines during the illness of branch mgr. Jerry McGlynn. . . . A new three-year contract has been signed by Minnesota Amusement Co. and RKO Theatres with projectionists Local 219, IATSE. It provides for no salary increase this year, but grants a 9¢-an-hour raise in 1956 and another 9¢ increase in 1957. Minneapolis independents have not yet signed a new contract.

Paul Perrizo installed CinemaScope equipment in his Avalon and Strand theatres at Blue Earth, Minn., and his Roxy at Winnebago, Minn. . . . Don Swartz' Independent Film Distributors is prepairing for its 10th anniversary drive, Feb. through April. . . . Plans for extensive remodeling of two independent loop theatres, the World and Gopher, have been announced. They will completely remodel their lobby, foyer and front. Liebenbenberg & Kaplan are architects for both projects. . . . UI- salesmen Charles Bliss and Robert Helmerson, called on circuit offices and buying and booking combines to plug U-I's annual drive based on a "baker's dozen" theme. (They plugged 13 pictures). Dressed as bakers, their aprons had names of the pictures they were promoting and "Charles J. Feldman Annual Drive" was written on their baker's caps. Offices they visited were served coffee and doughnuts.

Reelfellows Club, organization of film salesman, will have its annual dinner-dance and variety show at the Nicollet Hotel April 23. Don Halloran, 20th-Fox salesman, is in charge of arrangements. . . . John Arthur is the new asst. in the advertising dept. of MACO. . . . Madeline Dunn, bookkeeper at 20th-Fox for 34 years, retired. . . . Plans for expansion of TV facilities into Grand Forks and Bismarck, N. D., were announced. Stations of N. D. Broadcasting Co. in Valley City and Minto will originate the programs.

NEW HAVEN

Perakos Theatre Associates signed a 25-year lease on an 850-car ozoner under construction on Route 6A, near the Milldale underpass, by Ames Construction Co. The theatre will have a 100′ CinemaScope screen. . . . Norm Levinson, former asst. mgr. at Loew's Poli, Hartford, left for Minneapolis to become regional exploitation representative for M-G-M. . . . Certificate of incorporation has been filed for Meadows Family Drive-In, Hartford, listing A. J. Bronstein, Atty. Bernard E. Francis and Israel Bregman as heads of Meadows Family Drive-In Theatre Corp. The project will hold 2,010 cars and opening is planned for early spring.

E. M. Loew has acquired the Candlelite Stadium, Bridgeport, from Bridgeport Sportsmen's Club for a reported $110,000, and will use the site for a drive-in, with construction to start within 30 days. . . . Charles M. Lane, owner-operator of the New Haven Drive-In, North Haven, filed certificate of incorporation for Summit Drive-In Theatre Corp. Lane and his associates, Irving C. Jacocks, Branford Theatre owner, and T. Holmes Bracken, also of Branford, are building a drive-in at Branford Hills. . . . Toll TV will be discussed by Herman M. Levy, gen. counsel of TOA and exec. secy. of MPTO of Conn., at the Feb. 8 meeting of the Hartford Advertising Club.

Bernard Goffin, mgr. of the Crown, New Haven, became mgr. of the Whitney Theatre in suburban Hamden, succeeding the late Trueman Ferguson. . . . A 750-car ozoner is being built at Southington by P. J. DiFazio, New Britain businessman. . . . Thomas Gandy was elected pres. of Waterbury Projectionists Local 304. . . . George H. Wilkinson, Jr. installed a new wide screen at his Wilkinson Theatre, Wallingford, Conn.

NEW ORLEANS

The Raymond Theatre, Raymond, Miss., has been re-named the Park and is now operated by Willard Kaminer who also operates the Park at Pelahatchie, Miss. . . . Don Goerge of Shreveport, La., sold out his interests to Thomas E. McElroy. Transfer includes the Don and Venus theatres in Shreveport and the Davis and Don Dr-In at Bossier City, La. . . . In Mobile, Ala., Harry T. Brown gave up operation of the Roosevelt Theatre and turned it back to its owner, Alex Gounaras.

The Bay View Theatre at Biloxi, Miss. changed ownership from J. M. Sullivan, Jr. to Charles Levy. . . . Mrs. Isabelle Guillory closed the Allen Theatre at Oakdale, La., but is continning to operate the Delta. . . . The new Palm Theatre at Fort Palm, Fla. opened Jan. 6, under operation of Tom Barrow. . . . New Orleans' Crown Theatre burned to the ground recently, with loss estimated at $100,000.

NEW YORK

Edward L. Fabian, executive head of Fabian Theatres, has acquired a financial interest in Waxman Pictures Corp., headed by producer Philip Waxman, according to a trade report here. First picture on the Waxman slate is "Pistolero," starring Jack Palance for United Artists release, with David Miller directing. The film will roll the last week in March. Earlier in the week, Spyros S. Skouras and Plato Skouras, sons of 20th-Fox pres. Spyros P. Skouras, announced that they would organize a company with Robert Jacks and Robert Goldstein, to produce films for UA release.

NEW YORK (cont'd.)

Harry A. Harris has taken a long-term lease on the 800-seat Alpine Theatre at 208 Dyckman St., owned by Muriel J. Berlin, and plans immediate rehabilitation to include re-seating, installation of large screen and CinemaScope equipment. Deal was consummated by Berk and Krumgold, real estate brokers. . . . William "Bill" Gullette announces completion of Altec Lansing's S-15 stereophonic sound system and three Voice of the Theatre speaker systems designed especially for small capacity theatres, in one of the three screening rooms operated by him at 1600 Broadway.

"Cinerama Holiday" will have its world premiere at the Warner Theatre on Feb. 8, for benefit of the Travelers Aid Society. An all-time record of 2,165 showings of "This Is Cinerama" will end its run the preceding Sunday. . . . Arthur M. Rosen, son of the Sam Rosens of Stanley-Warner Corp., became engaged to Helene Weiss, daughter of the Joseph Weiss's of Paris, France. Young Rosen is with Stanley Warner Cinerama Corp. . . . Walter Reade, Jr., head of Walter Reade Theatres and pres. of Atlantic Video Corp., which operates WRTV in Asbury Park, N.J., asked the FCC for authority to discontinue Channel 58, the only channel allocated for Asbury Park, and operate on Channel 8.

Frederick W. DuVall, MPAA treas., succumbed to a heart condition at the age of 62. DuVall had been with the Association since 1929. Tribute to the executive was paid by Eric Johnston, MPAA pres., and Ralph Hetzel, v.p. in charge of the N.Y. office.

PHILADELPHIA

Four men, with an aggregate of some 200 years in the motion picture industry, will be honored at a dinner of Motion Picture Associates in the Bellevue-Stratford ballroom. The pioneers are Alexander Boyd, Abraham Sablosky, William C. Hunt and Benjamin Amsterdam, each of whom has played an important role in development of the industry. . . . For the first time in many years, not a single movie house is open on the Boardwalk in Atlantic City during the winter months. Most recent to close was the Apollo. . . . Union F-7 moving from 13th & Race Sts. to the MPO union offices at 1317 Vine St. . . . Some new members of Variety Tent 13 include Harold Block, Harry C. Gantz, Maurice H. Levin, Wm. Madden, Howard Maschmeier, Joseph Miller, Edward G. Murray and Ralph Schwartz.

The Robert Adlemans will soon be a threesome. . . . Rumored that Leonard Hetelson has joined with others in purchasing Lou Segal's Apollo Theatre. . . . A group of voters from Hanover, York County, asked the Penn. Supreme Court to nullify a 1953 referendum on Sunday movies because of alleged irregularities in the vote on Sunday movies, which were rejected by only 18 votes out of about 4400 cast. . . . Screen Guild received an extension of its local distribution agreement on "Martin Luther." Its next release from Filmakers will be "Crashout."

Manos Ents. now have a controlling interest in Super Sky Way Drive-In Theatre Corp., which retains Sol Shocker as managing director. The company will enlarge its ozoner near Allentown to 1,000 cars. . . . Some 250,000 special student tickets were distributed in public and parochial schools for "Hansel and Gretel" at S-W's Stanton Theatre. . . . U-I branch mgr. Ed Heiber became a grandfather for the first time when his son, Lewis, became father of a girl born in Chicago.

PITTSBURGH

Harold V. Cohen, motion picture editor of the Pittsburgh "Post-Gazette" was selected to receive the Screen Director's Guild annual critic's award, it was announced by George Sidney, Guild president. The award will be presented at the Guild's award dinner at the Biltmore Hotel on Feb. 13. Award is for the critic "whose reviews during the past year are judged to be the most perceptive and conducive to the betterment of motion pictures."

John H. Harris, pres. of Harris Theatre Co., was appointed national chairman for the motion picture industry's participation in Brotherhood Week, which will be celebrated in theatres throughout the nation Feb. 20-27. . . . Jimmy Hendel, UA exchange boss, has been elected national secy. of the Kappa Nu Fraternity. . . . The Fulton and the four other Shea houses in this district have become members of Allied Motion Picture Theatre Owners of Western Penn. . . . Whitehall Theatre had a near catastrophe when a car crashed into the lobby five minutes after the last patrons left the theatre.

PORTLAND

"Bridges at Toko-Ri," which was given a special preview by mgr. Ray Grombacher at his Esquire Theatre, will open at the Paramount on Feb. 9, according to mgr. Mose Mosher. . . . Frank Breall closing his Century for first four days of the week, to run on intermittent basis with revivals and newsreels. . . . Herb Larson, Oregonian drama editor, back at work after tough bout with pneumonia. . . . Mgr. Oscar Nyberg of Fox Theatre giving week-end talks on theatre operation for 150 juveniles when accompanied by teachers. Incidentally, William Lacey was named asst. to Nyberg. . . . Marvin Fox, mgr. of the Liberty Theatre, reports installation of a seamless screen.

The Irvington, leading suburban theatre, undergoing complete renovation, including new marquee. . . . Joseph Roy Ellison, a native of Friend Nebr., pioneer theatre man and civic leader, passed away at 79. . . . Walter Leverette, theatre operator in Jackson and Josephine counties, was named defendant in a personal damage suit for $76,338, charged with reckless driving. . . . Robert Corbin, mgr. of Oregon-Calif. Theas., announced special children's Saturday matinees for the Craterian in Medford, to be okayed by the Children's Library of Parents Magazine. . . . Theodore R. (Ted) Gamble, pres. of Mt. Hood Radio & TV Corp. and other enterprises, was appointed national director of the Treasury's Savings Bond campaign.

ST. LOUIS

The St. L. Court of Appeals set May 3 for a hearing in the LaCosa Theatre case, involving use of two union projectionists, wherein Hugh Graham won a decision in the County Circuit Court against Operators Local 143. The LaCosa was reopened Christmas Day by St. L. Amuse. Co., new operators, with one projectionist. . . . Committees for the National Drive-In Theatre Assn.'s second convention at the Hotel Chase, set for Feb. 8-10, are busy with plans. A. B. Jefferis is convention chairman. . . . Hugh Graham of St. L. leased the 250-car Starlite Drive-In near Salem, Mo. from Paul and Artie Hamaker and will open it sometime in April. . . . Frisina Amuse. will put CinemaScope into all its drive-ins for the coming season, having completed similar installations in its indoor houses. . . . Autovue Drive-In at Malden, Mo. installed CinemaScope equipment from St. L. Theatre Supply.

"Cinerama Holiday" will have its midwest premiere at the Ambassador Theatre Feb. 21. . . . C. Virgil Harris' 350-car All Star Drive-In at Clarkton, Mo. is scheduled to open next month. . . . State Senator Ed Long, owner of the Trojan at Troy and the Orpheum at Elsberry, Mo., also a director of MITO, officially assumed his duties as pres. pro tem of the Missouri Senate. . . . Christ Pashoff, former asst. mgr. at the Washington Theatre, Granite City, Ill., is mgr. of the City Theatre there, which reopened after being dark for two years. The new policy is selected top features at low prices. . . . Walter Lee received a handsome watch in recognition of his 25 years with Columbia, as head of the shipping dept. . . . Paul Hamaker, co-owner of the Starlite Drive-In at Salem, Mo. is back home after a checkup at Barnes Hospital.

Construction is under way on the $450,000 Holiday Drive-In in Overland, St. L. County, newest project of the Jablonow-Komm Theatres. Sixteen ramps on descending levels will accomodate 1,000 cars, and special heaters will be provided at 500 posts for year-round operation. . . . Stewart Cluster, operator of the Palace at Johnston City, Ill., will operate the 600-car drive-in under con-



Attending a special screening of 20th-Fox's "Prince of Players" at the Rivoli Theatre in New York are (l to r): Spyros S. Skouras, Jr., pres. of Skouras Theatres; Philip Dunne, the producer-director; and Raymond Wimple, v.p. of United Artists Theatre Circuit.

ST. LOUIS (cont'd.)

struction near the city limits of Marion, Ill., with April 15 set for opening. . . . H. Beck of Alton and Charles Goldman of St. L. reopened the 500-seat State at Alton, Ill., which had been dark since April 1954. . . . Mrs. C. W. Bates, former owner of the Lincoln at Athens, Ill., passed away.

Recently equipped for CinemaScope showings are the 282-seat Ohio at Goleonda, Ill.; Roxy at Shelbyville, Ill., managed by Coy Blythe; Frank Mann's 500-seat Lions at Troy, Ill. . . . The 525-seat Amythis Theatre in St. L. was reopened by Marvin Bank for Negro trade only. . . . Jablonow-Komm offices are now housed in handsome new headquarters at 120 North Gay in Clayton, St. L. County. . . . Bill Powell, dist. mgr. for Midwest Drive-In Theas., is being transferred to Boston, Mass. headquarters.

SALT LAKE CITY

In a tieup arranged here in connection with the showing of "Vera Cruz" at the Lyric Theatre, a free trip to Mexico for two has been offered by the UA exchange, under branch mgr. W. W. McKendrick; Lyric mgr. Matt Knighton and the Desert News Telegram for the best letter describing why the winner desires to make this trip. . . . Dick Stafford, local Paramount salesman, succeeds Bus Campbell as pres. of Variety Tent 38. K. O. Lloyd is the new 1st asst.; Charles Walker, former 20th-Fox branch mgr., 2nd asst.; Ed F. Montague, treas. Campbell, branch mgr. for Associated Films, becomes international canvasman. Variety is studying several heart fund projects for inclusion in its fund raising drives.

Al Kolitz conferring with RKO branch mgr. Gifford Davison for early presentations of "Americano" and "Under Water." . . . S. S. McFadden, former sales representative in Montana for Columbia, took on new managerial duties at the exchange, replacing Harold Green, transferred to Los Angeles as branch mgr. George Berryman will go on the road into the Montana territory, with shipper Ralph Larsen replacing him as head booker. . . . Andy Floar, who operates the Star Theatre with his brother Tom, is the proud father of a baby girl.

SAN FRANCISCO

The new crew of Variety Tent 32 includes chief barker George Mitchell, Republic branch mgr.; 1st asst. Marshall Naify, United-Calif. Theas. exec.; 2nd asst. Henry Nasser, Nasser Theas.; property master Stanley Lefcourt, Principal Theas. and Royal Theas. Ltd. of Honolulu; dough guy J. Leslie Jacobs, theatre broker, and canvasmen Nate Blumenfeld, Charles Maestri, Ed Sonney. . . . Point Theatre, Point Richmond, will reopen under management of Robert Domenic. . . . The Palace, El Grove, Cal., will move into a newly built theatre soon.

Nate Blumenfeld reports their Fox Theatre in Napa closed and building sold to commercial interests. . . . Jose Gonzales, owner Decoto Theatre, Decoto, in town to look over plans for new theatre. . . . New Bodde screen recently installed in the Rio at Soledad. . . . New drive-in theatre under construction on Maui, Hawaiian Islands, scheduled for May opening by Maui Amuse. Co. . . . Prize-winning Japanese film "Ugetsu," at the Vogue Theatre in its 10th week, is second longest run for this house.

Growth of interest in foreign films seen in new procedure at Metro Theatre, which has scheduled "Earrings of Madam De" and "Companions of the Night" for Jan. 19-25. . . . Ted Tully, Niles Theatre, Niles, seriously ill in St. Mary's Hospital here. . . . Murray Gerson of Universal, recently re-elected pres. of Colosseum Loge #3, after three operations has regained a reasonable facsimile of his nose—the aftermath of an auto accident. . . . Ponderoso Pines Theatre, Bass Lake, will be handled by Arch Booking & Buying from now on, according to owner S. Kirby.

Babe Baratte of 20th-Fox was elected pres. of Local F-17; M-G-M's Jane Fritze elected business agent. . . . Bettie Gambie, head booker at Universal with 25 years service, now recuperating from a long siege in the hospital, wishes to thank the 300 exhibitors for the Silver Anniversary gift and party held in her honor. . . . Ted Reisch, Universal branch mgr., victim of a home accident, broke his wrist last week.

SEATTLE

Maurice (Morrie) Saffle has been elected a director of Theatre Owners of Washington, Northern Idaho and Alaska. Plans are being formulated by this organization for an all-industry dinner in honor of J. M. Hone, exec. secy., who will retire from his post around the 1st of April and who is presently representing the organization at the current session of the Washington State Legislature in Olympia. Among theatre owners united in plans to honor Hone are Fred Nessel of Walla Walla, W. B. McDonald of Olympia, John Kane and Chester Nilsson of Tacoma, L. C. Dawley of Redmond, George Blair of Vashon, Pat Tappan of Wenatchee, Morrie Saffle, Will Conner, Wm. Thedford, L. O. Lukan, H. B. Sabottka, Dwight Spracher and B. C. Johnson of Seattle and Harry Wall of Lewiston, Idaho.

Oscar Chiniquy sold the El Rancho Drive-In at Kent, Wash. to Bill Forman. . . . Walter Roe installed CinemaScope with a Mixer system in his Broadway Theatre, Seattle. . . . B. F. Shearer installed CinemaScope and new carpets in the Washoe Theatre at Anaconda, Mont. . . . Granada Theatre of Spokane, operated by Howard McBride will reopen Feb. 9 with CinemaScope. . . . The Grand at 85th & Greenwood Ave. is being equipped with a Walker wide screen, new anamorphic lenses and drapes by National Theatre Supply. . . . A 4-channel stereophonic system, new drapes and a Walker screen have been sold to Mike Barovic of the Liberty Theatre, Puyallup, Wash.

Films Televised Dec. 25, 1954 to Jan. 21, 1955

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original release date
According to Mrs. Hoyle	Spring Byington	Monog. 5-20-51
The Ace	George Raft	
Asking For Trouble		
Bad Men of Tombstone	Barry Sullivan	Allied Artists 1-22-49
Bulldog Drummond in Africa	John Howard	Par. 8-1-38
Case of the Frightened Lady		
Charlie Chan In Reno	Sidney Toler	Fox 6-5-39
The Checkered Coat	Tom Conway	Fox 7-1-48
Cheer The Brave	Elsie Randolph	
Clouds Over Europe	Laurence Olivier	Col. 6-19-39
The Dark Mirror	Olivia De Havilland	Un. 10-1-46
Dark Waters	Merle Oberon	UA 10-31-44
Disc Jockey	Ginny Simms	Allied Artists 9-10-51
Death of An Angel		
Frontier Horizon	John Wayne	
Hellgate	Joan Leslie	Lippert Pic. 9-5-52
Kill Or Be Killed	Lawrence Tierney	Eagle Lion 3-1-50
Lawless Range	John Wayne	Rep. 2-3-39
Lulu Belle	Dorothy Lamour	Col. 6-11-48
My Beautiful Daughter	Gina Lollobrigida	
Nurse Edith Cavell	Anna Neagle	RKO 8-22-39
Partners of the Sunset	Jimmy Wakely	Monog. 3-1-48
Phantom Caravan	Don Ameche	
Prison Shadows	Roger Pryor	Victory Pic. 7-18-36
Ramrod	Joel McCrea	UA 5-2-47
The Rangers Ride	Jimmy Wakeley	Mono. 9-26-48
Return of the Plainsman		
Rome 11 O'Clock	Lea Padovani	Times Film 4-1-53
Secret Beyond the Door	Joan Bennett	Univ. 1-13-48
Solution by Phone	Clifford Evans	
Southside 1,000	Don Defore	Allied Artists 11-12-50
The Sullivans	Anne Baxter	Fox 2-3-44
Treachery	James Newell	
Two Lost Worlds	Laura Elliot	Eagle Lion 12-22-50
Victoria The Great	Anna Neagle	RKO 9-17-37
Wherever She Goes	Eileen Joyce	Mayer-Kingsley



Paramount's "Strategic Air Command," in VistaVision and starring James Stewart, was previewed at Loew's Capitol in Washington by Cabinet Members, U.S. Senators and Representatives, and top Army and Air Force officials. Shown here (l to r): Loew's executives Eugene Picker and John Murphy; General "Rosie" O'Donnell; Stewart; and E. K. O'Shea, Paramount distribution v.p. The picture will be released later this year.

FEATURES—Calendar of 1953-54 1954-55 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
June 6th	5419	Bowery Boys Meet The Monsters	65	Leo Gorcey, Huntz Hall
June 20th	5426	The Desperado	82	Wayne Morris, James J. Lydon, Beverly Garland
July 18th	5432	The Weak and The Wicked	71½	Glynis Johns, John Gregson
July 25th	5409	Return From The Sea	80	Jan Sterling, Neville Brand
Aug. 8th	5417	Security Risk	69	John Ireland, Dorothy Malone, Keith Larsen
Aug. 22nd	5412	Killer Leopard	70	Johnny Sheffield, Beverly Garland
Sept. 5th	5420	Jungle Gents	64	Leo Gorcey, Huntz Hall
Sept. 12th	5427	Two Guns And A Badge	69	Wayne Morris, Beverly Garland
		1954-55		
Oct. 3rd	5501	The Human Jungle	82	Gary Merrill, Jan Sterling
Oct. 24th	5502	The Bob Mathias Story	80	Bob Mathias, Melba Mathias, Ward Bond
Nov. 7th	5503	Target Earth	75	Richard Denning, Virginia Grey
Nov. 21st	5504	Cry Vengeance	83	Mark Stevens, Martha Hyer, Joan Vohs
Dec. 5th	5505	Port of Hell	80	Dane Clark, Wayne Morris, Carole Mathews
Dec. 19th	5506	Tonight's The Night	88	Barry Fitzgerald, Y. De Carlo, David Niven
Jan. 2nd	5421	Bowery to Bagdad	64	Leo Gorcey, Huntz Hall
Jan. 23rd	5507	Treasure of the Ruby Hills	71	Zachary Scott, Carole Mathews, Dick Foran
Feb. 13th	5508	Big Combo	89	Cornel Wilde, Jean Wallace, Richard Conte, Brian Donlevy
Feb. 20th	5509	Dial 116	62	Bill Elliott, Helene Stanley, Keith Larsen
Feb. 27th	5510	Murder Is My Beat	70	Barbara Payton, Paul Langton
Mar. 13th	5511	God's Angry Men	90	Raymond Massey, Debra Paget, Jeffrey Hunter
Mar. 27th	5512	The Big Tip Off	77	Richard Conte, Constance Smith, Bruce Bennett
Apr. 10th	5513	Annapolis Story (Tech.)	81	John Derek Diana Lynn, Kevin McCarthy
Apr. 17th	5514	High Society	61	Leo Gorcey, Huntz Hall
Apr. 24th	5515	Shot Gun	80	Sterling Hayden, Yvonne De Carlo, Zachary Scott

COLUMBIA

Release Date	Release No.	Production	Time (min.)	Cast
June	633	Saracen Blade (color)	76	Ricardo Montalban, Betta St. John
June	707	Jungle Man-Eaters	68	Johnny Weissmuller
June	——	Black Eagle (Story of a Horse)	76	William Bishop, Virginia Patton Gordon James
July	636	Indiscretion of An American Wife	63	Jennifer Jones, Montgomery Clift
July	649	Hell Below Zero (Technicolor)	91	Alan Ladd, Joan Tetzel
July	705	The Outlaw Stallion (Color)	64	Phil Carey, Dorothy Patrick, Billy Bray
		1954-55		
Special Release	701	The Caine Mutiny (Technicolor)	125	Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn
Aug.	704	Pushover	88	Fred MacMurray, Kim Novak, Phil Carey
Aug.	711	The Law Vs. Billy The Kid (Color)	73	Scott Brady, Betta St. John
Aug.	——	Gun Fighters (Reprint)	87	Randolph Scott, Barbara Britton
Aug.	——	Coroner Creek (Reprint)	90	Randolph Scott, Marguerite Chapman
Sept.	712	Bullet Is Waiting (Tech.)	82	Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne
Sept.	710	Human Desire	90	Glenn Ford, Gloria Grahame, Broderick Crawford
Sept.	721	The Black Dakotas (Technicolor)	65	Gary Merrill, Wanda Hendrix, John Bromfield
Oct.	702	On the Waterfront	108	Marlon Brando, Karl Malden, Lee J. Cobb
Oct.	720	Three Hours to Kill (Technicolor)	77	Dana Andrews, Donna Reed
Nov.	——	The Detective	91	Alec Guiness, Joan Greenwood
Nov	716	Fire Over Africa (Technicolor)	84	Maureen O'Hara, Macdonald Carey
Dec.	715	Phffft	88	Judy Holliday, Jack Carson, J. Lemmon
Dec.	717	They Rode West (Color)	84	Robert Francis, Donna Reed
Jan.	731	The Bamboo Prison	80	Robert Francis, Diane Foster
Jan.	——	Masterson of Kansas (Technicolor)	73	George Montgomery, Nancy Gates
Jan.	735	The Violent Men (CinemaScope-Tech.)	96	Glenn Ford, Barbara Stanwyck, Edward G. Robinson

FILMAKERS

Release Date	Release No.	Production	Time (min.)	Cast
Sep. 15	6067	Private Hell 36	81	Ida Lupino, Steve Cochran, Howard Duff
(not set)	6068	Mad At The World	——	Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell
Feb. 15	6069	Crashout	——	William Bendix, Arthur Kennedy, Beverly Michaels

I. F. E.

American Dialogue

Release Date	Release No.	Production	Time (min.)	Cast
June '54		Sensualita	74	Eleonora Rossi Drago, Amedeo Nazzari
August '54		Hell Raiders of the Deep	93	Eleonora Rossi Drago, Pierre Cressoy
September '54		Bread, Love and Dreams	90	Gina Lollobrigida, Vittorio ,De Sica
October '54		Girls Marked Danger!	75	Vittorio Gassman, Silvana Pampanini
November '54		Aida (in Ferraniacolor) (in association with S. Hurok)	95	Sophia Loren, Afro Polli, Lois Maxwell
November '54		Mademoiselle Gobette	78	Silvana Pampanini
December '54		Theodora, Slave Empress (Pathecolor	88½	Gianna Maria Canale, Georges Marchal,
January '55		Wayward Wife	95	Gina Lollobrigida

LIPPERT PRODUCTIONS

Release Date	Release No.	Production	Time (min.)	Cast
Apr. 2nd	5311	Fangs of the Wild	71	Charles Chaplin, Jr., Margia Dean, Onslow Stevens
Apr. 16th	5310	Heat Wave	68	Alex Nicol, Hillary Brooke
May 21st	5328	Monster From The Ocean Floor	64	Anne Kimbell, Stuart Wade
May 28th	5308	Cowboy (Eastman Color)	69	Special Cast
June 18th	5327	The Big Chase	60	Lon Chaney, Glenn Langan, Adele Jergens
June 25th	5326	Paid To Kill	70	Dane Clark
July 16th	5329	River Beat	73	Phyllis Kirk, John Bentley
Aug. 20th	5405	Thunder Pass	76	Dane Clark, Dorothy Patrick, Andy Devine
Sept. 3rd	5330	Terror Ship	72	William Lundigan
Sept. 17th	5404	Silent Raiders	65	Richard Bartlett, Earle Lyon, Jeannette Bordeaux
Sept. 24th	5401	The Unholy Four	80	Paulette Goddard
Oct. 8th	5402	Deadly Game	63	Lloyd Bridges, Simone Silva, Finlay Currie
Nov. 26th	5323	The Siege	63	Special Cast
Dec. 10th	5403	Race for Life	69	Richard Conte, Mari Aldon, George Coulouris
Dec. 24th	5407	The Black Pirates (Color)	74	Anthony Dexter, Lon Chaney, Martha Roth
Jan. 7th	5406	They Were So Young	——	Scott Brady, Raymond Burr, Johanna Matz
Jan. 28th	5411	The Silver Star	——	Edgar Buchanan, Marie Windsor, Lon Chaney

METRO-GOLDWYN-MAYER

Release Date	Release No.	Production	Time (min.)	Cast
June	425	Men of the Fighting Lady (Ansco Color)	80	Van Johnson, Dewey Martin, Walter Pidgeon
	424	Student Prince (Cinema-Scope-Technicolor)	107	Ann Blyth, Edmund Purdom, John Ericson
July	431	Valley of the Kings Eastman Color)	83	Robert Taylor, Eleanor Parker, Carlos Thompson
	430	Gone With The Wind (Technicolor)	222	Clark Gable, Vivien Leigh
Aug.	429	Her Twelve Men (Color)	91	Greer Garson, Robert Ryan, Barry Sullivan
	426	Seven Brides for Seven Brothers (Color-Cinema-Scope)	102	Jane Powell, Howard Keel
		1954-55		
Sept.	501	Betrayed (EastmanColor)	108	Lana Turner, Clark Gable, Victor Mature
	504	Brigadoon (Color-Cinema-Scope)	108	Van Johnson, Cyd Charisse
Oct.	503	Rogue Cop	92	Robert Taylor, Janet Leigh
	502	Beau Brummell (EastmanColor)	111	Elizabeth Taylor, Stewart Granger
Nov.	507	Athena (EastmanColor-CinemaScope)	95	Jane Powell, Vic Damone, Debbie Reynolds
Nov.	510	Last Time I Saw Paris (Technicolor)	116	Elizabeth Taylor, Van Johnson, Donna Reed
Dec.	511	Crest of the Wave	90	Gene Kelly, Jeff Richards
	513	Battleground (Re-Issue)	118	Van Johnson, John Hodiak, Ricardo Montalban, George Murphy
	514	The Asphalt Jungle (Re-Issue)	112	Sterling Hayden, Louis Calhern, Jean Hagen
	512	Deep In My Heart (EastmanColor)	132	Jose Ferrer, Merle Oberon, Helen Traubel, Walter Pidgeon, Paul Henreid
Jan.	515	Bad Day at Black Rock (Color CinemaScope)	81	Spencer Tracy, Robert Ryan, Anne Francis, Walter Brennan
	516	Green Fire (Color CinemaScope)	100	Stewart Granger, Grace Kelly

FEATURES—Calendar of 1953-54 / 1954-55 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
Feb.	517	Many Rivers to Cross (Color CinemaScope)	83	Robert Taylor, Eleanor Parker
	518	Jupiter's Darling (Color CinemaScope)		Esther Williams, Howard Keel
March		Hit The Deck		Jane Powell, Tony Martin
		Interrupted Melody (Color CinemaScope)		Glenn Ford, Eleanor Parker
April		Glass Slipper		Michael Wilding, Leslie Caron
		Bedevilled (Color CinemaScope)		Anne Baxter, Steve Forrest

PARAMOUNT

Apr.	5351	Javanese Dagger (Featurette Special)	27	Paul Douglas
Apr.	5352	Falstaff's Fur Coat (Featurette Special)	27	Paul Douglas
Apr.	5353	The Missing Passenger (Featurette Special)	27	Paul Douglas
Apr.	5354	The Final Twist (Featurette Special)	27	Paul Douglas
Apr.	5355	The Sable Scarf (Featurette Special)	27	Paul Douglas
Apr.	5356	The Wedding Gift (Featurette Special)	27	Paul Douglas
May	5316	Casanova's Big Night (Tech.)	85	Bob Hope, Joan Fontaine, Audrey Dalton, Basil Rathbone
June	5317	Elephant Walk (Technicolor)	103	Elizabeth Taylor, Dana Andrews
June	5318	Secret of the Incas (Technicolor)	101	Charlton Heston, Robert Young
July	R5325	The Greatest Show on Earth (Re-Release)	153	Charlton Heston, Betty Hutton, James Stewart, Cornel Wilde, Dorothy Lamour, Gloria Grahame
July	5319	Knock On Wood (Technicolor)	103	Danny Kaye, Mai Zetterling
August	5320	Living It Up (Technicolor)	101	Dean Martin, Jerry Lewis, Janet Leigh
August	5321	About Mrs. Leslie	104	Shirley Booth, Robert Ryan

1954-55

September	5401	Rear Window (Technicolor)	119	James Stewart, Grace Kelly
October	5402	Sabrina	113	Humphrey Bogart, Audrey Hepburn, William Holden
October	R5403	Reap the Wild Wind (Technicolor) Re-release	124	John Wayne, Susan Hayward, Ray Milland, Paulette Goddard
November	5430	White Christmas (Vista-Vision-Technicolor)	120	Bing Crosby, Danny Kaye, Rosemary Clooney, Vera-Ellen.
December	5404	Three Ring Circus (Vista-Vision-Technicolor)	104	Dean Martin, Jerry Lewis
January	5405	The Bridges At Toko-Ri (Technicolor)	103	William Holden, Grace Kelly, Frederic March, Mickey Rooney
February	5406	Mambo		Shelley Winters, Silvana Mangano, Vittorio Gasman, Katherine Dunham and Dancers
February	5407	Conquest of Space (Technicolor)		Produced by George Pal
March	5408	Ulysses (Technicolor)		Kirk Douglas, Silvana Mangano, Anthony Quinn, Rossana Podesta
March	5409	The Country Girl	104	Bing Crosby, William Holden, Grace Kelly

RKO-RADIO

June	414	Sins of Rome	75	Massimo Girotti, Ludmilla Tcherina
June	413	Silver Lode (Technicolor)	80	John Payne, Lizabeth Scott
June	477	The Thing (Reissue)	80	All star exploitation picture
June	478	Stations West (Reissue)	80	Dick Powell
July	501	Susan Slept Here (Technicolor)	98	Debbie Reynolds, Dick Powell, Anne Francis
July	479	Gunga Din (re-release)	95	Cary Grant, Victor McLaglen, Douglas Fairbanks, Jr.
July	480	Lost Patrol (re-issue)	66	Victor McLaglen, Boris Karloff, Glenn Ford
July	351	Hans Christian Andersen (Technicolor)	112	Danny Kaye, Farley Granger, Jeanmaire
September	502	Africa Adventure	64	Documentary
Sept.	572	She Wore A Yellow Ribbon	104	John Wayne, Joanne Dru, John Agar
September	570	Every Girl Should Be Married (Reissue)	85	Franchot Tone, Diana Lynn, Cary Grant, Betsy Drake
September	571	The Window (Reissue)	73	Barbara Hale, Bobby Driscoll, Arthur Kennedy
October	503	Passion (Tech.)	84	Cornel Wilde, Yvonne de Carlo, Raymond Burr
Nov.	504	This Is My Love (PatheColor)	91	Linda Darnell, Rick Jason, Dan Duryea, Faith Domergue

Release Date	Release No.	Production	Time (min.)	Cast
Nov.	505	Cattle Queen of Montana (Technicolor)	88	Barbara Stanwyck, Ronald Reagan, Gene Evans, Lance Fuller, Tony Caruso
Dec.	508	Hansel & Gretel (Tech.)	75	The "Kinemins"
Jan.	509	The Americano (Technicolor)	85	Glenn Ford, Ursula Thiesa, Frank Lovejoy, Cesar Romero
Jan.		Jet Pilot (Technicolor-Superscope)	119	John Wayne, Janet Leigh
Jan.		"Son Of Sinbad" (Technicolor-Superscope)	90	Dale Robertson, Sally Forrest, Lili St. Cyr, Vincent Price, Mari Blanchard
Jan.		Quest for the Lost City (color)	60	Dane & Ginger Lamb
Jan.		Escape to Burma (Tech.-Superscope)		Barbara Stanwyck, David Farrar, Robert Ryan
Jan.		Seven Bad Men (Technicolor-Superscope)		Randolph Scott, Mala Powers, Forrest Tucker
Feb.	506	"Underwater!" (Technicolor-Superscope)	99	Jane Russell, Gilbert Roland, Richard Egan, Lori Nelson, Robert Keith, Joseph Calleia
Feb.	507	Tarzan's Hidden Jungle		Gordon Scott, Vera Miles
Feb.		The Conqueror (Cinemascope-color)		John Wayne, Susan Hayward, Pedro Armendariz

REPUBLIC

June	1st	5304	Hell's Half Acre	91	Wendell Corey, Evelyn Keyes, Elsa Lanchester
July	1st	5305	Laughing Anne	91	Wendell Corey, Margaret Lockwood, Forrest Tucker Ronald Shiner
Aug.	1st	5306	Make Haste to Live	90	Dorothy McGuire, Stephen McNally, Mary Murphy
Aug.	15th	5308	The Outcast	90	John Derek, Joan Evans
Aug.	23rd	5307	Johnny Guitar	110	Joan Crawford, Sterling Hayden, Scott Brady, Mercedes McCambridge
Aug.	25th	5310	Roogie's Bump	71	Robert Marriot, Ruth Warwick, Robert Simon
Sept.	1st	5309	Tobor The Great	77	Charles Drake, Karin Booth, Arthur Shields, Billy Chapin
Sept.	1st	5311	The Shanghai Story	90	Ruth Roman, Edmond O'Brien, Richard Jaeckel
Nov.	15th	5312	The She Wolf	93	Kerina, Ettore Manni, May Britt
Dec.	1st	5313	Trouble In Glen	91	Margaret Lockwood, Orson Welles, Forrest Tucker
Dec.	8th	5314	The Atomic Kid	86	Mickey Rooney, Robert Strauss, Elaine Davis
Dec.	15th	5315	Hell's Outpost	90	Rod Cameron, Joan Leslie, Chill Wills
Jan.	5th	5430	African Manhunt	65	Myron Healey, Karen Booth, John Kellogg
Jan.	28th	5326	Carolina Cannonball	72	Judy Canova, Ross Elliott, Andy Clyde
Jan.	12th	5431	Trouble In Store	86	Norman Wisdom, Margaret Rutherford, Moira Lister

TWENTIETH CENTURY-FOX

1954

June	406	Gorilla At Large (Technicolor-3-D)	84	Anne Bancroft, Cameron Mitchell, Lee J. Cobb
June	415	Demetrius and the Gladiators (CinemaScope-Tech.)	101	Victor Mature, Susan Hayward
June	414	Princess of the Nile (Tech.)	71	Jeffrey Hunter, Debra Paget
Aug.	408	The Raid (Tech.)	83	Van Heflin, Anne Bancroft
July	416	Garden of Evil (CinemaScope-Tech.)	100	Gary Cooper, Susan Hayward, Richard Widmark
July	417	The Gambler from Natchez (Technicolor)	88	Dale Roberston, Debra Paget, Kevin McCarthy
Aug.	419	Broken Lance CinemaScope-DeLuxe Color)	96	Richard Widmark Spencer Tracy, Jean Peters
Aug.	408	The Raid (Panoramic Prod.-Tech.)	83	Van Heflin Ann Bancroft
Sept.	420	The Egyptian (Cinema-Scope DeLuxe Color)	140	Gene Tierney Edmund Purdom, Victor Mature, Jean Simmons
October	421	Woman's World (CinemaScope Print by Technicolor)	94	Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Arlene Dahl, Fred MacMurray and Cornel Wilde
October	418	Flight of the White-Heron (CinemScope-Tech.)	52	Documentary
October	424	The Adventures of Hajji Baba (CinemaScope Color by De Luxe)	94	John Derek, Elaine Stewart
October	422	Carmen Jones (CinemaScope-Color by De Luxe)	105	Harry Belafonte, Dorothy Dandridge, Pearl Bailey
November	423	Black Widow (CinemaScope-Color by De Luxe)	95	Gene Tierney, Van Heflin, Peggy Ann Garner
November	425	Desiree (CinemaScope-Color by De Luxe)	110	Marlon Brando, Jean Simmons

FEATURES—Calendar of 1953-54 / 1954-55 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
November	428	Black Thirteen	75	Peter Reynolds, Rona Anderon
November	427	Outlaw's Daughter (Color)	75	Bill Williams, Kelly Ryan
December	426	There's No Business Like Show Business	117	Marilyn Monroe, Ethel Merman, Dan Dailey, Donald O'Connor, Mitzi Gaynor, Johnnie Ray
December	430	The Other Woman	81	Hugo Haas, Cleo Moore
December	429	Devil's Harbor	71	Richard Arlen, Greta Gynt
		1955		
January	422	Carmen Jones (CinemaScope-Color by De Luxe)	107	Pearl Bailey, Dorothy Dandridge, Harry Belafonte, Joe Adams
January	502	Prince of Players (CinemaScope-Color by De Luxe)	102	Richard Burton, Maggie McNamara, John Derek, Raymond Massey, Charles Bickford, Elizabeth Sellars
January	540	Twelve O'Clock High (Re-Release)	132	Gregory Peck, Hugh Marlowe, Gary Merrill, Millard Mitchell, Dean Jagger
February	503	White Feather (CinemaScope-Tech.)		Robert Wagner, John Lund, Debra Paget, Jeffrey Hunter, Eduard Franz
February	505	The Racers (CinemaScope-Color by De Luxe)		Kirk Douglas, Bella Darvi, Gilbert Roland, Cesar Romero
February	506	Life in the Balance	74	Ricardo Montalban, Anne Bancroft, Lee Marvin, Jose Perez
March	507	Untamed (CinemaScope-Color by De Luxe)		Tyrone Power, Susan Hayward, Richard Egan, John Justin, Agnes Moorehead, Rita Moreno, Hope Emerson
March	504	That Lady (CinemaScope-Color)		Olivia de Havilland, Gilbert Roland, Paul Scofield, Dennis Price
March	508	Our Girl Friday (Color)		Joan Collins, Kenneth More, George Cole
April	509	A Man Called Peter (CinemaScope-Colr by De Luxe)		Jean Peters, Richard Todd, Gill Esmond, Robert Burton
April	510	Violent Saturday (CinemaScope-Color)		Victor Mature, Sylvia Sidney, Stephen McNally, J. Carroll Naish

UNITED ARTISTS

Release Date		Release No.	Production	Time (min.)	Cast
June	—	5422	Challenge the Wind (Color by Color Corp. of America)	69	George & Sheila Graham
June	—	5423	Gog (Eastman Color) Available in 3D	85	Richard Egan, Constance Dowling, Herbert Marshall
June	—	5424	Hobson's Choice	107	Charles Laughton, John Mills, Brenda DeBanzie
June	—	5425	Man With A Million (Technicolor)	90	Gregory Peck, Ronald Squire, Jane Griffiths
July		5426	Adventure of Robinson Crusoe (PatheColor)	90	Dan O'Herliby, James Fernandez, C. Lopez
July	—	5427	Apache (Technicolor)	91	Burt Lancaster, Jean Peters
July		5417	Return to Treasure Island (PatheColor)	75	Tab Hunter, Dawn Addams, James Seay
July		5431	The Lawless Rider	62	Johnny Carpenter, Frankie Darro
Aug.		5429	Malta Story	98	Alec Guinness, Jack Hawkins
Aug.		5334	Crossed Swords (PatheColor)	86	Errol Flynn, Gina Lollobrigida
Aug.		5432	The Diamond Wizard	83	Dennis O'Keefe, Margaret Sheridan
Aug.		5430	Victory At Sea	96	Documentary
Aug.		5433	Down Three Dark Streets	84	Broderick Crawford, Ruth Roman
Sept.		5437	The Golden Mistress (Technicolor)	82	John Agar, Rosemarie Bowe
Sept.		5435	Jesse James' Women (Technicolor)	83	Peggie Castle, Jack Beutel
Sept.		5419	Khyber Patrol (Color)	71	Richard Egan, Dawn Addams
Sept.		5436	Suddenly	77	Frank Sinatra, Sterling Hayden
Oct.		5440	The Barefoot Contessa (Technicolor)	128	Humphrey Bogart, Ava Gardner
Oct.		5434	Sitting Bull (CinemaScope, color)	105	Dale Robertson, Mary Murphy
Oct.		5439	The Little Kidnappers	93	Duncan Macrae, Jean Anderson
Oct.		5441	Operation Manhunt	77	Harry Townes, Jacques Aubuchon
Nov.		5446	Twist of Fate	89	Ginger Rogers, Jacques Bergerac
Nov.		5438	Shield for Murder	80	Edmond O'Brien, John Agar, Marla English
Nov.		5444	The White Orchid (PatheColor)	81	William Lundigan, Peggie Castle
Nov.		5447	Snow Creature	70	Paul Langton, Leslie Denison
Nov.		5445	You Know What Sailors Are (Technicolor)	89	Akim Tamiroff, Donald Sinden
Dec.		5448	Vera Cruz (Technicolor, Superscope)	94	Gary Cooper, Burt Lancaster
Dec.		5443	The Steel Cage	80	Paul Kelly, Maureen O'Sullivan
Dec.		5449	Romeo and Juliet (Technicolor)	140	Laurence Harvey, Susan Shentall
Jan.		5450	Black Tuesday	80	Edward G. Robinson, Jean Parker
Jan.		5501	The Beachcomber (Technicolor)	82	Robert Newton, Glynis Johns
Jan.		5502	Battle Taxi	82	Sterling Hayden, Arthur Franz
Feb.			Sabaka (Technicolor)	81	Boris Karloff, Reginald Denny
Feb.			The Good Die Young	100	Laurence Harvey, Gloria Grahame
Feb.			Canyon Crossroads		Richard Basehart, Phyllis Kirk

UNIVERSAL

Release Date	Release No.	Production	Time (min.)	Cast
June	422	Drums Across The River (Technicolor)	78	Audie Murphy, Lisa Gaye
June	423	Black Horse Canyon (Technicolor)	82	Joel McCrea, Mari Blanchard
July	424	Johnny Dark (Tech.)	85	Tony Curtis, Piper Laurie
July	425	Tanganyika (Tech.)	81	Van Heflin, Ruth Roman
Aug.	427	Francis Joins The Wacs	94½	Donald O'Connor, Julia Adams
Aug.	428	Magnificent Obsession (Technicolor)	108	Jane Wyman, Rock Hudson
Sept.	429	Black Shield of Falworth (Technicolor-Regular)	99	Tony Curtis, Janet Leigh
Sept.	436	Black Shield of Falworth (Tech.-CinemaScope)		Tony Curtis, Janet Leigh
Sept.	430	Dawn At Socorro (Technicolor)	80½	Rory Calhoun, Piper Laurie
Oct.	431	The Naked Alibi	86	Sterling Hayden, Gloria Grahame
		1954-55		
Nov.	501	Bengal Brigade (Tech.)	87	Rock Hudson, Arlene Dahl
Nov.	502	Four Guns To The Border (Tech.)	83	Rory Calhoun, Colleen Miller
Nov.	504	Ricochet Romance	80	Marjorie Main, Chill Wills, Rudy Vallee
Dec.	510	Yellow Mountain (Technicolor)	78	Lex Barker, Mala Powers, Howard Duff
Dec.	505	Sign of the Pagan (CinemaScope-Tech.)	92	Jeff Chandler, Jack Palance, Rita Gam
Dec.	506	Sign of the Pagan (Regular-Technicolor)	92	Jeff Chandler, Jack Palance, Rita Gam
Jan.	507	So This Is Paris		Tony Curtis, Gloria DeHaven, Gene Nelson, Corinne Calvert
Jan.	508	Destry		Audie Murphy, Marj Blanchard
Jan.	503	West of Zanzibar		Anthony Steel Sheila Sim
Feb.	511	The Far Country (Technicolor)		Jim Stewart, Ruth Roman
Feb.	512	Six Bridges to Cross		Tony Curtis, Julie Adams
Feb.	513	Abbott & Costello Meet The Keystone Kops		Bud Abbott, Lou Costello

WARNER BROS.-FIRST NATIONAL

Release Date	Release No.	Production	Time (min.)	Cast
June 19th	328	Them	94	James Whitmore. Edmund Gwenn, Joan Weldon
July 3rd	329	The High And The Mighty (CinemaScope-Color by WarnerColor)	147	John Wayne, Claire Trevor, Laraine Day, Robert Stack, Jan Sterling
July 24th	330	Ring Of Fear (CinemaScope-Color by WarnerColor)	93	Clyde Beatty, Pat O'Brien, Mickey Spillane, Marian Carr
Aug. 7th	331	King Richard and the Crusaders (CinemaScope-WarnerColor)	113	Virginia Mayo, Rex Harison
Aug. 21st	332	Duel in the Jungle Technicolor	102	Dana Andrews, Jeanne Crain
		1954-55		
Sept. 4th	401	Dragnet (WarnerColor)	89	Jack Webb, Ben Alexander
Sept. 25th	402	The Bounty Hunter (WarnerColor)	79	Randolph Scott, Marie Windsor
Oct. 16th	403	A Star is Born (CinemaScope-Tech.) (Special Engagements only)	154	Judy Garland, James Mason, Jack Carson
Nov. 13th	404	Drum Beat (CinemaScope-WarnerColor)	111	Alan Ladd, Audrey Dalton
Nov. 27th	405	Track of the Cat (CinemaScope-WarnerColor)	102	Robert Mitchum, Diana Lynn, Teresea Wright
Dec. 11th	406	Saratoga Trunk (Re-release)	135	Gary Cooper, Ingrid Bergman, Flora Robson
Dec. 11th	407	The Big Sleep (Re-release)	114	Humphrey Bogart, Lauren Bacall, Martha Vickers.
Jan 1st	409	Young at Heart (Color by WarnerColor) (Print by Technicolor)	117	Doris Day, Frank Sinatra, Gig Young, Ethel Barrymore, Dorothy Malone, Robert Keith
Jan. 22nd	403	A Star is Born (In CinemaScope) (Color by Technicolor)	154	Judy Garland, James Mason, Jack Carson, Charles Bickford, Tom Noonan
Feb. 5th	408	The Silver Chalice (In CinemaScope) (Color by WarnerColor)	137	Virginia Mayo, Pier Angeli, Jack Palance, Paul Newman, Walter Hampden
Feb. 26th	412	Unchained	75	Elroy Hirsch, Barbara Hale, Chester Morris

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"Fresh and convincing!" —N. Y. Herald-Tribune
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THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

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HIBS DESIGNATED
CO-CONSPIRATORS
GH JOINING
MM. ACTION

EATREMEN UPHELD
TAX BREAKAGE
APPEALS COURT

ASS ROOTS BACK
LL TV DRIVE;
ACTION NEAR

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VIEWS

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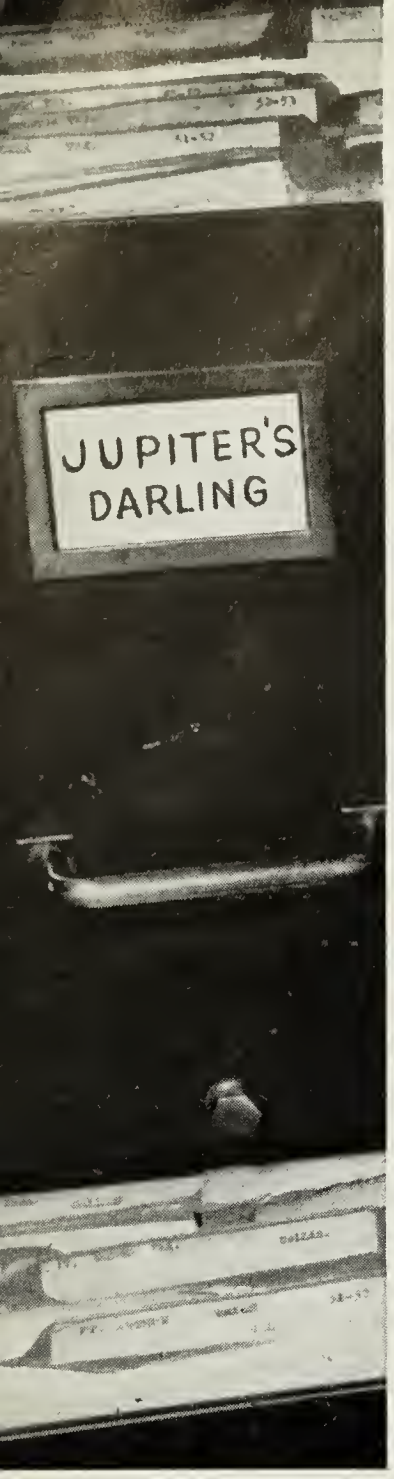
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A "MUST" FOR EXHIBITION

NOW that the complex problem of subscription television is receiving increased attention from the Federal Communications Commission and the U.S. Congress, and action on the subject appears to be imminent, responsible exhibitors should be asking themselves, "What can I do in this situation to help my business?"

The answer is to join in and support the campaign of the Joint Committee on Toll TV which is presently soliciting voluntary contributions from theatre owners according to the COMPO formula of dues payments for theatres set up in 1954. (See scale of payments in story on page 5.) The committee is seeking to raise $150,000 with which to carry out its program.

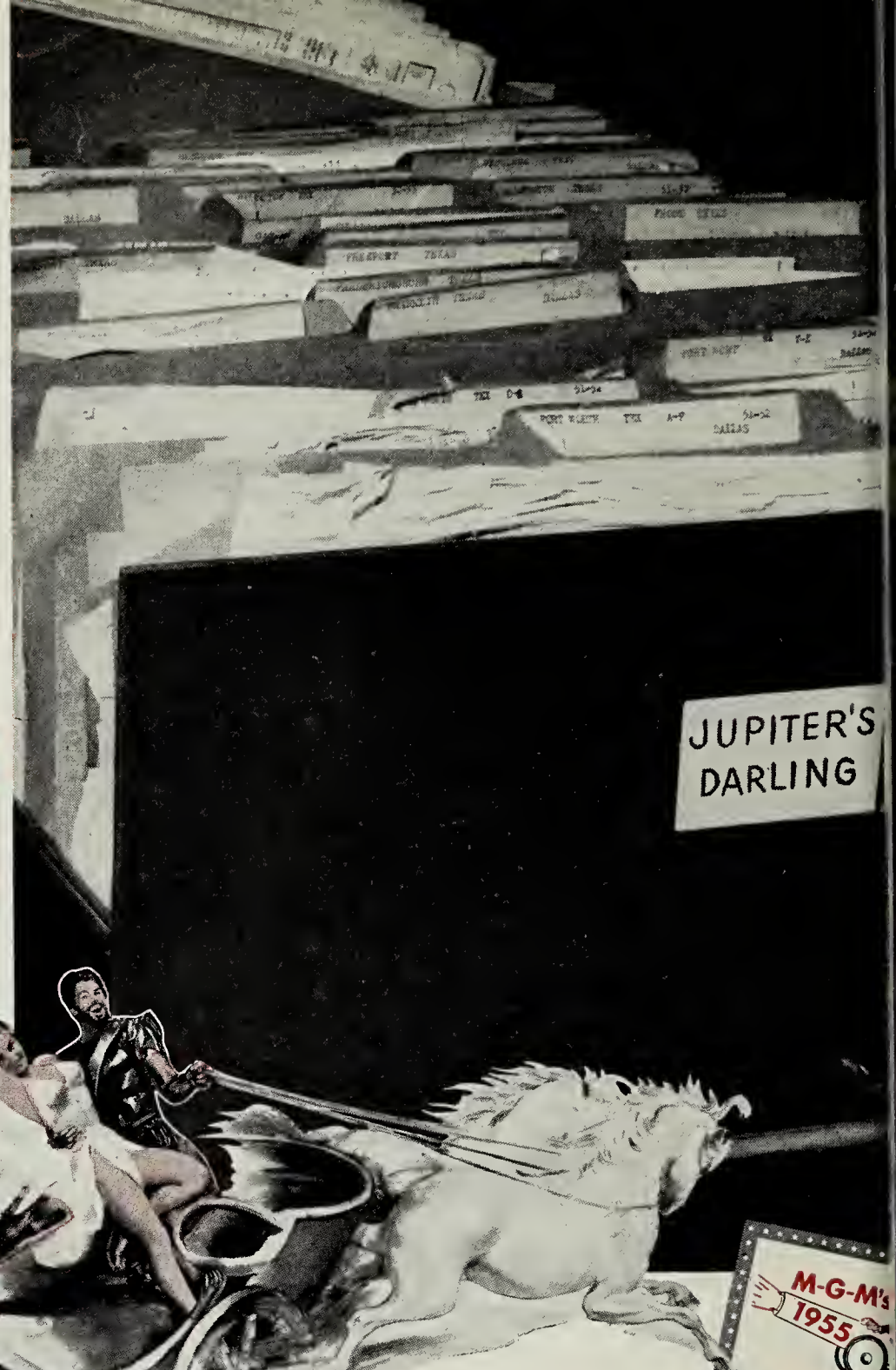
(See Page 3)



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270,073,553 persons reached by advertising and TV. Twenty-one million viewers with Esther Williams on "What's My Line"; 42 million reached by Ed Sullivan's "Toast of the Town" (*scenes from the picture, interview with Esther*); 8,370,000 with Ed Murrow's "Person to Person" Feb. 11th visit to Esther's home; 198,703,553 readership of magazine ads and the 4 big national Sunday Supplements. Countless more millions will see the Baby Elephant in M-G-M's touring "Jupiter's Darling" truck, with visits to editors, TV and radio stations, hospitals, etc.



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February 5, 1955
Vol. 35 No. 2

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Payment of this contribution, which is recommended by the representatives of all participating exhibitor associations, is a must for every theatre owner and the sooner the funds are received and put to use by the committee, the better for all concerned. Time is of the essence. The funds are needed now and there is no excuse for delaying participation once you are approached through a general mailing or other means provided by the committee.

It is within the realm of possibility that a hasty decision on toll TV may be made by the FCC even though reliable reports from within the Commission indicate that there will be no snap judgments. It is to be hoped that the FCC will first examine the broad questions which must be decided before there can be any proper ruling on the specific application for the approval of a toll TV system and the allocation of channels.

The FCC has yet to make a determination whether or not it has the power to authorize toll TV. For other good and valid reasons, the FCC may deem the problem a proper subject for legislation. In that event, the entire question of toll TV may be dumped in the lap of Congress. There are any number of other possibilities.

If the Commission did choose to go ahead on its own, it might have to consider many other complex legal and engineering problems. The traditional freedom of the airwaves and what constitutes public interest in this matter would be a subject for major consideration. The FCC should likewise have to consider whether pay-as-you-see video falls within the broadcasting category or is subject to a common carrier allocation. Consideration would have to be given to the granting of what virtually amounts to a government-sponsored monopoly and dozens of other problems including the effect of subscription television on the country's economy and retail business generally.

The proponents of toll TV have been conducting a campaign which is presently at its peak and strives to create the impression that the public is demanding this medium and that its sanction by the Commission will serve the public interest.

Action by the Joint Committee, in its own words, is "long overdue." It must be ready for all eventualities. The fallacies and the arguments of the toll TV sponsors must be exposed and it must be clearly demonstrated to the public, the FCC and Congress that pay-as-you-see TV would be detrimental to free home TV, and that the public will not be willing to pay for programs which they are now receiving free. It must be shown that toll TV is not in the public interest.

In this regard, participation by theatre owners in the campaign will not be ended with their contributions to develop the overall campaign. There may well be a necessity for a grass roots effort in much the same manner as in the Federal tax campaign. If ever exhibition had to stand united on an issue, this is it.

One thing must be made clear. Exhibitors do not object to toll TV. They do object to unfair competition from toll TV if the medium is granted the free use of the air waves. Theatre television must operate via coaxial cable and is denied the use of the air waves. If the sponsors of subscription television use coaxial cables to bring their programs into homes (for which FCC approval would not be necessary), there would be no justification for exhibitors to complain about a preferred economic position for toll TV.

To prepare all the necessary facts and figures for the information of theatre owners, the public, the press, the FCC and Congress, the Joint Committee has need of the services of constructive public relations counsel, expert legal counsel and sound engineering advice. All these services will cost money. Send in your contribution right away. Send it to Philip Harling, treasurer of the Joint Committee on Toll TV, 1585 Broadway, New York 36, N. Y. There's a job to be done.

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Legislation . . .

New York

A perennial bill sponsored by Sen. Fred G. Moritt, Brooklyn, proposes special taxes that N.Y.C. might levy, including a 10 percent levy on admissions to entertainment, but only if charge is $2 or more, because movies are the "poor man's entertainment." . . . Bill proposing that films brought into projection booths in theatres bear evidence of inspection and repair prior to shipment, has been reintroduced by Assemblyman Bertram L. Podell, Brooklyn. . . . The Williamson-Brook bill, proposing extension of "daylight saving time" from the last Sunday in September to the last Sunday in October, supported by Mayor Robert F. Wagner of New York, who has indicated probability of similar action by Massachusetts and possibly New Jersey. . . . Another measure would delay legalization of bingo beyond the three years the amending process requires. If the bill is not altered, the law would require any city, town or village desiring to allow bingo to hold a general or special election. Bill asks for a constitutional change to legalize the game on local option by 1958, and also limits prizes to $1,000 a night and $250 for any one game.

Massachusetts

Bill #718 asks for two licensed operators in projection booth. . . . Bill #934 would require special licenses for operators of projection equipment in churches, schools and institutions, at a fee of $3.00. . . . Bill #1204 proposes that storage or distribution of nitrate film for public exhibition be prohibited. . . . Bill #1692 asks to have age limit for licensed operators lowered from 21 to 18 years. . . . Bill# 1701 proposes an amendment to the cinematograph law which would invalidate existing regulations regarding use of nitrate films, to apply only to cellulose acetate or slow-burning films. . . . Bill to construct a $15,000,000 underground garage near Boston Common, to relieve congestion in shopping and theatrical districts, enthusiastically endorsed by many business leaders.

Oklahoma

A bill allowing Oklahoma City and Tulsa to levy local admission taxes is scheduled to be killed in the state senate. Sen. George Miskovsky, who introduced the measure, is expected to withdraw it after protests by local industry spokesmen.

Iowa

A new bill to restore licensing power to township trustees has been introduced in the senate by C. E. Stewart and others. Last year, the state supreme court held township powers to license businesses, especially theatres, were unconstitutional. The decision was handed down in connection with a fight over a license to a drive-in near Charles City. The new bill seeks to set limitations on the licensing power to meet the objections of the court. It would require that township trustees shall grant business licenses to any applicant who establishes that he is a person of good moral character and would be in conformance with health, fire and other regulations.

Delaware

Rep. Paul R. Livingston (Dem., Wilmington) has introduced a measure in the State House of Representatives which would permit theatres in unincorporated areas of New Castle County to operate continuously from noon to midnight.

Ohio

A new administration-sponsored film censorship bill defines "obscene" and "tending to incite to crime," and provides fines of from $25 to $300 for exhibitors who show unlicensed films, or distributors who refuse to delete objectionable material. In Cleveland, the welfare committee of the city council unanimously adopted a resolution calling on the legislature to enact a film censorship law that could be upheld by the U. S. Supreme Court.

SCTOA Fears Circuits' "Drive-In Dominance"

HOLLYWOOD. — Resolutions calling upon the Justice Department to review with a view to stem the further acquisition by large theatre circuits of additional houses have been adopted by the Southern California Theatre Owners Association. At a meeting held this week the members expressed their concern that the large theatre circuits would extend their dominance over the drive-in theatre business.

The resolutions urged Justice "to view with the greatest concern the efforts of the giant theatre companies, formed from the acquisitions of the producer-theatre-owning defendants, found to have violated the anti-trust laws . . . to expand their already overwhelming aggregations of theatre properties."

It was further urged that "the prohibitions against new theatre expansion and acquisitions by the theatre companies resulting from the divorcement of the former producer-theatre-owning companies be continued until" such time as found necessary.

Exhibs Named As Co-conspirators Weigh Joining 16mm. Justice Suit

The motion of the Justice Department to add Allied States Association and other exhibitor groups as co-conspirators in the long-pending 16mm anti-trust case will be heard next week (Feb. 7) in Los Angeles by Federal Judge Harry C. Westover.

Included as co-conspirators, besides Allied, would be: the Southern California Theatre Owners Association, COMPO, Metropolitan Motion Picture Theatre Owners Asociation, ITOA, and the Pacific Coast Conference of Independent Theatre Owners.

The latter organization has been out of existence for several years. With headquarters in San Francisco, it was last known as Western Theatre Owners. According to Assitant U.S. Attorney James McGrath, it was named in order to make its actions admissible as evidence in the trial.

The government's idea in making these groups co-conspirators is to broaden the field of evidence which the government can introduce in the case. However, as alleged co-conspirators, the exhibitor groups would not be permitted to take part in the trial of the suit. They cannot call witnesses, cross-examine witnesses or address the judge or jury. At most, they could submit a "friend of the court" brief at the end of the trial. On the other hand, they would not be bound by any findings or judgment ultimately entered by the court.

National Allied officials confirmed a report that they might prefer to become a defendant in the suit, rather than a co-conspirator. As defendants, they could present their own evidence to refute the government's charges. However, the risk involved, in addition to time and money spent, would be great. If the case is decided in the government's favor, the court might bind the exhibitors in the final findings and judgment. In that event, the theatre owner groups might be liable for damages brought by an individual TV station owner, who could use the government-won verdict and judgment as prima facie evidence in his own suit.

Some National Allied officials feel that even if Allied became a defendant in the case, the final court order would apply only to the distributors and not to the exhibitors. Because of the complexity of the situation, Allied does not expect to make its decision known for several months.

Meanwhile, Abram F. Myers, Allied general counsel, has charged that the new motion of co-conspiracy has resulted from Zenith Radio Corp.'s campaign for immediate authorization of toll TV. "Allied," said Myers, "has taken no action savoring of boycott or any form of restraint of trade. Allied and its leaders have exercised their right under the First Amendment to comment on the folly and ethics of supplying film for exhibition on television while the theatres are compelled to exhibit these films for a price.

"If the Department of Justice, which has been so alert to protecting the constitutional rights of others, is now determined to deny free speech to the theatre owners, there must be a reason which has nothing to do with the law or the facts," he declared.

"The timing of the motion, in view of the recent announcement that the trial had been postponed until next September, indicates a purpose to afford Commander McDonald (president of Zenith) ammunition for his propaganda campaign for toll TV," he said. Myers further stated that as a result of the recent program announced by the Joint Committee on Toll TV "misrepresentations and distortions of fact . . . will be exposed . . . and this assist from the Department of Justice will do him little good."

In Washington, the anti-trust division of the government has refused to comment on Myers' statement, while Harry Brandt, president of ITOA, Robert Coyne, general counsel of COMPO, and Harry C. Arthur, president of the Southern California Theatre Owners Association, denied conspiracy charges.

Exhibs Upheld On Tax Breakage By Appeals Court

A partial victory was won by Gotham exhibitors this week in their court battle against the municipal five percent amusement tax.

The Appellate Division, Second Department, ruled in a three-to-two decision that the city had no authority to collect more than five percent of the established admission price. The amusement tax law, in force since July 1, requires the collection of a full cent in cases where the tax involves a fraction between a half-cent and a full cent.

Presiding Justice Gerald Nolan, who wrote the majority opinion, held that the court could not discover in the 1947 State Enabling Act "a clear intention to permit" the collection of breakage. Where there is a reasonable doubt as to the meaning of tax law language, Judge Nolan wrote, the issue should be resolved against the taxing authority.

Previously, a lower court had found that the enabling act did not reveal "a clear intention to prohibit" the collection of breakage and that therefore the local law was valid.

The new decision also held, in effect, that the remainder of the tax law was still valid, but suggested that exhibitors take their case back to the Queens Supreme Court for trial of each issue.

Assistant Corporation Counsel Stanley Buchsbaum, who represented the city, said this week that he will ask the Appellate Division's permission to appeal the ruling to the Court of Appeals in Albany. He hopes to have the city's appeal heard in Albany at the court's Feb. 21 session. If this is impossible, the appeal will not be heard before late next month at the earliest. The city can only appeal if the Appellate ruling is a final order, which is doubtful.

Three Judges Concurred

Justices Nolan, Wenzel and Murphy concurred in the majority opinion. Justices MacCrate and Beldock dissented. In the dissenting opinion, Justice Beldock held that the major fraction policy adopted by the city was not only "practical" but "commonsense."

Should the Court of Appeals in Albany finally uphold the Appellate ruling, another legal battle would undoubtedly ensue, with the city seeking to obtain the now withheld breakage monies.

As of last Nov. 30 the city reports it has collected $1,119,793 from the film theatres, with the breakage already withheld by exhibitors-plaintiffs in the tax suit totalling $190,418. It has been conservatively estimated that breakage collected by next July will reach $750,000.

A similar instance involving tax refunds is the Kasbec case of 1938, wherein a gasoline station had turned over money to the city on a tax which was later invalidated. The Court of Appeals then held that those who collected the tax on behalf of the city were not entitled to the tax money simply because the levy was invalidated.

Metropolitan theatres are urged to continue to exhibit in a conspicuous place the signs telling patrons to hold on to their ticket stubs, as they might obtain a refund.

Grass Roots Back Toll TV Campaign; FCC Action Near



Marc Wolf, prominent Indiana exhibitor, turns over Joint Committee On Toll TV contribution pledges from Indiana exhibitors to William A. Carroll, executive secretary of Allied Theatre Owners of Indiana, who will forward them to Philip Harling, treasurer of the joint Committee on toll TV, as an indication of the sentiment and support of the committee's work by Indiana Theatre owners.

WASHINGTON. — Subscription television took two giant steps toward active consideration by the FCC and by the Senate Commerce Committee, but there was no indication that pay-as-you-see had thereby made any progress toward actual approval.

FCC sources disclosed that the commission will move "off center" on the subject within the next few weeks. The commission has been motionless for years in this respect. Sen. Warren Magnuson (D., Wash.) revealed that the Senate Commerce Committee of which he is now chairman will take its own look at toll TV during the current session.

The commissioners actually discussed staff studies on pay-as-you-see TV, but found that the studies were incomplete and ordered a more thorough report. Authoritative information indicates that the new information will form the basis for some sort of action in about two weeks. It may be recalled that the FCC annual report indicated FCC indecision about whether subscription TV is legal, in the public interest, or if it is both, whether it should be declared broadcasting or a common carrier. Any contemplated action is more likely to involve solicitation of arguments on these points than it is to involve steps leading toward either outright approval or disapproval of the system as such.

In New York, the Joint Committee on Toll TV is expected to announce plans for the collection of voluntary contributions to achieve its goal of $150,000, with which to campaign against pay video. Contributions are being sought from among all exhibitors, who have been asked to contribute amounts equal to their COMPO dues last year. For four-wall theatres with up to 500 seats, the amount would be $7.50; up to 750 seats, $11.25; up to 1,000 seats, $17.75; up to 2,500 seats, $37.50; over that, $75. For drive-ins accomodating up to 300 cars, $7.50; up to 500 cars, $11.25; up to 600 cars, $18.75; over that, $37.50. Exhibitors were asked to send their contributions to Philip Harling, treasurer, at 1585 Broadway, N. Y. C.

All exhibitor organizations are expected to support the fund-raising effort, since all participated in the original decisions of the Joint Committee. A pledge that the membership of New Jersey Allied would financially support the campaign was announced after a meeting of the group this week by president Wilbur Snaper.

Texas exhibitors also unanimously pledged financial support to the anti-toll-TV campaign and appointed a committee to contact exhibitors in their area to participate in the campaign. Julius Gordon, member of the Joint Committee, speaking at a luncheon in Dallas where the decision was made, stated: "The industry is months behind in its program to stop the deadly menace of toll-TV. We must unite and get the true facts to the general public." Col. H. A. Cole, chairman of the board, Texas Allied Theatre Owners, declared: "The first aim of toll-TV is to take away subsequent runs from theatres, then graduate into first-run operations later."

Harold Wolff, recently retained by the Joint Committee as public relations counsel, will address National Allied's Drive-In Convention next week (Feb. 8-10) at the Chase Hotel, St. Louis. According to Allied's announcement, he will "describe and analyze the vast propaganda campaign that is being waged by the proponents of subscription television. Few exhibitors," said Allied, "realize the extent of that campaign, the skill with which it is being conducted . . ." The convention is open to all drive-in operators whether they are Allied members or not.

Letter Approved

Meanwhile, the NARTB has denied the charge of Commander E. F. McDonald, Jr., president of Zenith Radio Corp., that the statement of NARTB president Harold Fellows last month was tantamount to toll-TV opposition.

Fellows had urged the FCC not to approve Zenith's request for immediate authorization without a full-scale public hearing, declaring that the public should have a hearing.

Clair R. McCullough, chairman of the NARTB's television board, in a letter to McDonald, denied that the NARTB has aligned itself with interests opposed to subscription TV. McCullough said that the group's only interest in presenting its views to the FCC was to "encourage appropriate regulatory procedures."

McDonald had charged not only NARTB bias against pay-as-you-see, but also said that Fellows had acted without authority from NARTB. McCullough denied this charge, and said the board had approved the Fellow's letter as well as his own leter to McDonald.

In Hollywood, Spyros P. Skouras, 20th-Fox president, called upon producers to do as much as possible to help exhibitors fight toll TV. He stated that the theatre men face a very strong fight and with this in mind, Skouras gave his assurance that the majority of effort of the company's research department will be directed toward 35 mm. developments on CinemaScope. Earlier, Al Lichtman, 20th-Fox distribution director, had affirmed Fox's sympathy with the exhibitors' stand but stated that Fox is in "no position to do anything about it" because of its status as a defendant in the government's 16 mm. antitrust suit.

The brilliant young stars of "Magnificent Obsession"
bringing to the screen all the drama and passion
of W. R. Burnett's best-seller!



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PRE-SELLING in the

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again powerfully
directs its
National Advertising
to the pages of
17 leading
'Woman-Appeal" magazines
...with a guaranteed
circulation of
30,976,492...representing
a reading audience of
more than
77,000,000!



LIGHTFOOT

IN CINEMASCOPE

Universal's
PRE-SOLD
Product

New Appointments . . .

EDGAR GOTH has been appointed director of advertising and publicity for the Stanley Warner Theatres in New Jersey. Before joining the organization in 1953, Goth was advertising head of Fabian Theatres. He succeeds Robert R. Deitch who has resigned, effective Feb. 14, to Join Frank J. Demis and his associates in the Eastern Drive-In Corporation.

BEN ABNER was named Warner Bros. metropolitan district manager and RALPH IANNUZZI was upped to eastern district manager in a series of promotions at the company. Abner had been serving as New York branch manager, while Iannuzzi headed the Boston office. ERNEST SANDS leaves his Cleveland branch managership to head the New York office, while WILLIAM TWIG transfers from Pittsburgh to Cleveland. JACK KALMENSON was assigned the Pittsburgh post. FRANK REIMER got the post of Milwaukee branch manager, while WILLIAM KUMINS was promoted from assistant branch manager in Boston to head that exchange.

GEORGE REGAN has become manager of the 20th-Fox's Omaha exchange. Regan, formerly a salesman in the company's Kansas City exchange, succeeds Joe Scott, who recently passed away.

JACK ENGERMAN and ZOLLIE VOLCHOK of Northwest Releasing Corp., who have been handling Seattle and Portland exchanges for Hallmark, have also been awarded Salt Lake City and Denver zones. They have appointed TOM BAILEY to represent Northwest in these two areas. JACK THOMAS, San Francisco and Los Angeles Hallmark distributor, has been awarded Kansas City and St. Louis exchanges also. Thomas has employed PAT PATTERSON, vet roadshow film man, to head up the San Francisco distribution for him and has named CLAUD MORRIS, former M-G-M and Selznick publicist, to handle Kansas City and St. Louis supervision. ALLAN S. MORITZ, for 20 years Columbia branch manager in Cincinnati, is the new authorized franchise distributor of Hallmark pictures in the Cincinnati area. CARD MONDOR has been transferred from Memphis zone to Cleveland to handle "Karamoja" and "Half-Way To Hell" distribution exclusively in northern Ohio. DICK EDGE, Hallmark publicist, has been transferred from St. Louis area to Ohio.

JOAQUIN D. RICKARD was named special consultant to the MPAA. Rickard served as the Association's Latin American representative until early 1953. He was then on indefinite leave. In his new consultant capacity the Association will be able to call upon him for advice and assistance as circumstances necessitate.

MARIA VAN SLYKE, director of national magazine publicity at Paramount for the last five and a half years, joins Rogers & Cowan, publicity firm, as head of motion picture division.

DON MACK, vice-president of Filmack Studios and Chicago television sales director for the past eight years, appointed head of TV sales department of firm's expanded New York City branch. LOU KRAVITZ, newly-appointed vice-president in charge of sales, now heads Chicago TV department sales, assisted by JIM MCGAHAN, formerly with Ruthrauff & Ryan.

JACK CASE, formerly manager of the New Fox Theatre, Hollywood, was promoted to the advertising-publicity department of the Fox West Coast Theatres.

HARRY K. MCWILLIAMS assumed his new duties as assistant advertising, publicity and exploitation director for Magna Theatre Corp., distributors of the forthcoming "Oklahoma," filmed in Todd-AO. In the entertainment field since 1930, MeWilliams has been associated with Columbia Pictures and Screen Gems.

IRVING SHIFFMAN was appointed sales representative of I.F.E. covering the Washington, D. C. and Philadelphia territories. He was formerly a member of IFE's Boston office, and replaces Arthur Levy, resigned.

BERRY GREENBERG moves up this month from Far Eastern sales representative of Warner International to the post of field division manager, with headquarters in Sydney, Australia. JACK DAGAL, Warner general manager for Japan, will at the same time also assume full supervision of the company's offices in Formosa, Hong Kong and Indo-China.

STAN MARGULIES has become publicity director for Bryna Productions, Kirk Douglas' new indie outfit.

WB Quarterly Profit Rises To $1,203,000

Warner Bros. Pictures, Inc. and subsidiary companies reported this week that for the three months ending Nov. 27, 1954 a net profit of $1,203,000, after a provision of $1,300,000 for Federal taxes and $175,000 for contingent liabilities, has been earned. The net profit for the three months ending Nov. 28, 1953 was $765,000, after $825,000 for taxes and $75,000 for contingent liabilities.

Profit for the 1954 three months is equivalent to 48 cents per share on 2,474,300 common outstanding; profit for the corresponding 1953 period was equivalent to 30 cents per share on the 2,474,363 common stock then outstanding.

Film rentals, sales, etc., after eliminating inter-company transactions, for the 1954 three amounted to $18,414,000 as compared with $15,825,000 for the corresponding 1953 period.

Sweden Meet Slated

The second meeting of the International Standardization Organization's Technical Committee 36 on cinematography will be held in Stockholm, Sweden, from June 11 to 16 to enable experts from various countries to discuss questions of international motion picture standardization. Present plans are for the meeting to deal with dimensions of motion picture film, definition, etc.

Greenthal Reps Circus

The Monroe Greenthal Co. has been appointed advertising agency for Ringling Brothers & Barnum & Bailey Circus, which starts its annual nation-wide tour at Madison Square Garden March 30.

Pine-Thomas In 3-Film UA Deal

A maximum of three top-budget pictures will be produced for United Artists release this year by independent producers William H. Pine and William C. Thomas, announced Arthur Krim, U-A executive. The first two films will be "Lincoln McKeever," the novel by Eleazar Lipsky which is a best-selling Literary Guild selection, and "Mountains Have No Shadows," based on the novel by Owen Cameron. This new deal with U-A ends the 14-year association of Pine-Thomas with Paramount.

It has also been reported that actor Van Johnson and producer-writer Norman Krasna have formed an independent film company to produce a minimum of four pictures for U-A release. The arrangement is said to leave the performer free to make committments with other studios for work. The first picture expected to be made is "The Ambassador's Daughter," with Johnson starring in the Krasna screenplay.

In addition, the studio is reported to be negotiating with other performers to enter into production deals whereby the stars will become financial participants in addition to guaranteeing their choice of story, director and producer for their films.

Recently, U-A annuocned that Kirk Douglas had formed his own independent film company, Bryna Productions, to produce six pictures for U-A release. First two films from Bryna will be "Viking Raiders," directed by Richard Fleischer, and "Van Gogh," directed by Jean Negulesco. Douglas' association with U-A goes back to one of his earliest films, "Champion," which brought stardom to the actor.

"Oscar" Nominations Set For Video Debut Via 90-Minute Show

HOLLYWOOD.—The first Academy of Motion Picture Arts and Sciences Nominations ever to go on television, scheduled for Feb. 12, will consist of a multiple live-camera view of Hollywood's own "election night," in an original format completely unlike the traditional Awards ceremony slated for Mar. 30.

The Nominations program will be carried on the entire NBC television and radio networks coast-to-coast from 6-7:30 p.m. (PST). Jack Webb will be master of ceremonies and past Award-winning film stars will act as hosts and hostesses.

Plans call for establishment of a communications center at NBC's Burbank studios, where announcement of the nominations will be made on camera in the presence of a large press contingent, simultaneous with camera pickups of parties of stars and press at the Cocoanut Grove, Ciro's and Romanoff's.

Live camera pickups at all four settings will focus on the actual nominees and their wholly spontaneous emotional reactions at the instant they learn they have been tabbed as finalists. The four-location production will necessitate one of the most elaborate television hookups ever attempted, surpassing in complexity the network coverage of such other notable special events as the national political conventions.

EXHI-BITS

Dismiss Trans-Lux Suit

A minority stockholders action brought against the directors of the Trans-Lux Corp. was dismissed in the N. Y. Supreme Court, after three months trial, by Justice S. Samuel DiFalco.

In his opinion, Justice DiFalco found "no evidence of wrong-doing or negligence on the part of the defendants." Concerning the claims which the plaintiffs made against Harry Brandt, the court rejected all such charges and found that "Brandt rendered exceptionally competent service to Trans-Lux in his purchase of films for its account."

"All through this record," Justice DiFalco concluded, "we are confronted and impressed with the diligent application of management and the board to their work. . . ."

Insurance Data Sought

Theatre Owners of America have circulated a questionnaire to their membership requesting information about their experience with liability insurance. Purpose of this data, says TOA, is to interest a single liability insurance company in a form of group liability insurance which would mean a considerable savings in premiums. Liability rates have jumped tremendously throughout the country.

Sunday Issue Appealed

BOSTON. — The Brattle Theatre in Cambridge has appealed from a ruling of the Middlesex Superior Court upholding the validity of the law under which all motion pictures to be shown on Sundays must be licensed by the city and by the Department of Public Safety. Attorneys for the theatre contend that the licensing law is invalid under both the U. S. and state constitutions. Brattle is contesting the recent ban on the Swedish film, "Miss Julie." It is expected that the case will be argued before the Supreme Court early in 1955.

Stearn, Hanna Merge

PITTSBURGH.—Bert Stearn and Lou Hanna announce the consolidation of Cooperative Theatre Service, buying agency, and Hanna Theatre Service, booking agency. Combined facilities will operate as the Stearns-Hanna Cooperative Theatre Service, at 1701 Boulevard of the Allies. Wm. H. Brooks, former associate of Stearn, continues as General Manager with Joe Hanna as his assistant.

'Beauty' Short Scheduled

"A World of Beauty," Universal-International's new Technicolor featurette built around the Miss Universe Beauty Contest and Pageant Winners of 1955, has been set for special release in March, with an all-out promotional campaign, announced by Irving Sochin, U-I's short subjects sales manager. In addition to the Miss Universe Contest winners of 1955, the film will feature Christiane Martel, "Miss Universe of 1954," and Myrna Hansen, "Miss United States of 1954."

Court Fits Plays To Trust Laws

WASHINGTON. — Boxing and interstate booking of legitimate theatre attractions were both declared to be interstate commerce and therefore subject to the anti-trust laws by the Supreme Court early this week. Lower courts had held both to be entitled to the same exemption accorded baseball.

The decision in the theatre case rested largely on the court's ruling that this industry was very similar to the motion picture industry, especially motion picture exhibition, and that the motion picture industry was clearly subject to anti-trust laws. Now the Justice Department will be enabled to go ahead with the prosecution of Jacob J. Shubert and Marcus Heiman on the grounds that through their three organizations they monopolize legitimate theatre bookings throughout the nation. The two operate 40 theatres in 8 states.

As to boxing, the opinion noted that the sport receives over 25 percent of its proceeds from radio and television. This fact alone makes the sport interstate commerce, according to the decision.

Ruling Seen Unanimous

Chief Justice Earl Warren delivered the high court's opinion in each case. The Shubert ruling was unanimous. In the boxing case, however, Justices Felix Frankfurter and Sherman Minton dissented.

Justice Frankfurter said that it would "baffle the subtlest ingenuity to find a single difference between . . . boxing . . . and baseball in so far as the conduct of the sport is relevant to the criteria or considerations by which the Sherman Law becomes applicable to a 'trade or commerce.'"

Chief Justice Warren said that the court had previously put very broad interpretations on what constituted interstate commerce subject to the anti-trust laws, and cited among other cases the Paramount case, the government's suits against Schine, Griffith, Crescent and Interstate circuits, and a case known as Binderup vs. Pathe Exchange. In these cases, Warren said, the reqiurement was satisfied by the interstate transportation of films, even though the actual showing of films was a local affair.

'Toast Of Town' TV Tribute To Columbia, "Gray Line" Slated

The story of Columbia Pictures, with particular emphasis on their forthcoming "The Long Gray Line," will be brought sharply to the attention of more than 40,000,000 Americans this Sunday (Feb. 6) when Ed Sullivan's "Toast of the Town" television program, seen weekly on the 202 stations of the CBS network, devotes its full hour to a presentation of "The Columbia Pictures Story." Featured on the program will be many of the players currently featured in Columbia pictures, as well as scenes from many of the great and successful Columbia films of the past—including "It Happened One Night," "Mr. Deeds Goes to Town," and several others.

DISTRI-BITS

Houston Film Center?

HOUSTON. — Rumors have been floating around this city for many weeks that Houston is due to become the center for branches of several distributing organizations. Stories were accented by the opening this week of a Columbia Pictures' branch office, at 4531 Almeda Road. Theatre construction in this fast-growing area has continued, and there have been few closings despite the opening of new TV stations.

Holt, Rosen Join

Nat Holt, producer of outdoor features, has announced the formation of a new production partnership with Lewis P. Rosen. Rosen, a co-founder of Royal Amusements and Royal Theatres of Hawaii, and president of the Civic Auditorium of Honolulu, is the founder of the prominent insurance brokerage company, Rosen-Sidman Co., Los Angeles. Slated for future production by the new partnership are "Louisiana Lottery" and "Texas Lady."

"Siam" Launches Series

Walt Disney's newest motion picture series, "People and Places," is being launched this month with the showing of "Siam," Technicolor. Whereas Disney's other series, "True-Life Adventures," focuses on wildlife and nature, the new series will bring intimate camera reports about our neighbors around the world in entertainment form. Buena Vista is releasing the series.

Dudley Lists Film

Carl Dudley, president of Dudley Pictures Corp., announced that arrangements have been completed for production of the company's first feature film for theatrical release. The film, tentatively titled "The Nine Billion Names of God," a quartette of science-fiction stories, will be shot in Britain in April, using Eastmancolor and the new Vistarama anamorphic lenses. Dudley, in conjunction with C. Bruce Newberry, executive vice-president of Dudley Pictures Corp. and Vistarama Productions Inc., plans to complete negotiations for release of the company's product and use of their anamorphic system.

Goya Biopic Set

Titanus Films has secured permits from the government of Spain for the filming of its $2,000,000 production based on the life of Goya and will begin filming in that country in June, it was announced by Goffredo Lombardo, president of the company. Granted use of the original Goya paintings, the film will be produced in Technicolor and CinemaScope, and directed by Alberto Lattuada. Titanus has been negotiating with Jose Ferrer for the title role of Goya and Gina Lollobrigida for the role of the Duchess of Alba, the subject of his world-famous Maja nude painting.



VALENTINE GREETINGS

FOR FEBRUARY

FROM Columbia

RANDY SCOTT'S BIGGEST!

TEN TIMES THE SIZE...TEN TIMES THE EXCITEMENT!

Ten men nobody wanted to face run into the one man they can't face down!

RANDOLPH SCOTT
"Ten Wanted Men"

with

JOCELYN BRANDO · RICHARD BOONE

SKIP HOMEIER · DONNA MARTELL · ALFONSO BEDOYA

A SCOTT BROWN PRODUCTION

Screen Play by KENNETH GAMET

Produced by HARRY JOE BROWN

Directed by BRUCE HUMBERSTONE

Color by **TECHNICOLOR** · A COLUMBIA PICTURE

And everybody's watching those pre-relea

BLAZING BARBARY ADVENTURE!

COLUMBIA PICTURES presents

Pirates of Tripoli

GLORIOUS ADVENTURE!



SEE the underwater fight for sunken treasure!	**SEE** an armada sink in flames!
SEE the sack of a whole teeming city!	**SEE** the theft of a princess — the most dangerous game of all!

COLOR BY TECHNICOLOR

starring

PAUL HENREID · PATRICIA MEDINA

Story and Screen Play by ALLEN MARCH • Produced by SAM KATZMAN

Directed by FELIX FEIST

BARE PRISON LOVE NEST!



S ONE'S DYNAMITE!

WOMEN'S PRISON

IDA LUPINO

JAN STERLING

CLEO MOORE

AUDREY TOTTER

PHYLLIS THAXTER

and

HOWARD DUFF

Screen Play by CRANE WILBUR and JACK DeWITT • Produced by BRYAN FOY • Directed by LEWIS SEILER • A COLUMBIA PICTURE



ruary engagements of Columbia's **THE LONG GRAY LINE**



Daddy Long Legs



A Man Called Peter



The Seven Year Itch

Fox Release Roster Boasts 17 In CinemaScope, Color

Setting its sights on the goal of 24 CinemaScope productions for release this year, 20th Century-Fox announced this week an 8-month, multi-million-dollar program of 17 CinemaScope attractions covering the period of February through September. The entire line-up will be in color.

Emphasizing the presentation of important subjects with major casts and lavish production values, the line-up is drawn from best-selling novels and hits from the Broadway stage and reportedly represents the most ambitious distribution program in the company's history.

An average of two CinemaScope pictures will be released each month during the 8-month span, pre-sold by large-scale promotional campaigns employing and harnessing every principal media of contact with the public, the company maintains. CinemaScope productions featured in the release roster are:

"The Racers," starring Kirk Douglas, Bella Darvi, Gilbert Roland, Cesar Romero, Lee J. Cobb and Katy Jurado. Directed by Henry Hathaway, with backgrounds filmed in Europe; produced by Julian Blaustein, and scripted by Charles Kaufman from the novel by Hans Ruesch; a February release.

"White Feather," a Leonard Goldstein presentation starring Robert Wagner, John Lund, Debra Paget and Jeffrey Hunter. Directed by Robert Webb, produced by Robert L. Jacks, scenarized by Delmer Daves and Leo Townsend from a story by John Prebble; a Panoramic Production, being released in February.

"Untamed," starring Tyrone Power, Susan Hayward and Richard Egan. Directed by Henry King, with backgrounds filmed in South Africa, produced by Bert E. Friedlob and William A. Bacher. Scenarized by Talbot Jennings, Frank Fenton and Michael Blankfort from the novel by Helga Moray; a March release.

"A Man Called Peter," starring Richard Todd and Jean Peters, will be the company's Easter attraction. Produced by Samuel G. Engel and directed by Henry Koster, the screen play was written by Eleanore Griffin from Catherine Marshall's book which topped the nation's best-seller list for 128 weeks.

"Violent Saturday," starring Victor Mature, Sylvia Sydney, Richard Egan and Dorothy Patrick. Directed by Richard Fleischer and produced by Buddy Adler; an April release.

"The Magnificent Matador," starring Maureen O'Hara, Anthony Quinn and Richard Denning. A National Pictures Corp. production produced by Carroll Case and directed by Budd Boetticher; a May release.

"That Lady," filmed in Spain and starring Olivia de Havilland, Gilbert Roland, Paul Scofield, Francoise Rosay and Dennis Price. Directed by Terence Young and produced by Sy Bartlett. An Atalanta Production, to be released in May.

"Soldier of Fortune," starring Clark Gable and Susan Hayward. Directed by Edward Dmytryk with backgrounds filmed in Hong Kong and produced by Buddy Adler. Based on the novel by Ernest K. Gann, the picture marks Gable's first starring appearance for 20th Century-Fox; a May release.

"Daddy Long Legs," musical production starring Fred Astaire and Leslie Caron. Directed by Jean Negulesco, produced by Samuel G. Engel, scripted by Henry and Phoebe Ephron from the book by Jean Webster; a June release.

"House of Bamboo," starring Robert Stack, Robert Ryan, Shirley Yamaguchi and Brad Dexter. Directed by Samuel G. Fuller, with backgrounds filmed in Japan, produced by Buddy Adler; a June release.

Scheduled from the months of June through September will be:

"The Seven Year Itch," starring Marilyn Monroe and Tom Ewell. A Charles K. Feldman—Billy Wilder production, directed by Wilder, who scripted it with George Axelrod from the latter's long-run Broadway production.

"Sir Walter Raleigh," directed by Henry Koster, produced by Charles Brackett, starring Bette Davis, Richard Todd, Joan Collins, and Jay Robinson. Scenarized by Harry Brown.

"The Left Hand of God," starring Gene Tierney and Humphrey Bogart, produced by Buddy Adler. Based on William E. Barrett's best-selling novel.

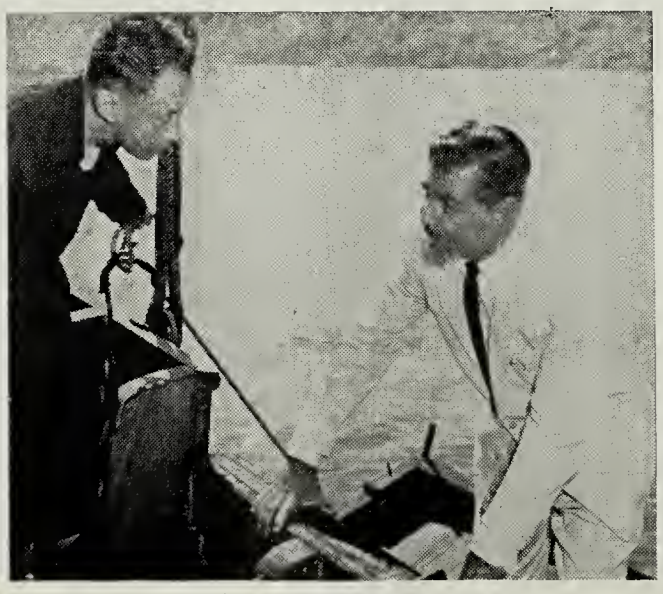
"A Many Splendored Thing," starring William Holden and Jennifer Jones, produced by Buddy Adler. Scenarized by John Patrick from the book by Dr. Han Suyin.

"The Tall Men," starring Clark Gable and Eleanor Parker. Directed by Henry King, produced by William Hawks and William Bacher. Based on Clay Fisher's novel.

"How To Be Very, Very Popular," starring Betty Grable and Sheree North, written and produced by Nunnally Johnson, and "Pink Tights," musical production starring Sheree North, Dan Dailey and Tommy Noonan. Directed by Henry Levin, produced by Samuel G. Engel.



White Feather



Soldier Of Fortune



Untamed

For 128 weeks the nation's top best-seller! It will be your greatest Easter attraction!



20TH CENTURY-FOX presents

A Man Called Peter

IN

CINEMASCOPE

STARRING

RICHARD TODD · JEAN PETERS

PRODUCED BY SAMUEL G. ENGEL · DIRECTED BY HENRY KOSTER · SCREEN PLAY BY ELEANORE GRIFFIN

COLOR BY DE LUXE



"It'll be a pleasure to celebrate Easter with 20th!"

OU'LL FEEL BETTER AND PROUDER FOR PLAYING IT!

Independent Trade Reviews

"Battle Cry"

(Warner Bros.) CinemaScope-WarnerColor 149 Min.

Cast: Van Heflin, Aldo Ray, Mona Freeman, Nancy Olson, James Whitmore, Raymond Massey, Tab Hunter, Dorothy Malone, Anne Francis, William Campbell, John Lupton, Justus E. McQueen, Perry Lopez, Fess Parker, Jonas Applegarth, Tommy Cook, Felix Noriego.

Credits: Directed by Raoul Walsh; Screen play by Leon M. Uris from his novel of the same name.

An epic of the Marines in World War II, "Battle Cry" surges forth as one of the mightiest and most commercial pictures of its category to reach the screen. The story is based on the best-selling novel of the same name and, like the novel, deals with a multitude of personalities and their reactions to that major war. Tying the narrative together is a commentary by one of the players, James Whitmore, who portrays a tough master sergeant, the man who puts into effect the orders of his superior, battalion commander Van Heflin. As pivotal characters, these two professional Marines begin to shape up an outfit of recruits in 1942, participate with them in the battles for Guadalcanal, Tarawa and Saipan. Prior to the battle sequences of this long picture a variety of compelling romances involving the men of the outfit takes place. Here Aldo Ray, Tab Hunter, William Campbell and John Lupton play opposite Mona Freeman, Nancy Olson, Dorothy Malone and Anne Francis. These early sequences possess moments of passion, lust, tenderness and humor; wisely, they serve to counterpoint the later battle scenes with a warmth that should find favor with the women in the audience.

The vast American public will discover "Battle Cry" to be highly entertaining. Drama is continuous throughout the proceedings, which sometimes border on the talky side but rarely drag. Action crops up intermittently to whet the edge of most of the early sequences, when the Marine outfit is in training and far from the South Pacific spot where the final battles occur. Veteran director Raoul Walsh imbues each action scene with the correct degree of zest while the romantic portions lean heavily on the suggestive side for dramatic effect.



Tab Hunter and Aldo Ray in Warner Bros.' "Battle Cry," CinemaScope-Warner-Color

Performances are excellently in keeping with the broad and sweeping atmosphere of the film. Heflin, particularly, excels in lending a deep, personal insight to the role of the fighting Marine commander. His death on Saipan is one of the high points of a film that frequently moves the emotions. Miss Olson, playing a New Zealand war widow in love with Ray, one of the Marines, also contributes a stirring performance. The distaff side will find much sympathy with her portrayal and will react strongly to her dilemmas.

In regard to production, "Battle Cry" registers with scenic splendor due to fine Warner-Color tinting and adroit CinemaScope photography. Shots of endless lines of Marines in combat, on the parade ground and boarding ship are magnificent to behold. Directional sound adds a great deal of realism to these vistas and enhances particularly the drama of exploding shells and scorching flame throwers. Chalk up "Battle Cry" as one of the really big pictures about World War II and a sure-fire general audience grosser as well.

"Jupiter's Darling"

(M-G-M) CinemaScope-Eastman Color 96 Min.

Cast: Esther Williams, Howard Keel, Marge and Gower Champion, George Sanders, Richard Haydn, William Demarest, Norma Varden, Douglas Dumbrille, Henry Corden.

Credits: Produced by George Wells; Directed by George Sidney; Screen play by Dorothy Kingsley; Based on "The Road to Rome" by Robert E. Sherwood; Songs by Burton Lane and Harold Adamson.



Howard Keel and Esther Williams in M-G-M's "Jupiter's Darling," CinemaScope-Eastman Color

With the accent strongly on fun and frolic, "Jupiter's Darling," a bright and spirited CinemaScope-Eastman Color musical, seems likely to brighten the hearts of both movie-goers and exhibitors alike. Strong marquee values are present in star names of Esther Williams and Howard Keel, while solid support is offered by Marge and Gower Champion. The picture is based on Robert E. Sherwood's political satire, "The Road to Rome," but the scripters have left out the serious implications of the original play to concentrate on the comedy and songs. In doing so, the top-drawer score of songwriters Burton Lane and Harold Adamson is allowed to come to the fore, and the witty and tuneful songs spark the entire picture. In addition to affording excellent entertainment in themselves, they should prove a valuable aid in exploiting the film.

Set in ancient Rome, the picture purports to tell, tongue-in-cheek, why the Carthaginian leader Hannibal and his army stopped their victory march at the gates of Rome rather than conquer the city. The answer, of course, is Miss Williams, fiancee of the Roman Emperor and seductress who steals the heart of the mighty warrior. With Keel playing Hannibal in a style harmonious with the general spoofing tone of the plot, the whole thing is never to be taken too seriously. In the course of the proceedings, Miss Williams gets the chance to perform an underwater ballet and participates in an excitingly lensed underwater chase.

The major share of the vocal chores are handled by Keel, while the Champions lead most of the dance numbers. One of their routines, "The Life of an Elephant," in which they dance with a group of these animals, is a sheer delight. The film contains a rousing victory march, catchy love ballad and several humorous songs. Sets and costumes are colorful, and director George Sidney has used his CinemaScope-Eastman Color photography with great skill. It all adds up to a highly pleasant show that should leave all concerned with a feeling of general good humor.

"The Racers"

(20th-Fox) CinemaScope-DeLuxe 112 Min.

Cast: Kirk Douglas, Bella Darvi, Gilbert Roland, Cesar Romero, Lee J. Cobb, Katy Jurado, Charles Goldner, John Hudson, George Dolenz, Agnes Laury, John Wengraf.

Credits: Produced by Julian Blaustein; Directed by Henry Hathaway; Screen play by Charles Kaufman; From a novel by Hans Ruesch; Song by Jack Brooks and Alex North, sung by Peggy Lee.

An exciting romantic adventure melodrama about auto sports car racing in Europe is dished up by 20th Century-Fox in this CinemaScope, DeLuxe Color presentation. Boasting a tremendous number of fascinating sport racing scenes and the star name of Kirk Douglas, the picture should acquit itself very well with the action fans. An equal amount of footage devoted to the up-and-down romance between Douglas, who plays a champ racer, and Bella Darvi, as a ballet dancer, should find appeal with the distaff side, thus greatly broadening the audience potential for "The Racers."

Plot has been painstakingly contrived and smoothly enough executed to surmount most of the obvious situations that a picture of this sort usually would contain. Douglas, with his main ambition to become a champ racer, receives ample opportunity from the script to develop a strong character and thus wrest understanding and often sympathy from the audience. His arrogance, selfishness and downright meanness is dramatized with a fresh and convincing slant. Reasons for the changes in his character are sound. A racing accident brings him a crippled leg, and his success at being a champion despite the handicap causes him to become socially obnoxious. His romance with Miss Darvi consequently suffers and only when he goes out of his way to help a rival racer in distress, and thus lose his own race, does he redeem himself in her eyes. Adding punch to this story are the performances of Gilbert Roland, Cesar Romero, Lee J. Cobb and Katy Jurado.

Picture comes through with strong atmospheric flavoring due to location shooting at the sites of some of the most famous auto sports car racing in Europe. CinemaScope adds to the sensation of reality in depicting the broad and winding stretches of road on which the cars surge along. Stereophonic sound and coloring also contribute greatly to achieving the desired effects. The above-mentioned technical aides help build quantities of suspense during each



Kirk Douglas, Cesar Romero, Bella Darvi in 20th-Fox's "The Racers," CinemaScope-DeLuxe Color

race—and there are many. These contests are daring and violent, and the mood of each is caught by the main players for successful melodrama. Interspersed with the action sequences are bits of comedy effectively handled by Roland, who plays a Don Juan type of auto racer who changes girl friends every season. Romero, also portraying an auto racer, plays straight.

"Unchained"

(Warner Bros.) 78 Min.

Cast: Elroy Hirsch, Barbara Hale, Chester Morris, Todd Duncan, Johnny Johnston, Peggy Knugsen, Jerry Paris, John Qualen, Tim Considine.

Credits: Produced, directed and written by Hall Bartlett; Suggested by the life and work of Kenyon J. Scudder and by his book, "Prisoners Are People;" Songs by Hy Zaret and Alex North.

A gripping and often inspiring tale about the inmates of the California Institution for Men at Chino, called the "prison without bars," is punched out of celluloid by Hall Bartlett, acting in triple-threat capacity as producer-director-writer. This film has basic honesty, genuine feeling for people and strong emotional impact. It is put together in keen, workmanlike fashion; suspense, characterization, drama are all there to hold the viewer spellbound. Although it was filmed on a modest budget and boasts little in the way of name value, "Unchained" should prove itself a "sleeper" with the general audience. It can be handsomely exploited to become a box office success with most categories of patrons. Picture has violent action in the form of brutal beatings; cops thrash prisoners and inmates fight one another. There is also a good deal of romantic impact to the scenes between the inmates and their wives and sweethearts "outside." As a sort of social document on life in the "prison without bars," this film more than fills the bill.

Playing the real-life character of Kenyon J. Scudder, the man who founded the Chino institution and became its first superintendent, Chester Morris lends a strong note of authority to his role. Elroy Hirsch, all-American football hero, who portrays an impulsive inmate, is highly convincing. Others in the cast, including Todd Duncan, the Negro singer, and Barbara Hale, as Hirsch's wife, also lend stature to their roles and the film.

Tight editing, which is sometimes too jarring for comfort, helps personalize the story by serving as a rapid-fire release in keeping with the cooped-up emotions of men in jail. Each of the characters envisions himself participating in a successful jailbreak, but the better side of his nature opposes the attempt. Men in the Chino institution, as shown in this film, are on their honor. If any escape (and the way over the wall is an easy one) and are recaptured, their fate becomes the four-walled San Quentin. Hirsch's thoughts about escape and his decision to take action on that subject, are the central points of the story. Only at the last minute does Hirsch, a first offender and not a hardened criminal, realize that serving out his sentence would be wiser than antagonizing the law, which is shown as slightly less than perfect.



Elroy Hirsch is one of the stars in Warner Bros.' "Unchained"



Gilbert Roland, Richard Egan and Jane Russell in "Underwater!" SuperScope-Technicolor

"Underwater!"

(RKO) SuperScope-Technicolor 99 Min.

Cast: Jane Russell, Gilbert Roland, Richard Egan, Lori Nelson, Robert Keith, Joseph Calleia, Eugene Iglesias, Ric Roman.

Credits: Produced by Harry Tatelman; Directed by John Sturges; Screen play by Walter Newman; Story by Hugh King and Robert B. Bailey.

A search for sunken treasure in the Caribbean, with all the dangers involved, is carried on with a fair share of excitement in "Underwater!" photographed in SuperScope and Technicolor. Exhibitors should be able to profit from all the publicity this Jane Russell starrer has received in national publications as a result of the press junket in which the picture was previewed under water in Florida's Silver Springs. For her co-stars, Miss Russell has Gilbert Roland, Richard Egan and Lori Nelson, and they all prove expert at this sort of adventure on the tropical seas. More than half of the feature was actually filmed underwater, and the chief excitement comes from this footage. Underwater cameras take the audience along as the stars search for the treasure and then into the hulk of the ship, when it is finally found. Here the principals have to protect themselves from sharks, explosions, rotting beams, attacks of faulty breathing and various other dangers.

In addition to the underseas adventure, there is another plot developed above the water, with a group of native shark hunters after the treasure also. Egan and Roland take on the opposing crew in a series of battles, but this difficulty is finally solved by sharing the treasure between the two groups. Miss Russell is the wife of Egan in the picture, and their romantic difficulties provide another sub-plot. Miss Russell, playing a Cuban, loves her husband but she is afraid that he has become so mercenary that he loves the treasure more than anything else. This situation is finally resolved at the end, when Egan decides that his love for his wife is worth more than any treasure.

Miss Russell's famous form is shown to good advantage in the bathing suits, which constitute her chief costumes. Her Spanish accent is on-again-off-again, but this point is never central to the plot. There are relatively few love scenes in the picture, but she does have one or two romantic scenes with Egan that should please her fans. The picture, as photographed in SuperScope, appeared most like a CinemaScope image when seen in a screening room by this viewer.

"Many Rivers To Cross"

(M-G-M) CinemaScope-Eastman Color 92 Min.

Cast: Robert Taylor, Eleanor Parker, Victor McLaglen, Jeff Richards, Russ Tamblyn, James Arness, Alan Hale, Jr., John Hudson, Rhys Williams, Josephine Hutchinson, Sig Ruman, Rosemary DeCamp.

Credits: Produced by Jack Cummings; Directed by Roy Rowland; Screen play by Harry Brown and Guy Trosper; Based on a story by Steve Frazee.

An off-beat CinemaScope-Eastman Color comedy western, "Many Rivers to Cross" offers entertaining and novel film fare that should find good response among the general public. Possessing two good star names in Robert Taylor and Eleanor Parker, the picture could conceivably catch the public's fancy and turn in exceptionally strong box office returns, especially if word of mouth gets going on it. The script, a rather sophisticated spoof on westerns, offers the two stars a chance to display their comedy talents, and they are both up to the demands. Miss Parker, especially, proves to be a comedienne of the first order, showing once again that she is a very talented actress as well as a great beauty. In a blustering comic role, Victor McLagen offers strong support, while several of M-G-M's upcoming young male actors get right into the spirit of the production to provide Miss Parker with a caricature of a frontier family.

The basis of the plot is Miss Parker's determination to marry Taylor, a wandering frontiersman who is attractive to all the ladies. This red-head will stop at nothing to trap her man, and some of her attempts make for uproarious situations. Of course, set in the western frontier, there is bound to be some action in the picture, but even this is done in the comic rather than the melodramatic vein. In fact, one of the funniest sequences in the film involves a life-or-death battle in which Taylor, Miss Parker and an Indian all get tangled together in a melee. Taylor, a hard-slugging character, engages in several brawls, but they always end on a comic note.

The production has been conceived and executed with wit and style throughout. Most of the jokes are quite obvious, but it is just possible that some less discerning movie-goers will miss the gentle satire. These patrons, however, will appreciate the film's action more, so it should even itself out. Since so much of the picture finds Miss Parker hiking after Taylor, the wide sweep of the CinemaScope cameras have been of considerable help to director Roy Rowland.



Eleanor Parker, Robert Taylor in M-G-M's "Many Rivers to Cross," CinemaScope-Eastman Color

"Smoke Signal"

(Univ.-Int'l.) Color 88 Min.

Cast: Dana Andrews, Piper Laurie, Rex Reason, William Talman, Gordon Jones, Milburn Stone, Douglas Spencer.

Credits: Produced by Howard Christie; Directed by Jerry Hooper; Screen play by George F. Slavin and George W. George.

An off-beat outdoor action drama, detailing how an Army captain of post-Civil War days rights himself in the eyes of those who have accused him of deserting, is unfolded with workmanlike skill in "Smoke Signal." Sporting the names of Dana Andrews and Piper Laurie, plus the promise of Indian menace hinted at by the title, the picture should acquit

(*Continued on page* 21)

PERSONALITIES

. . . . . in the news



Robert Taylor is greeted at the New Haven premiere of M-G-M's "Many Rivers to Cross" by local branch manager Phil Gravitz, (third from left), while Dr. Jack Fishman, head of Fishman Theatres, (right of Gravitz) and other local theatremen look on.



Tyrone Power, after a screening of a Savings Bond short made by the stars of Columbia's "The Long Gray Line," receives the Minute Man award for distinguished service from the Treasury Dept. Award is presented by Dr. W. Randolph Burgess, Under Secretary for Monetary Affairs, as Paul N. Lazarus Jr., Columbia vice-president, looks on.



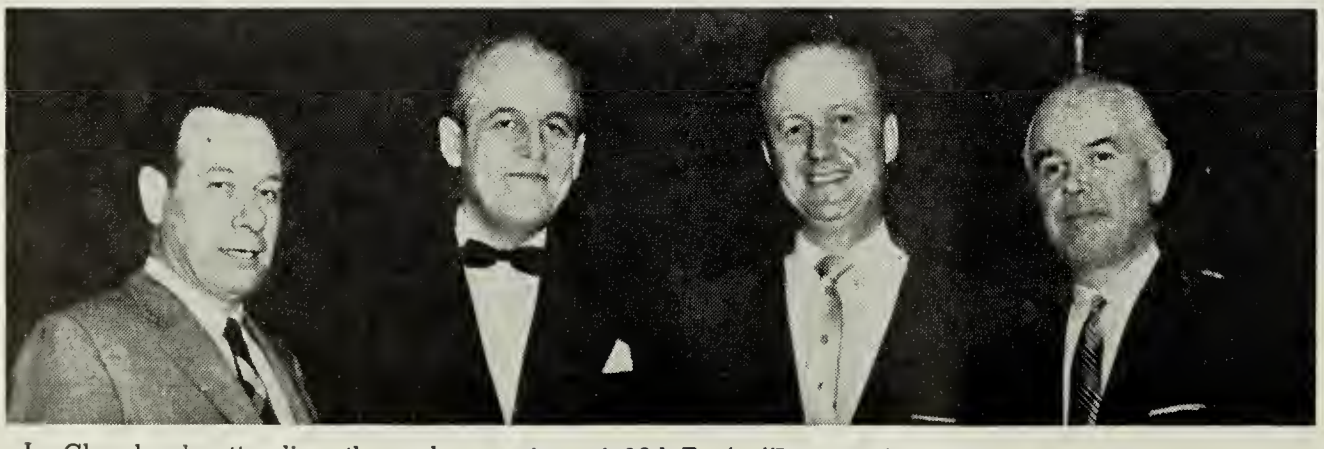
Director John Huston, who will film "The Man Who Would be King" for Allied Artists, enjoys a cocktail party with Steve Broidy, AA president, (left) and Harold J. Mirisch, AA vice-president. Huston will begin "King" either late this year or in 1956 on location in India. He has just completed "Moby Dick" for Warner Bros. release and will supervise editing on the film from Ireland, where he makes his home.



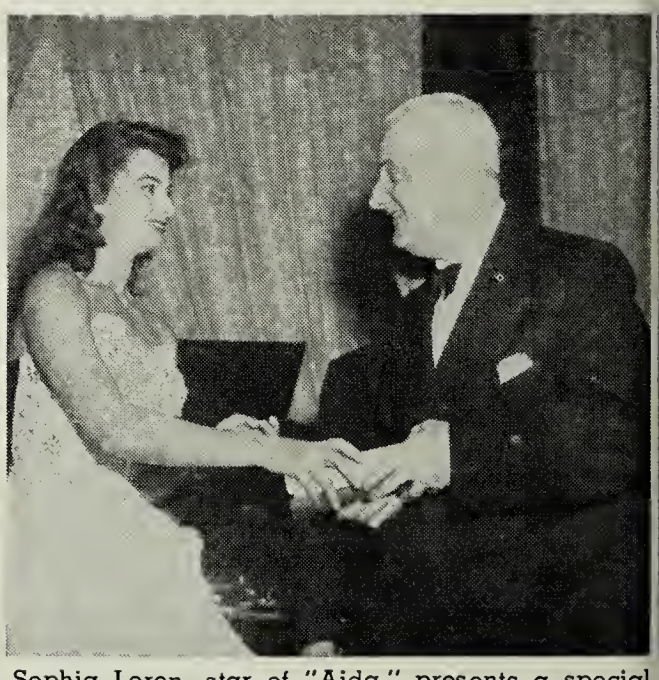
Dr. Herbert T. Kalmus, (left) Technicolor president and general manager, and Charles Brackett, president of the Motion Picture Academy of Arts and Sciences, examine a print of the first color film to use live actors, "La Cucaracha," presented to the Academy to commemorate 4,000,000,000 feet of release print 35mm film.



Receiving news of the 16th annual Redbook Award on behalf of Paramount for "the excellence of its 1954 product" are Don Hartman, Paramount vice-president (left) and Grace Kelly, star of "The Country Girl," shown with "Redbook's" editor, Wade Nichols.



In Cleveland, attending the gala opening of 20th-Fox's "Prince of Players," were (l to r): Glenn Norris, 20th-Fox eastern sales manager; Howard Higley, manager of the Allen Theatre; T. O. McCleaster, 20th-Fox central division manager, and Dick Wright, district manager, Stanley-Warner Theatres.



Sophia Loren, star of "Aida," presents a special citation to E. R. Zorgniotti, IFE executive, from the Italian Motion Picture Newspaperman's Guild, as a tribute to IFE's activities in promoting Italian films in the U.S.

News And Views . . .

Rosenfield on "Aida"

DETROIT. — An audience of 5,000,000 in the U. S., many of whom are not regular film theatre goers, is ready to support opera films such as "Aida," according to Jonas Rosenfield, Jr., IFE vice-president in charge of advertising, publicity and exploitation, who addressed a group of local film critics here.

Rosenfield's estimate is based on a national survey being conducted by IFE, covering thus far over 250,000 patrons attending performances of "Aida" in New York, Chicago, Baltimore, Cleveland, Philadelphia, and New Orleans. Survey indicates that 56 percent of these patrons had never seen an opera, while 27½ percent had not been in a motion picture theatre for three years. As a result of "Aida's" success, Rosenfield reveals, Italian producers are readying "Madame Butterfly," "Carmen," "Joan at the Stake," and other operas for the American screen.

Lubin on "Rebound"

Reduction by two-thirds in the cost of production can be accomplished by shooting a picture in Enlgand, it was pointed out by Arthur Lubin, director, at an interview with the trade press. Lubin has just completed shooting "Rebound" in England for Producer Mike Frankovich and starring Stewart Granger and Jean Simmons. Columbia will release.

Planned by Lubin, who is best known for his comedies about Francis, the talking mule, which he made for Universal, is a second picture for production in England. Film is "Ghost of Drury Lane." Frankovich will again produce and Columbia release.

Regarding Francis, the director said that he will make another and sixth talking mule subject for Universal, Tentative title is "Francis Weighs Anchor," with Donald O'Connor again starring.

Huston on "King"

Producer-director John Huston has completed "Moby Dick" for Warner Bros. release and is already outlining plans for "The Man Who Would Be King," upon which shooting will commence either late this year or early 1956 for Allied Artists release.

In town last week, Huston furnished some pertinent data on his most recent picture, which was produced by Moulin-Elstree Productions. "Moby Dick," he said, was some two years in the making, was brought in for "about $4,000,000" or one million above budget, and could have used even more funds to increase the research and reconstruction of certain sailing ships needed for the production.

Huston will supervise the editing of "Dick" in Ireland, where he lives, then begin on "King," which is based on a Rudyard Kipling story. No budget has yet been set but Peter Viertel will write the initial script and Humphrey Bogart will play one of the starring roles.

Kaufman on "Silver"

It is the duty of exhibitors to learn what merchandising aids the producer has available on a picture and to utilize these aids, stated producer Joseph Kaufman at a meeting with the trade press. Kaufman, who is currently working on a promotion campaign for "Long John Silver," a DCA release, outlined the exhibitor aids he has prepared on that CinemaScope-Eastman Color production.

A 12-minute black and white short and a six-minute version of the same subject have been made on the production problems encountered on "Silver." The 12-minute short is being given to schools, auditoriums, etc. while the six-minute film is for use in theattres as a pre-trailer.

Television and radio spot announcements, a series of half-hour radio programs and a serialization of the film's story for insertion in newspapers have all been created as selling helps on the picture, Kaufman revealed. He appealed to exhibitors to make use of these exploitation and promotion helps.

The producer has writers currently working on four screen plays, which he plans to produce within the next two years. These include "Medicine Whip," "The Sundowners," "Come Away, Pearler," and "Spanish Main." These pictures will be shot in some process and color and will be filmed in Australia, Kaufman disclosed.

Rhoden on "Patronage"

HOLLYWOOD.—"We must sell our attractions for dear life," President Elmer C. Rhoden warns National Theatres managers in the latest issue of the organization's house organ.

"Our theatres," wrote Rhoden, "are no longer privileged to cater to the movie-going public, but rather, we are hosts to a discerning public that selects its pictures very carefully. I presume they weigh the pictures that we have to offer with the shows that can be seen gratis at home in their own parlors, and if it is a question of making up their minds as to whether they should 'go out to see a show,' or should sit it out before their TV sets, then the only deciding factor is the quality of the picture.

"You have read the report of our first research project. . . . We believe that this first study will convince the producers that they must take advantage of TV to pre-sell, and that today, greater emphasis must be made on the pre-selling of motion picture attractions.

"Please don't believe that all of the job of pre-selling can and will be done by the producer. You must do a follow-up job as well. The moment you get a booking of an attraction, start to sell it!"

Frayne on "Personnel"

Dr. John G. Frayne, president of the Society of Motion Picture and Television Engineers, has made known the Society's plan to set up a committee to look into the problem of the growing need for trained technical people in the motion picture industry. Dr. Frayne explained that the motion picture industry is becoming more and more technical, and that work that once could be done by unskilled people is now too complicated and requires the skill of trained personnel.

Three Films On 'War and Peace'?

Three production companies have definitely announced their intention to film Leo Tolstoy's monumental novel, "War and Peace." In Hollywood, the Michael Todd Company, through its president, Phil Reisman, has announced that Fred Zinnemann will direct, and Robert E. Sherwood will write the screenplay. Film will be processed in Todd-AO and budgeted at $7,500,000. The script is expected to be completed in June, and the film will be shot in Yugoslavia with the full cooperation of the Yugoslav Army and Government.

In New York, Dino DeLaurentiis, of the Italian firm of Ponti-DeLaurentiis, which made "Mambo" and "Ulysses," forthcoming Paramount releases, also announced a production of "War and Peace," in VistaVision, to start in June. Film will be the most expensive ever made in Italy, with a budget of $4,500,000 to $5,000,000, and will be photographed in Yugoslavia, Finland, and Italy.

King Vidor Signed

DeLaurentiis, who has a signed contract with Avala Film of Belgrade, has designated King Vidor to direct the Tolstoy film. DeLaurentiis is negotiating with three top American stars for the leads.

David O. Selznick, who revealed last June that he had Ben Hecht working on the treatment of "War and Peace," said he had "no comment" on the Todd announcement, but expected to make his own statement soon.

M-G-M has also filed claim to the work with the Title Registration Bureau of the MPAA. Ordinarily, conflicts such as this are resolved by the title bureau, which determines priority of rights to stories in the public domain on the basis of application for clearance made by producers. Todd said that he was an "outsider"—a non-member of the association—and therefore did not feel required to seek clearance. Ponti-DeLaurentiis also operate outside the area of the agreement.

Film Firm Dividends Show Substantial Rise

WASHINGTON. — Dividends publicly declared by film corporations last year reached $28,289,000, far above the $23,405,000 paid out in 1953, according to the Department of Commerce. Dividends during December of last year exceeded dividends of December 1953 by $656,000, with 20th-Fox and Loew's accounting for the increase. Fox paid $1,108,000 plus a special $277,000 dividend in December 1954 compared to $692,000 in the same month of 1953, while Loew's paid $1,286,000 in December 1954 compared to $1,029,000 paid in the final month of 1953.

Admish Prices Drop

WASHINGTON. — Film theatre admission prices declined an unspecified amount during December, according to the Labor Department's consumer price report. The drop was ascribed to a return to regular admission prices after showing of special features in a number of cities.

One of America's Top Showmen Hails THE COMEDY SMASH OF '55

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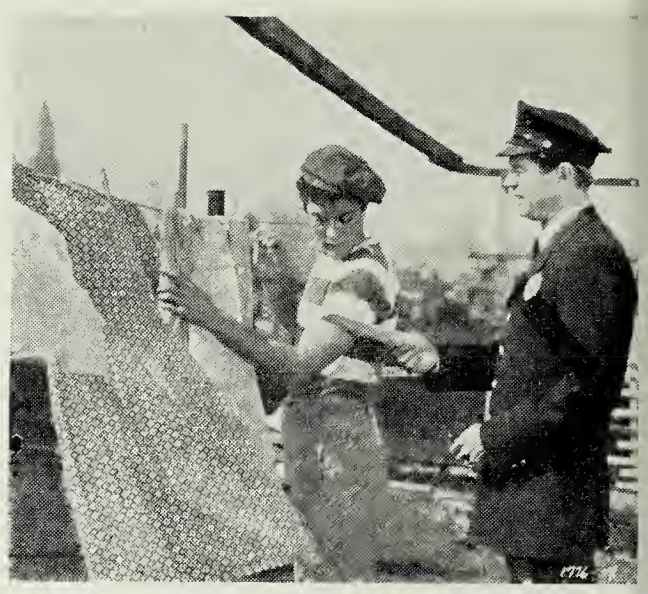
Written by PHILIP YORDAN · Produced by SIDNEY HARMON · Directed by JOSEPH LEWIS



Ruth Roman, John McIntire and James Stewart in "The Far Country," Technicolor



Kirk Douglas serenades Jeanne Crain in "Man Without A Star," color



George Nader subpoenas Tony Curtis in "Six Bridges To Cross," story of a bank robbery



William Talman holds the gun on Dana Andrews and Piper Laurie in "Smoke Signal," color



Susan Ball, John Lund and Victor Mature in "Chief Crazy Horse," CinemaScope-Technicolor



Jack Hawkins and Glynis Johns sail to a new country in "Land of Fury," Technicolor

Variety Of Entertainment Available From U-I In Forthcoming Seasons

Action and comedy films spark the product line-up of Universal-International, which has planned a "Golden Baker's Dozen" for the first part of 1955. Two of the first eight releases are in CinemaScope, while six of the pictures have been tinted by Technicolor. A roster of stars, both from within and without the Universal studio, has been gathered to provide marquee values to exhibitors.

First of the releases is "Six Bridges to Cross," the story of a modern bank robbery. Tony Curtis and Julie Adams play the leads in this Aaron Rosenberg production that was directed by Joseph Pevney. Sydney Boehm wrote the screen play from a story called "They Stole $2,500,000 — And Got Away With It."

Action of an earlier period, set in the wide outdoors, sets the keynote of the next release, "The Far Country." James Stewart, Ruth Roman and Corinne Calvet are starred in this Technicolor production, with Walter Brennan in the fourth role. Rosenberg produced, and Anthony Mann directed the Borden Chase screen play.

The CinemaScope-Technicolor production of "Captain Lightfoot" comes next on the list. Filmed on location in Ireland, "Lightfoot" stars Rock Hudson and Barbara Rush. Ross Hunter handled the production reins, while Douglas Sirk directed. The screen play is by W. R. Burnett and Oscar Brodney. The film tells a sprawling action tale of 19th Century Ireland.

Dana Andrews plays a U.S. Cavalryman to Piper Laurie's lady in distress in "Smoke Signal," Technicolor action picture. Howard Christie produced, and Jerry Hopper directed from a screen play by George F. Slavin and George W. George. The picture concerns an Indian attack on a western fort, with Andrews in additional trouble of his own.

A J. Arthur Rank presentation, "Land of Fury," starring a British cast headed by Jack Hawkins, follows next. This Technicolor production, set in New Zealand, also has Glynis Johns and Noel Purcell in the cast. This picture concerns the bringing of peace to a land beset by troubles between the white man and the native Maori tribes.

Another CinemaScope-Technicolor production, "Chief Crazy Horse," follows next on the release schedule. Victor Mature, Susan Ball and John Lund have the leads in this western produced by William Alland and directed by George Sherman. Mature is cast in this title role in the screen play written by Franklin Cohen.

Marjorie Main and Percy Kilbride are once again teamed as "Ma and Pa Kettle at Waikiki." Lori Nelson supplies the feminine interest in this Leonard Goldstein production. The film was directed by Lee Sholem from a screen play by Harry Clark and Elwood Ullman.

Kirk Douglas, Jeanne Crain and Claire Trevor have been topcast in "Man Without a Star," western produced by Rosenberg. Direction is by King Vidor with a Borden Chase screen play. Action and romance are highlighted in this production.



Rock Hudson and Denis O'Dea flee across a rooftop of 19th Century Ireland in "Captain Lightfoot," CinemaScope-Technicolor adventure romance which also stars Barbara Hale and Jeff Morrow

(Continued from page 15)

itself well in the action market. Ambuscades, fist fights and various other scenes of fast movement supply the necessary requirement for a picture of this sort. The tinting, on Eastman Color stock with print by Technicolor, catches the wild outdoors of the Colorado River area, where the story was photographed, with splendor.

Unusual gimmick in the story has a handful of Army men take a couple of small boats down the uncharted Colorado River in order to escape marauding Indians. A major Indian uprising is in the making and only one of the passengers, Andrews, can thwart it. Andrews, however, is being taken to his court martial on charges of desertion. He had lived with the Indians in order to find better ways by which to keep peace with them. Andrews' feats of bravery while on the river journey serve to clear him of guilt and endear him to Miss Laurie, only woman on the trip.

"Ten Wanted Men"

(Columbia) Technicolor 80 Min.

Cast: Randolph Scott, Jocelyn Brando, Richard Boone, Alfonso Bedoya, Donna Martell, Skip Homeier.

Credits: A Scott-Brown Production; Produced by Harry Joe Brown; Directed by Bruce Humberstone; Screen play by Kenneth Gamet; Story by Irving Ravetch and Harriet Frank, Jr.

The team of Producer Harry Joe Brown and Star Randolph Scott have come up with another box office winner in "Then Wanted Men," their ninth film together since they formed their own production company. Loaded with action, carefully cast from a well-written script, this Technicolor film deals with the efforts of a powerful, but benevolent cattle baron to maintain law and order in an empire obtained by sweat and guns in the late 80's. The title is a natural for exploitation and also a lure to the action fans. Scott, of course, is one of the biggest outdoor stars in the business and this film will enhance his reputation.

Cattle baron Scott brings his brother, Lester Matthews, and his daughter to the town of Ocatilla, which he has built himself, Matthews also brings his son, Skip Homeier, who is attracted to a Spanish girl, Donna Martell, who is the ward of Richard Boone, who is jealous of her. When Donna flees Boone for sanctuary at Scott's ranch. Boone hires gunmen headed by Leo Gordon. He then acquires a ranch next to Scott's and his gunmen raid Scott's cattle. He also engineers a gunfight to look as if Homeier has murdered a man in cold blood. All this treachery, plus the killing of Matthews, spurs Scott into action. Scott fights it out with Boone's gang, law and order is restored with Homeier marrying Donna and Scott marrying Jocelyn.

"The Good Die Young"

(United Artists) 100 Min.

Cast: Laurence Harvey, Gloria Grahame, Richard Basehart, Joan Collins, Rene Ray, Stanley Baker, Margaret Leighton, Robert Morley, Freda Jackson.

Credits: A Remus Production; Associate producer, Jack Clayton; Directed by Lewis Gilbert; Screen play by Vernon Harris and Gilbert; based on a novel by Richard Macauley.

A collection of top young talent, both British and American, has been collected for this British melodrama of disillusioned youth in the post-war world. The film should be best suited for art house runs, although it could go into more general houses as a supporting feature on the strength of some of the names involved. Familiar names in the cast include Gloria Grahame, Laurence Harvey, Richard Basehart, John Ireland and Robert Morley. The film starts out on a high note of suspense, showing four young men on their way to what is obviously an act of violence. It then flashes back to show how each of them arrived at this situation. The picture then tells four separate stories, constantly cutting back and forth from one to another until the four interlink towards the end.

Three of the four are good, honest persons on whom destiny has played some sort of trick. Richard Basehart, an American with an ill, pregnant wife, needs money desperately to get his wife back to America. John Ireland has deserted from the American Air Force because of his overwhelming love for his unfaithful wife, Miss Grahame. Stanley Baker is a once-famous fighter who has had one of his hands amputated. These three men fall under the influence of Laurence Harvey, a young gentleman of leisure who takes pleasure in gambling, cheating and killing. The four tales are told with skill, although they are all fairly predictable. Final portion of the film is devoted to a robbery, which ends in the death of the four young men. Performances are fine throughout, with excellent actors cast in the smaller roles so that a performer of the stature of Morley plays one bit scene.

"Sabaka"

(United Artists) Technicolor 81 Min.

Cast: Boris Karloff, Nino Marcel, Reginald Denny, Victor Jory, Lisa Howard, Jay Novello, Lou Krugman, June Foray.

Credits: Produced, directed and written by Frank Ferrin; Associate producer, Ralph Ferrin.

This Technicolor adventure tale, filmed on location in India, boasts some exciting jungle photography that helps to make up for a routine script. The picture does have exploitation possibilities and can help fill the bottom half of the double bill. Familiar names in the cast include Boris Karloff, Reginald Denny and Victor Jory, but they all play relatively small parts, with the lead role going to a 15-year old boy, Nino Marcel. The plot concerns Nino's attempts to avenge the death of his sister, who has been burned alive by a band of scoundrels posing as religious fanatics. The latter have terrified the principality into the worship of Sabaka, the fire-demon, for their own selfish purposes. With the aid of his pet tiger and his loyal elephant, Nino manages to destroy the group, but not before a series of close calls.

In addition to the excellent jungle photography, the picture contains some interesting footage of an elaborate and sumptuous religious ceremony in progress at the palace. For this sequence, the elephants have been painted and decorated in gorgeous colors and the palace personnel dressed in ornate costumes. However, the bulk of the excitement comes from the jungle scenes, where the wild animals make more believable villains than the people do. The action is backed up by an exotic Indian score. Production values are generally high.

"Abbott And Costello Meet The Keystone Kops"

(Univ.-Int'l.) 79 Min.

Cast: Bud Abbott, Lou Costello, Fred Clark, Lynn Bari, Frank Wilcox, Maxie Rosenbloom, Henry Kulky, Sam Flint, Mack Sennett, Heinie Conklin, Hank Mann.

Credits: Produced by Howard Christie; Directed by Charles Lamont; Screen play by John Grant; Story by Lee Loeb.

A huge portion of slapstick, mixed with a bit of nostalgia, provides the framework for this latest Abbott and Costello starrer, in which the comedy duo cavort in early vintage Hollywood. In this one the boys rely primarily on physical tomfoolery rather than any verbal quips, and the results should best be aimed at the juvenile market. Oldtimers may be intrigued by the film's title and the brief appearance of Mack Sennett, who throws a pie in the boys' faces for old time's sake. The script keeps the two comics, who get involved in the early days of movie-making, up to their ears in trouble, with Costello taking the brunt of the fooling. While trying to track down a thief who is posing as a movie director, he gets talked into accepting a job as stuntman at a movie studio with near-fatal results. The boys go wild in an airplane, have narrow escapes with railroads, runaway horse-carriages and undergo a variety of other mishaps.

The Keystone Kops, or really their modern equivalents, are called in at the end of the picture for the final chase after the villain. Fred Clark plays the latter role, with Lynn Bari cast as his girl friend and Maxie Rosenbloom in a villainous-comedy part. Trouble starts when Clark sells the boys the Thomas A. Edison "Black Maria." To recover their money they take out after him and Miss Bari, who have fled to California. At the picture's end the villains are apprehended, but the money they have stolen is scattered to the four winds by the whirring of airplane propellers. At fadeout Abbott, Costello and all the Kops are scrambling for the money.

"Women's Prison"

(Columbia) 80 Min.

Cast: Ida Lupino, Jan Sterling, Cleo Moore, Audrey Totter, Phyllis Thaxter, Howard Duff, Warren Stevens.

Credits: Produced by Bryan Foy; Directed by Lewis Seiler; Screen play by Crane Wilbur and Jack DeWitt; Story by DeWitt.

Columbia has a highly exploitable, well-made prison melodrama here. The picture's gimmick, a prison with women inmates on one side and men on the other with only stone walls between them, is strong theme and is well developed. Another factor is the lineup of femme toppers, all of whom mean something at the marquee; Ida Lupino, Jan Sterling, Cleo Moore, Audrey Totter and Phyllis Thaxter. Thrown in for good measure is Howard Duff, himself a potent ticket seller. The general overall top performing of all these players gives the film a tautness and a sense of the melodramatic, which make its unreeling pass quickly. The literate screen play has no cliche and no plot flaws and hold the audience's interest all the way.

Ida Lupino, head of the women's prison, works in conjunction with the mens' warden, Barry Kelley. When both of these officials are responsible for the inhuman treatment of Phyllis Thaxter, a nerve-shattered housewife who has come to prison on a manslaughter conviction after running over a child in her automobile, Duff warns them. When Audrey Totter, who has been visited by her husband, an inmate in the men's side of the prison, discovers that she is pregnant. Kelley tells Ida that she must find out how Audrey's husband, Warren Stevens got over to the women's side. In her zeal to get this information, Ida mistreats Audrey, and is responsible for her death. The women inmates, led by Jan Sterling and Cleo Moore, stage a revolt, while Stevens, out to revenge his wife, stalks Ida. Before things get too far out of hand, Ida's mind cracks and she is set for a future as a mental patient. Following this, Duff informs the warden that he will no longer have a job and looks to a future of seeing the brutal prison conditions corrected.

"They Were So Young"

(Lippert) 80 Min.

Cast: Scott Brady, Johanna Matz, Raymond Burr, Ingrid Stenn, Gisela Fackeldey, Kurt Meisel, Katherina Mayberg, Eduard Linkers, Gordon Howard.

Credits: A Corona Films Production; Produced and Directed by Kurt Neumann; Screen play by Felix Luetzkendorf and Neumann; Based on an outline by Jacques Companeez.

"They Were So Young" is a well-done exploitation film which should do good business everywhere. Dealing with mannequins, who are

recruited from all parts of the world to be sent to Rio, the film shows what happens when the models find that there is a vice angle involved along with posturing expensive fashions. Handled tastefully, the picture makes its points about the oldest profession in Rio with great skill, which can be attributed to Kurt Neumann's direction. Scott Brady and Raymond Burr are the only two names who mean anything in the U.S., however, Johanna Matz comes across powerfully as a mannequin who will not accept her "extra" duties and will make quite an impression on audiences here with this film. Quite a few of the exteriors were shot in Italy with the interiors being lensed in Germany. There is some voice dubbing, but it is well-done and doesn't detract at all from the proceedings.

When Johanna Matz arrives at fashionable mansion in Rio with her fellow mannequins, she soon discovers that the modeling is a blind for red light activities. She flees the establishment with her girl friend, Ingrid Stenn. Ingrid is recaptured by members of the modeling group and Johanna cannot convince the authorities of their plight. She ecapes with the aid of mining engineer Scott Brady, who takes her to his South American boss, Raymond Burr, for help. Brady goes on to what is supposed to be a flooded mine. Johanna discovers Burr is the boss of the procuring mob, and runs away; she meets Brady, who is on his way back having discovered that his trip was a ruse. Johanna is drugged and taken to one of Burr's pleasure boats. With the aid of a Brazilian undercover man, he rescues Johanna and the agent gets enough on Burr to put him behind bars.

"The Intruder"

(Associated Artists) 84 Min.

Cast: Jack Hawkins, Michael Medwin, George Cole, Dennis Price, Duncan Lamont.

Credits: Produced by Ivan Foxwell; Directed by Guy Hamilton; Screen play by Robin Maugham and John Hunter; Additional scenes by Anthony Squire; From the novel, "Line on Ginger," by Maugham.

An intriguing art house entry, this British production, with Jack Hawkins starring, combines flashbacks with a chase for dramatic effect that should hold audiences interested throughout. Story concerns an ex-colonel's attempt to help one of his former troopers, who has become a lawbreaker. Performances are sound all around, with Hawkins, playing the ex-colonel, and Michael Medwin as the lawbreaker, outstanding. War footage, including some well-staged battle scenes, may springboard this picture into the action market, but lack of a romantic interest may create a stalemate on broader bookings.

Plot gets better as it goes along. Hawkins discovers Medwin, a former trooper of his, to be a housebreaker and sets out to help him reform. Medwin, however, is antagonistic and flees. In order to locate him, Hawkins tracks down and interviews each of his other former troopers. When Medwin is reached, it turns out that he has broken jail while serving a manslaughter charge. Hawkins induces him to surrender and promises help when his term ends.

"Tender Hearts"

(Hugo Haas) 78 Min.

Cast: Hugo Haas, Francesca de Scaffa, June Hammerstein, Jeffrey Stone, Ken Carlton, John Vosper, Tracy Roberts, Tony Jochim.

Credits: A Hugo Haas Production; Produced, Directed and screen play by Hugo Haas.

"Tender Hearts" is an engrossing drama which Hugo Haas press previewed without a release. It is a poignant film that will appeal to children and will be very moving to adults, who know the vagrancies of life. Haas is now negotiating a release for the film, which is another four-ply credit for him. This warm, vibrant film deals with a begger and his dog, a performing dog, who enables the beggar to mooch his way through life. The picture is peopled with interesting characters from all walks of life and the seamy side of life is shown both humorously as well as realistically.

Haas, a former circus clown turned beggar, uses his performing dog on street corners to get pennies from passersby. He lives in the basement of an apartment peopled by a waitress, June Hammerstein; a street walker, Francesca de Scaffa, and her boy friend, Ken Carlton. When he becomes ill and the dog does too, Haas decides to take the offer for the dog by a rich man, John Vosper. Carlton, believing that Haas sold the dog at a lucrative price that he was first offered for him, joins up with a thug and arranges a holdup of Haas. When the holdup man finds that Haas has only 30 dollars, he slugs him hard enough to kill him. He dies at the same time as the dog and they are reunited in Heaven.

"Port Of Hell"

(Allied Artists) 80 Min.

Cast: Dane Clark, Carole Mathews, Wayne Morris, Marshall Thompson.

Credits: A William F. Broidy Production; Produced by Broidy; Directed by Harold Shuster; Screen play by Tom Hubbard, Fred Eggers and Gil Doud; Story by Doud and D. D. Beauchamp.

"Port of Hell" is a well done suspense melodrama, highlighted by the top performances turned in by its cast toppers. Although the plot has a tinge of formula about it, it is handled so well that there is an aura of realism to the proceedings. This can also be attributed to the location shooting in the Los Angeles harbor.

Dane Clark is the port warden of L.A. harbor, who runs the port by the rule book and with an iron hand with the aid of his crippled assistant Marshall Thompson. Because of his policy he antagonizes all the sailors and fishing boat men in the vicinity especially Carole Mathews' brother, Wayne Morris. When he discovers that a freighter has docked in the harbor with an atom bomb aboard which will be set off within 24 hrs., by a communist detonating ship at sea, he keeps it quiet and sets out to find someone to aid him to tug the ship out to sea, in order to avoid a panic. With the help of Morris, his former adversary, Harold Peary, another former enemy, and Thompson, they accomplish this via Morris' tugboat and it explodes at sea with no damage to anyone or anything. Clark returns to Carole's arms.

"Pirates Of Tripoli"

(Columbia) Technicolor 70 Min.

Cast: Paul Henreid, Patricia Medina, Paul Newlan, John Miljan, Mark Hanna, Jean Del Val, Lillian Bond, Mel Welles, Louis G. Mercier.

Credits: A Sam Katzman Production; Produced by Katzman; Directed by Felix Feist; Screen play and story by Allen March.

"Priates of Tripoli" is a familiar enough swashbuckler dealing with pirates. This time it's Tripoli and, as usual, there is a beautiful princess who is having her troubles. This will do best going out as a supporting feature and as such is good for any bill. Paul Henreid and Patricia Medina handle their roles well. Production work is very good on this feature, giving it a plushy appearance befitting its story. Title is a good sales point as well as the Henreid and Medina names. There are plenty of action fans who go for this type of fare.

Patricia Medina, a princess, is forced to flee her country when it falls to John Miljan's army. She runs to Tripoli for help, hearing that the famous pirate, Henreid, will sail to her cause for money. Henreid, despite some obstacles, gets Patricia back her kingdom and Patricia as a result gets Henreid.

"Sunderin"

(Producers Rep.) 80 Min.

Cast: Hildegarde Neff, Gustav Froehlich, Anne Bruck.

Credits: Produced by Cellini Films; Directed and screen play by Willy Forst; Story by Gerhard Menzel.

This German drama, dubbed into English and with an English narration telling most of the story, could serve to satisfy product needs of some art houses. The film's star, Hildegrade Neff, has acquired a name in this country, and that factor, plus the exploitable sex angle, could help sell the film. "Sunderin," sub-titled "the story of a sinner," is a vehicle for the adult audience alone. It tells in flash-back style the story of a tragic romance between Miss Neff, a beautiful woman of the streets, and a painter who is going blind. The tragedy, though a poignant one, is unrelieved and makes for heavy going in spots. The story, ending in a double suicide, is made easier to take because it gives Miss Neff a chance to dominate the picture with her acting ability and her special type of beauty. The star makes the most of her chance. For the rest, the production is a good one with all the cast up to their roles. Director Willy Forst achieves some interesting and

"Siam"

(Buena Vista) Color 32 Min.

Credits: A Walt Disney Production; Associate producer, Ben Sharpsteen; Directed by Ralph Wright; Script by Winston Hibler, Ted Sears, Cecil Maiden and Wright; Narrated by Hibler.

Another entry in the "People and Places" series, this Walt Disney live-action featurette presents an eye-filling view of modern Siam, or Thailand, in Southern Asia. Here the land is flooded by river waters half the year, and when the torrents recede the natives plant and harvest rice. The picture, accompanied by a good narration, presents the life of the Siamese peasant under these conditions with a good deal of interest and understanding. Audiences should find "Siam" a rewarding program filler that will send them away with something fresh to think about. Work and play are alternated in the proceedings to present a balanced story. Shots of elephants, whose brute power is used to push and tote tremendous weights, are fascinating. Scenes of ancient and colorful dances are unique. A sequence in which two Siamese cats tussle in the mud is a gem of candid camera humor. As reproduced via Technicolor printing, this featurette carries the Disney quality stamp and should appeal to young and old alike.

Mass Booking Slated For VistaVision Short

Approximately 20,000 U.S. and Canadian theatres, both conventional and drive-ins, will show "Paramount Presents VistaVision," 20-minute Technicolor product featurette which is being made available to exhibitors free-of-charge, A. W. Schwalberg, president of Paramount Film Distributing Corp. said this week.

Representatives of the trade press previewed the VistaVision subject at the Paramount home office screening room. Film presents scenes from the first 10 Paramount pictures produced in VistaVision: "White Christmas," "Run For Cover," "The Trouble With Harry," "To Catch a Thief," "The Seven Little Foys," "We're No Angels," "The Far Horizons," "Three Ring Circus," "Strategic Air Command" and "Lucy Gallant."

Schwalberg said a total of 500 prints will be put in circulation throughout the country by mid-March. "At present, approximately half that number has been delivered and put into circulation and we are looking forward to receiving the additional 250 prints as quickly as Technicolor can possibly make them because the exhibitor demand for this entertaining product subject is truly tremendous," he said.

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CinemaScope · Color by Technicolor
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FACT #8

SUMMERTIME



KATHARINE HEPBURN

(Based on the Broadway hit, "The Time of the Cuckoo")
Color by Technicolor
Starring Katharine Hepburn · Rossano Brazzi
Produced by Ilya Lopert · Directed by
David Lean · A Lopert Films Presentation

NOW CUTTING

FACT #9

THE NIGHT OF THE HUNTER



ROBERT MITCHUM

Starring Robert Mitchum · Shelley Winters · Lillian Gish
Based on the best-seller by Davis Grubb
Produced by Paul Gregory
Directed by Charles Laughton

Attendance Figures Climb Higher As M-G-M Workshops Push Ahead



Steven Pankow, Mayor of Buffalo, recognizes M-G-M's "Salute to Theatre Owners" in his territory by signing a proclamation setting February as the "Go To The Movies Month." Five prominent area theatremen witness the signing; (l to r): Arthur Krolick, district manager for Paramount Theatres for Buffalo and Rochester; Vincent R. McFaul, general manager for Shea Theatres; George H. MacKenna, managing director of Basil's Lafayette; Robert T. Murphy, managing director of the Century Theatre, and Edward Meade, advertising manager for Shea Theatres.

M-G-M's seventh in its series of one-day Ticket Selling Workshops, scheduled for next week (Tuesday) at the Jefferson Hotel, Richmond, will have an anticipated audience of between 250-300 Virginia area exhibitors, according to Mike Simons, director of customer relations for the major.

The event will precede workshop sessions in Oklahoma City and Milwaukee by the film company on March 30 and 28, respectively. The Oklahoma City affair is newly scheduled. It will be conducted with Ed Thorne, city manager for Cooper Foundation Theatres, in charge, Thorne is also newly elected Theatre Owners of Oklahoma president

The Milwaukee session, originally sched-.uled for May 2, was advanced in order that it be held in connection with the Wisconsin Allied's annual convention, set for March 28-30.

Workshops in Jackson, Miss., and Memphis were held meanwhile last week with Jack Bruno, manager of Cooper Foundation's Main Theatre, Pueblo, Colo., guest panelist at both.

Outstanding among the exhibitor leaders from other territories who participated actively in the Memphis session were C. V. "Buck" Jones, home office executive, and W. L. Pullen, district manager of the Rowley United Theatres, Dallas; M. B. Smith, advertising ad-publicity head for Commonwealth Theatres, Kansas City, and Beverly Miller, head of the Kansas-Missouri Allied unit.

Touring various areas of the nation in conjunction with the workshops and M-G-M's 1955 Motion Picture Theatre Celebration are Robert Taylor, John Ericson, Anne Francis and Esther Williams. A baby elephant was employed for publicizing openings of "Jupiter's Darling."

For next week's Richmond workshop, Bob Walker, owner-manager of the Uintah Theatre, Fruita, Colo., has been enlisted as small-town theatre panelist.

At the Detroit workshop, scheduled for Feb. 22, Lou Brown, ad-publi-exploi chief for Loew's Poli New England Theatres division, will be a panelist along with L. J. "Bill" Williams of Union, Mo.

Metro announced that the Columbus, Ohio, area will observe its second workshop March 1, with a delegation of 10 Jamestown Amusement Inc., representatives expected to attend.

Following up the Columbus session will be one at Kansas City on March 3.

Columbia Signs Writers

Columbia has signed five young writers, all new to Hollywood, to long-term contracts, executive producer Jerry Wald has announced. The signings are in line with Columbia's established policy of bringing out fresh talent and giving it an opportunity in all departments of production.

The writers signed currently are awaiting their initial assignments at the studio under the direction of Arthur Kramer, story department head. They are Edmund Morris, Sonya Claire Levene, Raphael Hayes, James Whitfield Ellison and Gil Orlovitz.

Retail Windows Plug Metro's Celebration

Milwaukee.—A multitude of Green Bay retailers were enlisted here to furnish store window space which was utilized to promote the inauguration here of Metro's 1955 Motion Picture Theatre Celebration Year. For example, one lunch room set up two signs pushing "Green Fire Sundaes" and "Black Rock Sundaes."

A number of the co-operative promotions were encouraged via letters sent out by Green Bay's Association of Commerce, revealing the film company's plans. The exploitation was engineered by Louis W. Orlove, M-G-M publicity director for Milwaukee. He capped his campaign by surprising local theatre managers with mammoth blow-ups of their portraits at a dinner held in their honor.

Print Demand Increases For "Underwater!" Reel

The demand by exhibitors for the special trailer about the underwater premiere of Howard Hughes' "Underwater!" has upped the print order to 490, Walter Branson, RKO's world-wide sales manager, announced. Harry Brandt has ordered 151 for his theatres in New York, New Jersey and Connecticut. The trailer, which runs for 2½ minutes, shows the highlights of the underwater screening and some of the 200 leading press, radio and TV representatives and Hollywood celebrities who attended. RKO is also offering, for local-level exploitation by its fieldmen, a king-size promotion kit.

Film Entertainment Cited

WASHINGTON.—Ambassador to Italy Clare Boothe Luce, talking informally with reporters here, said she considers the showing of motion pictures one of the most "useful ways" by which an Ambassador can instruct and entertain guests in a foreign capital. She said she believes all American Ambassador's residences built in the future should include projection rooms.



At the Denver session of M-G-M's Ticket Selling Workshop are Emery Austin (right) company exploitation executive, and a group of his field men, (l to r): Alan Weider, Seattle and Portland; Bob Stone, Omaha and Des Moines; Ted Galanter, West Coast division press representative; William Blake, San Francisco; Ivan Fuldauer, mid-west division press representative; Howard Herty, Los Angeles, and Norman Pyle, Chicago.

RKO Pictures Carrying Forward Capital Loss Under Federal Law

RKO's estimated $30,000,000 capital loss-carry-forward figure was pointed out in the year-end financial statement of the company. The statement, signed by president James R. Grainger, said that RKO had been advised that, under the new Federal tax code, its substantial capital tax loss presently continues to be a capital-loss-carry-forward available under appropriate circumstances as a set-off against capital gains, if any, that might be realized in the future.

No indication was given of any change in the status of the company, with Howard Hughes and Atlas Corp. now owning the principal number of shares. The company's assets were put at $17,833,567, of which $17,796,958 were listed as cash and the remainder interest receivable. The report, covering a nine-month period, stated that of the $23,489,478 received from Howard Hughes for the sale of RKO Radio Pictures, $5,717,952 was utilized in redeeming 952,-992 shares of its stock.

Product-wise, Walter Branson, world-wide sales manager of the company, announced that RKO has embarked on one of the most active years in its history. Scheduled for release are 21 independently made films plus four top-budgeted pictures made by RKO.

Productions Scheduled

Among the independents are Ram Productions' "Treasure of Pancho Villa" and "Oh, Promised Land," starring Alan Ladd. Both will be in Technicolor and Superscope. Also, Benedict Bogeaus's "Escape to Burma," starring Barbara Stanwyck, Robert Ryan and David Farrar, and another Bogeaus production, as yet untitled.

David Butler will produce and direct three films this year. The first, "Miracle of Santa Anita," is in Technicolor. Two others are still untitled. The King Brothers will produce "The Boy and the Bull," in CinemaScope and Technicolor, and "Two-headed Spy," to be made in England.

Nat Holt has three pictures on his schedule. The first is a Superscope-Technicolor production, "Rage at Dawn," starring Randolph Scott. Slated for future production are "Louisiana Lottery" and "Texas Lady."

Sol Lesser has produced "Quest for the Lost City" and "Tarzan's Hidden Jungle." Another production, as yet untitled, is on his schedule for this year. Allen Dowling Productions have two films on their calendar, "People Like Us" and "The Sea is a Woman." Robert Stillman's production, "The Americano," is currently in general release, and his further plans will be announced shortly.

Winding up the list of independents is a list of three pictures, all untitled, to be filmed under the banner of Prize Pictures.

The RKO pictures to be released this year are "Underwater," starring Jane Russell; "The Conquerer," starring John Wayne and Susan Hayward; "Jet Pilot," starring Wayne with Janet Leigh, and "Son of Sinbad."

Universal 1954 Net Rises To $3,797,688

Universal Pictures has reported consolidated net earnings for the fiscal year ended Oct. 30, 1954 of $3,797,688 after provision of $5,600,000 for Federal taxes on income and $500,000 for contingent liabilities and after a write-down of investments in the amount of $414,812. After dividends on the preferred stock, such consolidated net earnings amounted to $3.58 per share on the 995,289 outstanding shares of common stock as of Oct. 30, 1954.

For the preceding fiscal year, consolidated net earnings were $2,616,356 after provision of $3,863,000 for Federal taxes on income and $500,000 for contingent liabilities. After dividends on the preferred stock, these consolidated net earnings were equivalent to $2.35 per share on the 1,010,411 shares of common stock then outstanding.

Film rentals and sales for 1954, according to the company's annual report, which has been mailed to stockholders, were $77,887,688 as compared with $70,490,254 for the previous year. It is noted in the report that the company continued the practice of reflecting in its accounts the operations of subsidiaries operating in foreign countries having exchange restrictions only to the extent that net earnings from such operations were realized in dollars, regardless of the periods in which such net earnings accrued.

The report also noted that during the calendar year 1954 regular quarterly dividends of 25¢ per share and an extra dividend of 25¢ were paid on the common stock.

Press Relations Better: Mandel

The industry's press relations have shown marked improvement in the last year, according to Harry Mandel of RKO Theatres, chairman of the COMPO Press Relations Committee, which has just released results of a nation-wide press questionnaire covering 102 cities.

Besides Mandel, those on the committee are Harry Goldberg of Stanley Warner Theatres, vice chairman; Oscar A. Doob of MGM; Jerome Pickman of Paramount; Ernest Emerling of Loew's; Gilbert Golden of Warner Bros. and Kenneth Clark of MPAA.

The replies reveal, Mandel said, that 50 newspapers give more space to industry news than they did a year ago. Only 15 have reduced their movie page coverage, and some of this reduction took place in locations where newspapers have acquired an interest in, or control of, local TV stations. Seventy-five replies stated that local newspapers were sympathetic toward the industry; only 14 reported local press as critical. Although TV coverage has increased, particularly in those areas where newspapers own an interest in TV stations, 74 replies indicated that movie space has not suffered as a result, while 28 replied that it had.

Contacts Help

"Personal contacts with newspaper editors established by industry representatives during the tax campaign," said Mandel, "unquestionably resulted in a better editorial understanding of the industry problems. . . . I think that industry representatives, particularly exhibitors in small situations, are missing an important bet in not bringing to the attention of local editors the series of COMPO ads now being published, as not all of them have had the opportunity to see and read these ads. Extra copies are always available at COMPO headquarters."

The latest (36th) COMPO advertisement in Editor and Publisher, under the headline, "Bigger Audiences Mean More Readers," urges newspapers to give more space to movie news. Ad comments that several papers have already rearranged their entertainment sections to give greater space to movies. Some reasons, says COMPO, are better pictures, technological advances, and reduction in the federal admission tax. "So don't underrate your movie editor," concludes the ad. "He will get you new readers and at the same time will make the movie pages one of the most-read departments in your paper."

Dividends . . .

Columbia Pictures Corp. declared a cash dividend of 50¢ per share and a 5 percent stock dividend, on the common stock and the voting trust certificates for common stock, payable Feb. 25 to stockholders of record as of Feb. 9. . . . Republic Pictures Corp. declared a dividend of 25¢ per share on preferred stock, payable Apr. 1, to stockholders of record at the close of business on Mar. 10. . . . Roxy Theatre Inc. has declared a quarterly cash dividend of 37½¢ per share on outstanding preferred stock, payable Mar. 1 to stockholders of record at the close of business on Feb. 15. . . . Universal Pictures declared a quarterly dividend of $1.0625 per share on 4¼ percent cumulative preferred stock, payable March 1, to holders of record Feb. 15.

National Theatres, Justice Wind Up Divestiture Parleys

WASHINGTON.—National Theatres and the Justice Department have agreed to a "wind-up" divestiture order covering the 8 theatres remaining out of 110 to be divested under the consent decree, according to Justice officials.

National will have until February 28 to dispose of the four of the theatres it owns, and will be permitted to keep the four theatres it leases until the leases run out, subject to certain conditions. Main change with respect to the owned theatres is that National will now be able to sell them for any purpose, rather than only for use as theatres.

Three of the four leased theatres are closed, and they may not be reopened without the consent of the Attorney General. The fourth, in North Platte, Nebr., is subject to a limitation of only one first run in that town for National, with a provision that if any independent operator is not afforded equal opportunity for first run films, Justice will step into the picture.

In any event, the leases on the four houses cannot be renewed by National, which reported a $546,416 net for the 13-weeks ended Dec. 25.

Director Sidney Kids Child Stars

Children, who used to appear in drama only long enough to lisp out some inanity which somehow induced their estranged parents to reconcile, have emerged in recent years as almost inevitable and pivotal characters in screen, stage, TV, and magazine stories, George Sidney asserted in a talk before the Beverly Hills PTA Council.

The M-G-M director, whose latest release is "Jupiter's Darling," pointed up the fact that there is a marked inclination on the part of writers recently to saddle off some of the vilest villainies onto the shoulders of the small fry.

An example quoted was the current Broadway success, "The Bad Seed," which centers on a golden-haired, sweet-appearing little eight-year-old girl who turns out to be a vicious murderess perfectly willing to kill anyone who stands in the way of her desires or plans.

"A few more plays like this," Sidney told his hearers, "and I'll be afraid to turn my back on an innocent-looking little girl with pigtails for fear I'll get a carving knife between my ribs.

"Presumably, any time there is a particularly appalling murder, the police will respond by rounding up and questioning all known members of the pigtail-and-beany set in the neighborhood!"

Many other pictures and plays and novels of recent decades have explored the idea that children can be malicious gossipers and are adept at embellishing and passing on baseless rumors where they will do the most harm. "Maedchen In Uniform," "The Children's Hour," "Tomorrow the World," and other stories fit into this category.

Sidney is currently preparing to direct "The Eddy Duchin Story" on loanout to Executive Producer Jerry Wald at Columbia after which hhe returns to M-G-M to direct "St. Louis Woman."

Filmakers Schedules Five In Six Months

Five Filmakers features will be produced in the next six months for 1955 release, according to Irving H. Levin, president of Filmakers Releasing Organization, and Collier Young, president of Filmakers Productions, who described it as the company's most ambitious program for any comparable period.

The five new films are in addition to "Crashout" and "Mad at the World," which are completed and readying for release.

Following exhibitor reaction to "Crashout," Levin has signed Hal E. Chester to produce two more for Filmakers distribution. Chester will roll "Battle Hell" in March, from an original by Robert C. Lewin, an infantry story for which Chester has secured Army co-operation.

In May, Chester will start "The Smoldering Sea," based on the merchant marine novel by U. S. Anderson.

Young will personally produce "The Firebug" from his own original, described as another controversial subject of the type he has handled in previous efforts. Feature rolls in June, and Young has scheduled start of two more before Aug. 1.

HOLLYWOOD ...on the wire

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Twentieth Century-Fox purchased the film rights to William Inge's new play, "Bus Stop," and assigned Buddy Adler to produce the film version. The play, whose author also wrote the hits, "Picnic," which is going to be filmed by Columbia Pictures, and "Come Back Little Sheba," which was transformed from a hit play into an award-winning motion picture by Hal Wallis, will open on Broadway in March.

* * *

Robert Mitchum was inked for the lead in "The Deadly Peacemaker," a western, which will be produced by Samuel Goldwyn, Jr. for United Artists release. Richard Wilson, on loanout from Universal-International where he is a producer, will direct the screen play written by N. B. Stone and himself. The picture has a Mar. 1 starting date.

* * *

Robert Parrish was signed by Paramount to direct "Intermission," the biographical motion picture dealing with the life of the famous jazz trumpeter Red Nichols. Danny Kaye will star in the feature as Nichols. . . . Harold Hecht signed Gina Lollobrigida to co-star with Burt Lancaster in "Trapeze," which will be produced by Hecht-Lancaster Productions abroad for United Artists release. Carol Reed will direct the feature, which is based on a best selling novel by Max Catto. Film has an August starting date.

* * *

Novelist and screen writer Niven Busch will join Edmund Grainger Productions Inc. at RKO and his first assignment will be to write an untitled screen play from an idea which Producer Grainger has had under consideration for some time.

* * *

The King Brothers, who had planned to film "The Boy and The Bull" in Spain, have decided instead to make the Technicolor-CinemaScope production in Mexico, Frank King announced. Irving Rapper, who will direct the film, is currently in Mexico City and casting the forthcoming picture which will get underway Mar. 1.

* * *

Yvonne De Carlo and Howard Duff arrived in the Bahamas Islands, where they will location for Republic's "Rebel Island." The troupe will remain in the islands five weeks during the entire filming of the picture. The film is being directed by associate producer Edward Ludwig.

* * *

"Matador," which will star Jose Ferrer and which Ferrer will also direct and produce, will roll in Spain this summer. Allied Artists will distribute in the United States, with Columbia International taking over a large share of the foreign release, and Mike Frankovich's Film Locations Company participating in the below-the-line production.

* * *

Jack L. Warner announced the completion of a deal with the newly formed production company headed by Producer Julian Blaustein and Academy Award winner Daniel Taradash, who will function as writer and director. The new company, Phoenix Corp., will make as its first picture, "Guard of Honor," from James Gould Cozzens' 1948 Pulitzer Prize novel.

* * *

Elizabeth Taylor has been set for the title role in the film version of Daphne du Maurier's best selling novel, "Mary Anne." The romatic adventure film, set against the historical background of the England of 1789-1827, will be produced by John Houseman. "Mary Anne" has topped the best seller lists for almost a year and was a Book-of-the-Month-Club selection.

* * *

Virginia Mayo has been loaned to RKO by Warner Bros. for Ben Bogeaus' "Call of the Tropics," which rolls this week. Allan Dwan directs the feature. . . . David Lewis was signed to a producer's contract by M-G-M, it was announced by Dore Schary. Lewis produced "End of the Affair" in England starring Van Johnson and Deborah Kerr. Lewis at one time was under contract to M-G-M, serving as associate producer on "Camille" and "Riff Raff." . . . Carlos Arruza, considered the greatest matador since Manolete, may come out of retirement for the King Bros.' "The Boy and The Bull."



Dr. L. A. Donnell, mayor of Wichita, Kans., flew to Hollywood expressly to request that Allied Artists' "Wichita," Joel McCrea starrer now before the cameras, be given its world premiere in his city. Wearing glasses, the mayor is shown on the film set with, left to right: Mrs. Donnell, Vera Miles, who co-stars with McCrea; McCrea and Walter Mirisch, producer.

Handling Performers Termed Key Screen Factor: Director Fleischer

By Richard Bernstein

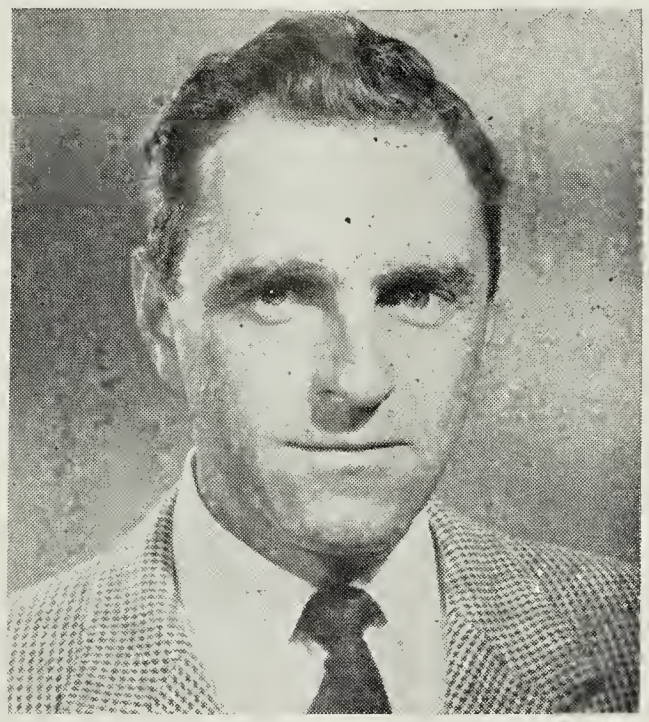
"When I look through the camera and place people, it is the same as an artist would try to balance light and shadow and place his models," Director Richard Fleischer explained. Sitting in his 20th Century-Fox office, the director stressed that "Violent Saturday," which he has just finished directing, and which Buddy Adler produced, is a different type of picture.

The film, which stars Victor Mature, Sylvia Sidney and Tommy Noonan, is part melodrama and part straight drama. It is the story of a small town in which we see from four to five vignettes of various individuals and families that live in the town. This is a slice of life.

Each group is approaching a crisis in their lives as three strangers, bank robbers, arrive in town to stage a holdup. The stories are interwoven and the lines crisscross so that everyone involved in the overall pattern has to be at the bank at the same time. What happens at the bank changes the lives of all. The action takes place within a 24-hour period.

Prior to "Violent Saturday," Richard Fleischer directed what he calls "the most difficult picture ever made," Walt Disney's "20,000 Leagues Under The Sea."

"I spent a year and a half making the picture," the director said, "and every setup was a challenge; even the inserts were tough. This film has the biggest underwater stuff ever done. I had more people underwater at one time than there has ever been — 58 people."



RICHARD FLEISCHER

Safety Setup Used

Fleischer had a safety setup that paid off; no casualties resulted from all this hazardous work. For every person underwater, he had a life guard underwater and one watching the same person from above water. Fleischer directed 30 feet under water. This is the second film version of "20,000 Leagues." Disney's film was shot in Nassau in the Bahamas over a coral reef.

This is the same location on which the first film, made 40 years ago by J. E. Williamson, was shot. Fleischer said that Williamson was on the scene watching him shoot and he found the man very interesting. Williamson 40 years ago was the first to photograph in black and white underwater, in color underwater and the first to make a motion picture underwater. He operated from a diving bell.

Fleischer believes in pre-production. He prepares thoroughly before shooting. "One thing a director must be able to do," he stated, "is handle actors. All the rest is a by-product. A director must be able to get performances out of the actors and be able to move his people for staging. How he does this is up to the individual actor."

In regard to visualizing a scene in his mind while he is shooting, Fleischer said: "I know how a scene will cut and break and play as I shoot it." He pointed out that composition must tell the story and it must have its own drama.

Fleischer, son of Max Fleischer, famous cartoonist who created "Out of the Inkwell," "Betty Boop" and "Popeye," started his career at RKO. His first full-length film was "Child of Divorce," then he directed a series of low budget, action pictures.

"There isn't a better way of learning to direct," says Fleischer. "I had a newsreel background, a short-subject and low-budget feature background. You learn tightness of story, economy in money and the use of film, and in dramatic values, how to make things come alive quickly. It's the best training in the world and I wouldn't trade it for anything."

Two of these action pictures, "Trapped" and "Armored Car Robbery" (made on loan-out to Eagle-Lion) are up for re-release.

Stanley Kramer then borrowed Fleischer for his first film, "So This Is New York." After this he returned to RKO and made several more action melodramas. One of these, written by Earl Felton, was "The Narrow Margin," which became one of RKO's biggest "sleepers." Later, he re-teamed with Felton to work for Stanley Kramer on "The Happy Time."

Fleischer has just formed his own independent company, Nautilus Productions, and has already acquired a property, the name of which he will soon announce. He will both produce and direct under his own banner.

Sol Siegel, Para Split

Paramount Studios and Sol C. Siegel have jointly announced the termination of the contract whereby the producer would film 10 pictnres over a five-year period for the major. The disclosure noted that the pact was terminated at the request of Siegel, who formerly had been with 20th Century-Fox.

HOLLYWOOD...

"The First and The Last," an original screen play by Laurence Stallings dealing with the most heroic chapters of Marine Corps history, has been added to Columbia's 1956 schedule, executive producer Jerry Wald announced. Roy Higgins was assigned to the feature as producer. Wald also announced that William Fadiman will produce "The Chain," film version of Paul I. Wellman's novel dealing with a Protestant minister in a Kansas town, whose congregation comes from both sides of the tracks.

* * *

Billy Wilder and Charles Lederer checked in at Leland Hayward headquarters to begin work on the screen play of "The Spirit of St. Louis." The film, which will be directed by Wilder, is based on the biography of Charles A. Lindbergh and will be released by Warner Bros.

* * *

Hal Wallis announced he has purchased a western which deals with the friendship between gentlemen-gunman Doc Holliday and Sheriff Wyatt Earp and which he will film in VistaVision under the title, "Gunfight at the OK Corral," starring Burt Lancaster and possibly Humphrey Bogart. The story, by George Scullin and published recentl in "Holiday" magazine as "The Killer," will present Lancaster as the colorful Earp.

* * *

William Dieterle, who relinquished the directorial reins on Columbia's Technicolor CinemaScope Rita Hayworth production, "Joseph and His Brethren," when prior committments prevented his meeting the March starting date deadline, has been able to rearrange his schedule and will once again take over the direction of the Bibical drama which Jerry Wald will produce. As a result, Otto Preminger, announced as director of the film earlier this month, bows out.

* * *

Larry Lansburgh left for Central America where he will direct "The Living Circle," a semi-doucmentary for John Sutherland Productions and United Artists release. . . . Doris Day and Jack L. Warner jointly announced that the actress has requested and has been granted a release from her Warner Bros. contract following an association of eight years. . . . Gottfried Reinhardt will produce and direct for Warner Bros. presentation a modern romantic comedy titled "Rosalinda," which will feature Johann Strauss music arranged by Mischa Spoliansky.

Title Changes

Allied Artists: **"Las Vegas Shakedown"** is the new title for "Neon Rainbow." (Stars Dennis O'Keefe, Charles Winninger, Coleen Gray and Thomas Gomez; Sidney Salkow directs).

Burt Kaiser Productions: **"Hangover"** is the new title for "Girl Murdered." (Stars Lawrence Teirney; Bruno De Sota directed).

REGIONEWS

ALBANY

The Board of Regents affirmed the ruling of Dr. Hugh M. Flick, dir. of the motion picture division of State Education Dept., that the "normal birth" sequence in "Mom and Dad" was "indecent" within the meaning of the governing statute and that the picture could not be licensed so long as the 30-second scene was a part of it. Ephraim S. London, atty. for the petitioning Capitol Ents., plans an appeal in the U. S. Supreme Court if necessary. . . . Harry Lamont, who conducted five automobile theatres last season, may expand for 1955. . . . Mrs. Catherine M. Shea, secy. to M-G-M mgr. Jack Goldberg, and Mrs. Carrie Rodgers, secy. to Warner mgr. Ray Smith, were the first to be honored by the local Variety Club in the "King and Queen For a Day" dinner series.

Mrs. Doris Senecal, Warner cashier, was elected pres. of IATSE Local F-43. . . . George Thornton closed the Windham in Windham for the winter. . . . Mrs. Lydia H. Van Buren, 72, for more than 25 years owner-operator of the Cairo Theatre in Cairo, died a few hours after attending a show in the Catskill theatre. . . . Joseph Marisola is currently operating the Warren in Warrensburg. The house is bought and booked by Upstate Theas, which is now also servicing the nine Smalley situations. . . . Projectionists Local 324 gave Charles A. Smakwitz, new S-W zone mgr. in Newark, N. J. a traveling bag as a token for his square dealing while Albany zone mgr.

ATLANTA

The deluxe twin-screen ozoner, planned by S. E. Britton for Tampa, Fla., will include a fully equipped studio for TV recording and sending, facilities for receiving large-screen TV, a playground and swimming pool. It will hold 700 cars and cost around $120,000. . . . Recent new ownerships in Fla.: Bill Kneip, Ruskin Theatre, Ruskin, from Hal Wills; N. H. Witschen, Ritz, Jacksonville, from M. C. Moore; Norman Djork, Boynton Theatre, Boynton Beach, from Loren Fenstermaker; John Hunt, Trail D-I, Sarasota. . . . Charlie Jernigan, 32, owner of the Ritz in Woodbury, Tenn., is free on $5,000 bond in the fatal shooting of his wife, which he maintains was accidental.

Construction is under way on a new 800-seat theatre to replace the 425-seat Pal destroyed by fire sometime ago, according to Preston Smith, spokesman for Pal Amuse. Co., Swainsboro, Ga. . . . Sunset Theatre at Ft. Lauderdale has been remodeled and furnished with new booth equipment and CinemaScope. Seating was increased to 925. . . . Buena Vista opened an office at 403 Walton Bldg., Atlanta, with Owen Vaughan as booker, Ken Laird as southern dist. mgr., and Harry Reinstein as Fla. sales rep. Territory includes Atlanta, Charlotte, and Jacksonville. . . . P. E. Shave reopened his Rose Theatre at Forsythe, Ga. . . . Linda Drive-In at Palatka, Fla. reopened by Adeline Gathrop and boasts new concession stand.

Cherokee Amuse. closed the Capital, Oneida, Tenn. and took over the Scott D-I there. Also closed: H. E. Moon's Gem, Anniston, Ala.; Lincoln D-I at Lincoln, Ala.; Mrs. C. W. Gross's Sunbright D-I at Sunbright, Tenn. . . . Garden Theatre, Tampa, one of the oldest in the city, closed for an indefinite period. Mgr. Evelyn Faris is now at the Spring. Sulphur Springs, Fla. . . . Walter Colby, city mgr. or Fla. State Theas., reports closing of the Roxy at Orlando, Fla. until good films become available. . . . Sid Reams, sales rep. for Republic before his illness, is improving and hopes to return to the row soon.

A $50,000 suit was filed against the 28th St. Drive-In here by James R. Megular because of alleged injuries sustained in an accident while working on the screen, naming as defendants P. J. Jones, H. T. Spears, Esther Ferris Floyd and Marie C. Hecker. . . . Recent managerial appointments: Jerry D. Evans at Lam Amuse.'s Rockmart, Rockmart, Ga., succeeding R. C. Foster, who entered the Army; M. S. Hill, Weis Theatre, Savannah, Ga.; Luther J. Griner, Royal at Blackshear, Ga.; Roland Brooke, asst. at Tampa Theatre, Tampa, Fla. . . . P. E. McCoy, former city mgr. for Georgia Theas. in Augusta, appointed publicist for Columbia Picts., Atlanta. . . . Robert Burns back in booking dept. at Columbia. . . . Savannah, Ga. papers gave considerable space to the award of a six-months pass by Cecil McGlohon, mgr. of the Avon, to a boy who rescued his sister from their burning home.

Renovations under way on the Joy Theatre, Fyffe, Ala., damaged by fire to the extent of $50,000, according to owner J. C. Hipp. . . . Mrs. C. W. Murrell and mgr. J. E. Hendrix have rebuilt their Lakeland Drive-In, Lakeland, Fla. . . . United Theatre Supply, Tampa, Fla., installed large screen and CinemaScope in the Ruskin Theatre, Ruskin, Fla. United recently moved into new quarters at 206 Memorial Hyway. . . .



Spyros S. Skouras, Jr. (right), New York area chairman for Brotherhood Week, Feb. 20-28, receives the first 19,000 theatre promotion kits for the interfaith effort from Francis M. Winikus, ad-pub chairman for the Drive. The nation's theatremen will support Brotherhood Week with a membership drive, backed by lobby and marquee displays and merchant co-ops.

BOSTON

Smith Mgmt. Co. purchased a large tract of land in Jersey City, N. J. for erection of a 2,000-car ozoner to be ready for spring opening. It was designed and will be engineered by Wm. Riseman Associates of Boston. . . . During the second week's run of "Gang Busters," two of the four guards held as hostages in the recent Charlestown prison revolt appeared on the stages of the Paramount and Fenway theatres and were interviewed by an emcee. . . . Eddie Sokolowski, owner-operator of the Royal, Lowell, was elected pres. of the Lowell Lions Club for 1955. He will use the facilities of his theatre to raise funds for the club's favorite charity.

Mel Safner, Woonsocket exhibitor, now makes his office in the Bijou Theatre, which he took over the 1st of the year in association with Michael Lapchinski and John Pirani, his partners in the Laurier Theatre, also in Woonsocket. This house, operated for many years by the late Fred Greene, has been closed since 1952. Pirani recently took over operation of the Star in Pascoag, which he operates alone. . . . Loockwood & Gordon took over lease on the Westminster Playhouse, Providence, adding it to three other theatres which they handle in that city. Closed for the past few years, the Westminster was reopened in mid-Jan. by Fred Rogers and Howard Levin, who transferred the lease to L&G.

Raphael Sandlow's Coolidge Theatre, Watertown, is sporting a new marquee, designed and installed by University Sign Co. of Cambridge. . . . Herbert Schaefer, Buena Vista mgr., held a screening of "20,000 Leagues Under The Sea" at the Fenway Theatre for trade and press before it opened at the Keith Memorial Theatre. . . . Mario and Henry Cicchese donated their Victor Theatre, E. Weymouth, for a benefit performance of the Sons and Daughters of Italy, Lodge 278, with proceeds going to a home for elderly people. . . . A third daughter, Susie, was born to the Roy Heffners, New Eng. distributor for Goodwill Award.

BUFFALO

Mayor Steven Pankow, in proclaiming Feb. "Go to the Movies Month," paid tribute to the industry as a "progressive business enterprise and community service." In the group which visited the Mayor to receive the proclamation were Vincent R. McFaul, gen. mgr. of Shea Theatres; Robert T. Murphy, managing director of the Century; Arthur Krolick, Paramount dist. mgr., and George H. Mackenna, managing director of Basil's Lafayette. . . . Shea's Teck Theatre has been closed for remodeling and will be equipped with Cinerama when it reopens in March. According to Lester B. Isaac, national exhibition director for Stanley Warner Cinerama Corp., it will be one of the best Cine-

BUFFALO (cont'd.)

rama outlets because it is a one-floor, stadium-type building. . . . Wm. E. J. Martin, motion picture critic of The Buffalo Courier-Express, was installed as chief barker of Variety Tent No. 7. Other new officers are Marvin Jacobs, 1st asst.; V. Spencer Balser, secy.; Myron Gross, treas.

CHARLOTTE

F. B. Grigg opened the Rocky at Lowell, N.C. with Irving Danzic as mgr. . . . Kay Exchange has taken over the new western, "I Killed Wild Bill Hickok." . . . IFE opened an office here with Jack Simmons as office mgr. . . . Howard Bynum, new mgr. of the 601 Drive-In, Salisbury, N.C. . . . A. C. Dandelake, Colonial Theatre, Tarboro, N.C., is back at his post after a sick spell since his return from Calif. He is also pres. of Theatre Owners of N. & S. Car. . . . Roy Champion installed a new screen in his Starlite Drive-In, Wilson, N.C. . . The Grove in China Grove, N.C., reopened after a year's closing.

A. T. Livingston remodeling the Auto Drive-In, Greenwood, S.C., and installing all new equipment. . . . A deluxe barbecue pit, added by F. B. Grigg to his 29 Drive-In, Gastonia, N.C., is doing good business. . . . Scott Lett, mgr. of Screen Guild and sales mgr. for Howco, left with the Mrs. for Memphis, New Orleans and then on to South America and back via Bermuda. . . . P. C. Osteen, Anderson, S.C., will open his deluxe theatre soon. . . . National Theatre Supply reports CinemaScope installations at the Colony, Raleigh, N.C., and Hallsboro, Hallsboro, N.C.

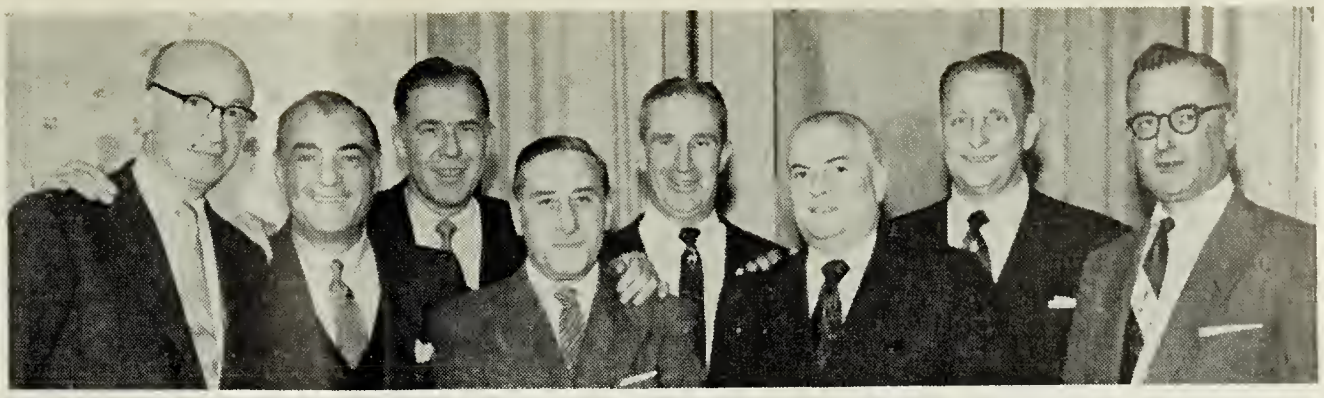
CHICAGO

Atty. Seymour Simon reports settlement of the Monroe Theatre anti-trust case against the film companies, B&K and Winston Theatre. Suit for $800,000 was filed in 1951. . . . "Battle Cry" gets first roadshow booking at Great States' Granada Theatre, South Bend, Ind., opening Feb. 18. . . . Judge Wm. Campbell set Sept. 12 for opening of the $25,000,000 Essaness anti-trust case against film companies, B&K and Winston Theatre Co. It was originally scheduled for March 1. . . . Sam Lesner, Chicago Daily News film editor, has a new 5-minute radio program, the Editors Desk, and will cover the theatre situation. . . . James Masterson, veteran executive of Operators Union, passed away.

Jack Kirsch, pres. of Allied of Ill., reports that the Roseland Theatre, Roseland; the Skokie, Skokie, and the Armitage, Chicago, enrolled as members of the organization and the buying and booking dept. . . . Coston theatres on the southside find it an attendance booster to print the time of their shows in daily newspaper ads. . . . Burtus Bishop, M-G-M div. mgr., also director, returned from his swing around the country, visiting M-G-M exchanges and boosting the company's 1955 sales drive. . . . Drive-In theatres in Cook County are quietly lobbying against Sheriff Joe Lohman's request for county censorship of films shown outside the city. . . . Charles Gaines returned to his duties at the North Shore Theatre after surgery. . . . Leo Starr of the Belmont Theatre is in Edgewater Hospital for surgery on his leg.

Art Gould is booking films for the State Theatre, Roseland, recently taken over by Nate Barger management. . . . Chris Theatre Co. now operating the Bugg Theatre. . . . Woodlawn Theatre closed for repairs after a bad fire last month. . . . National Screen reports closing notices from Aloha Theatre, Clifton; Rex, DePue; Cornell, Chicago. . . . Raymond A. Myler has taken over the Sidell Theatre in Sidell, Ill. . . . Starlite Drive-In, managed by Stanley Kohlberg, is operating week-ends during the winter; also the Y and W, Merryville, Ind., a suburb of Gary. . . . Joe Esler, film news editor, is recuperating at home following minor surgery.

Will Balaban, son of the B&K prexy, will be here in Feb. for the production of his TV show on the ABC network. . . . Despite weather handicap, "Toko-ri" did $70,000 in its first week at the Chicago. . . . New projection and sound equipment, also a wide screen were installed in Woody Proffer's Roxy Theatre, Ramsey, Ill.



New England exhibitors welcome touring Paramount producers William Perlberg and George Seaton ("The Bridges at Toko-ri" and "The Country Girl") at reception in Boston. L to R: Hy Fine, New Eng. Theas. dist. mgr.; Perlberg and Seaton; John Glazer, Western Mass. Circuit film buyer; Tom Fermoile, Am. Theas. film buyer; John G. Moore, Paramount asst. eastern div. mgr.; Jack Brown, branch mgr., and Morris Simms, mgr. of the Olympia Theatre, New Bedford.

CINCINNATI

Bob Dinkle, former owner of the Rand Theatre, Raceland, Ky., recently opened the Rand at Ashland, Ky. . . . Dick Martin installed CinemaScope in the Capitol, Ashland, Ky. . . . Mrs. Mary Semelroth, theatre owner in Dayton and Franklin, O., who underwent surgery several weeks ago, is still hospitalized but reported improving. . . . Sam Black opened his newly acquired Sunset Cruise-In Theatre, New Chicago, O., on Feb. 6. J. G. Chrisman was former owner. . . . Nat Kaplan, back in the city after a month in Florida, is readying his Woodlawn Drive-In for March reopening.

George Turlukis and associates announced construction of a new drive-in in Hamilton, O., where they now have the Ro-Na. . . . Charles Behlen, who operates theatres in Nicholasville, Stanford and Lancaster, Ky., is equipping all his situations for CinemaScope. . . . Gene Burke of the Lyric, Beckley, W. Va., who was elected to the State Legislature is devoting week-ends to his theatre. . . . Tony Cassinelli installing CS in his Pine Theatre, Pinesville, W. Va. . . . Paul Mitchell readying his new Knox Drive-In at Barbourville, Ky. for early spring opening.

B. W. Dixon, exhibitor of Decatur, Tenn., has taken over operation of the Lyric Theatre, Greenfield, O., which he reopened on Feb. 1. . . . Dave Cantor and Ralph Banghart, RKO publicists, were in the city with Richard Egan, star of "Underwater" in preparation for opening of the film at the RKO Palace on Feb. 9. . . . Frontier Drive-In, Charleston, W. Va., which Arthur Schruhl had planned to operate during the winter, was closed until the spring. . . . Harry Schwartz, Columbus exhibitor, is selling his ozoner at New Westville, O. to Robert Hudson, effective March 1.

Lester Rosenfeld, exhibitor in Charleston and St. Albans, W. Va., who drove to Florida with Mr. & Mrs. Ezra Skirboll, is under medical care there. . . . Sam Levin's new Sherwood Twin Drive-In, Dayton, which is right next to his Sherwood D-I, is being completely equipped by Mid-West, including in-car heaters. . . . CinemaScope and stereophonic sound were installed in W. T. Caine's Garden Theatre, Louisville, Ky., and the Sipp in Paintsville. . . . Al Sugarman, former partner in H&S Theas., Columbus, is seriously ill in a Miami, Fla. hospital.

CLEVELAND

Marty Grasgreen was promoted from office mgr. at Columbia to salesman, succeeding Jack Bruckner who resigned. Ann Walker was upped from booker to office mgr. and head booker. . . . Ernest Sands, Warner branch mgr. here, was transferred to head the New York branch and will take up his post there Feb. 7. He will be replaced by William Twig, who headed the Pittsburgh office. . . . Nat Wolf, Cleveland exhibitor who also operates the San Pedro Drive-In in San Antonio, Tex., is having that ozoner equipped for CinemaScope showings.

DALLAS

The anti-trust suit of Tivoli Realty, Inc. vs Paramount, et al, which was scheduled for a hearing in Federal District Court here on Jan. 20, has been continued to the May term by order of Judge Wm. H. Atwell. The first trial, which originated in Delaware in 1952, resulted in a decision in favor of the plaintiff, was later reversed following an appeal in 1953, and then transferred to the Dallas district. . . . Terrific demand by colored people to see "Carmen Jones" first-run at the Majestic, Houston, led the management to reserve the entire upper and lower balcony for their patronage. . . . Nat Wolf, Cleveland, O. exhibitor who also operates the San Pedro Drive-In in San Antonio, is having the ozoner modernized for showing of CinemaScope features.

DENVER

Two film companies, Bel-Air and Camden Productions, affiliates of United Artists, are considering an offer of a film lot as well as studio space if they will move their activities to Canon City, Colo. The offer was made by Ralph J. Wann, pres. of the Chamber of Commerce, and Karol Smith, theatre mgr. . . . Mickey Gross, former mgr. of the Orpheum, Denver, has joined Gross-Krasne, Inc., Hollywood, where he will head several phases of studio operation. . . . Tommy McMahon, former RKO salesman here, has

DENVER (cont'd.)

joined Buena Vista in Salt Lake City.

The Aircadia, being built in Colorado Springs by Westland Theas., headed by Larry Starsmore, is reported to be one of the most beautiful in the country. . . . 20th-Fox is installing CinemaScope in its screening room. . . . Dorrance Schmidt, owner of the Trail, Bridgeport, Neb., is building a 250-car ozoner there for spring opening. . . . Chas. Creamer of Minneapolis Theatre Supply, heads the company that is building a 600-car project between Deadwood and Lead, S. D., scheduled for a spring opening.

John Griffith, new son-in-law of theatre owner Basil Smith, was made mgr. of the Mesa Theatre, La Junta, Colo. . . . Mr. & Mrs. Sam Rosenthal, owners of the Bison, Buffalo, Wyo., and their two sons, Fred and Frank, vacationed in Las Vegas, Nev. . . . The Ogden is being sued for $50,000 for injuries alleged to have been incurred by a passerby when hit by snow and ice falling from the marquee. . . . Ann and Stanley Dixon bought the Motor Vue Drive-In, Delta, Colo., from Max Storey. . . . Robert Lotito, mgr. of the Denham, was named as "The Young Man of the Year" at the annual luncheon of the Junior Chamber of Commerce.

DES MOINES

F. W. (Doc) Naulteus sold the Maple Theatre in Mapleton to Charles D. Vickers of Cudahy, Wis. . . . Mr. and Mrs. Bob Holdridge, owners of the State in Shenandoah, were hosts to athletic letter winners and their coaches from five schools for a screening of "The Bob Mathias Story." Coin, Northboro, Essex, Farragut and Shenandoah schools were represented and athletes gained admittance by wearing their letter sweaters. . . . Gov. Leo A Hoegh has proclaimed Feb. as "Go To the Movies Month" in Iowa.

The Watson Theatre in Graettinger, owned and operated by Sam Watson, has been closed for modernization and installation of new equipment, to include a giant panoramic screen and CinemaScope projection lenses. The theatre's acoustics will also be improved. . . . Thirty members of the Laurense consolidated school faculty were guests of the Sioux Theatre management in Sioux Rapids recently. . . . The Varsity in Ft. Dodge was closed for several days because of damage from a fire in apartments above the theatre. Sound and projection equipment was water soaked as firemen fought the blaze.

Variety Club held its annual inaugural ball at the Standard Club in Des Moines and Frank Rubel was installed as chief barker. George C. Hoover, International chief barker, was speaker at the banquet. Other officers are William Feld, 1st asst. chief barker; Charles Isles, 2nd asst; Lou Levy, dough guy; Don West, property master; and Ed Utay, William DeFrenne, Don Conley, Ralph Olson, Robert Sandler and Dave Gold, crew members.

DETROIT

A new, 1200-car drive-in is being planned for May opening by Joe Denniston, to be located at No. Monroe and Telegraph Roads. Denniston also operates two indoor houses in Monroe, the Family and the Monroe. . . . Another new ozoner, to be opened in the spring, is planned for Saginaw by Ashmun Brothers. . . . Film Exchange Employees Local B25 scheduled a mid-winter dance for Feb. 19 in the Elks Temple Ballroom. . . . Katherine Kidder, former head inspectress of old Pathe pictures and sister of Helen McColl, an inspectress at Columbia, passed away in Atlanta, Ga.

Allied Theatres of Mich. will hold its annual convention at the Hotel Statler Feb. 22-23, with Alden Smith acting as chairman. The first day will be devoted to the M-G-M Ticket Selling Workshop and the second is reserved for Allied business matters. . . . Frank Upton, div mgr. of the local Cinerama at the Music Hall, announced Feb. 15 as opening date for "Cinerama Holiday," with a special charity showing. The first unit played to more than 1,200,000 establishing an all-time longevity record for any performance in the state. Upton, incidentally, is the proud father of a new baby girl. . . . Albert Dezel and George Rossman of Detroit and Sam Kaplan, representative of Albert Dezel, Inc., will attend the Favorite Films convention at the Warwick Hotel in N.Y.C. . . . William G. Thick of Marshall, Mich., owner of the Bogar and Garden theatres, passed away.

Paramount installed a new and much larger screen in its projection room at 479 Ledyard. . . . James Herd, second shipper at Paramount, was given a farewell party and gifts upon leaving to be inducted into the Army. . . . Hal Pingree of Universal was transferred to the newsreel dept. of the home office in N.Y.C. . . . Milton Zimmerman, Columbia branch mgr. is convalescing at home following surgery.

KANSAS CITY

Mildred Blackmore reopened the Jet Theatre at Grandview, Mo. . . . The Regent at Newton, Kans. is being remodeled and the Chief at Newton opened with CinemaScope. . . . The Roxy at Waterville, Kans., owned by Mr. and Mrs. Merle Faulkner, has been equipped with new lenses and CinemaScope. . . . New equipment was installed in the Regent at Blue Rapids, Kans., the Globe at Savannah, Mo. and the Dream at Russell, Kans. . . . Jayhawk Theatre at Salina, Kans. is being remodeled for other use. . . . The Vista, damaged in an explosion that destroyed three Kansas City shops, reopened.

R. R. (Tommy) Thompson resigned from Warner's sales staff to join Buena Vista as the Disney organization's representative in Kansas City, Des Moines and Omaha. . . . Woody Longan is new asst. to Lloyd Morris, film buyer for Commonwealth, and is supervising buying for theatres not served by K. C. exchanges. . . . M. A. Levy, 20th-Fox, held a K. C. meeting for managers and salesmen from Minneapolis, Milwaukee, Omaha, Des Moines, St. Louis and K. C. . . . Geo. Regan, former Fox salesman, is mgr. of the Omaha branch of Fox Midwest, filling the post of the late J. E. Scott.

Bill Flynn's 50-S Drive-in at Emporia, Kans. installed CinemaScope. . . . Grand Theatre at Concordia, Kans. has new concession equipment. . . . Rogers Theatre at Caruthersville, Mo., managed by Tony Luckenback, has CinemaScope. . . . Steele Theatre at Steele, Mo. has new equipment. . . . Fox Midwest scheduled special midnight and juvenile shows in recognition of Mardi Gras week, Feb. 19-25. . . . In Jackson County, Mo., 26 theatres were granted licenses in the past year. In 1953, licenses were issued for 64.

LOS ANGELES

A $1,704,500 treble damage anti-trust suit has been instituted against the film companies in the New Jersey Federal District Court in behalf of Ruth Kurstin and the 950-seat Boulevard Theatre here. Damages are sought from Jan. 1938 to May 1949, with plaintiffs charging that the Boulevard was limited to a run anywhere from 21 to 84 days after first-run Los Angeles.

MIAMI

Olympia Theatre, last of the vaudeville houses in the Miami area to close, will reopen Feb. 11 with "Battle Cry." Jim Barnet will resume as mgr. . . . Sonny Shepherd of Wometco and Al Weiss are getting the annual "Show of Shows" under way for Feb. 12 at the Miami Beach Auditorium. Arthur Godfrey will be the emcee. . . . Mr. & Mrs. Edward Claughton celebrated their 30th wedding anniversary. . . . T. C. Yearwood, projectionist at the Carib in Jackson Memorial Hospital. Ethel Mitchell, cashier at the Surf, convalescing at home from injury.

Charles Whittaker, mgr. of the Paramount, elected pres. of Florida State Theas. employees credit union. . . . Gene Mathews new asst. mgr. at the Town. . . . Jim Frazer to Center Theatre for additional training as asst. mgr.

MILWAUKEE

The Warner Theatre will carry the ANTA Album March 28 on a closed theatre TV circuit. The show will begin at 9:30 P.M., Milwaukee time, and run two hours. . . . Phil Newman is the new mgr. at Standard's Delevan Theatre in Delevan. Former mgr. Erv Steffens was killed in a car accident. . . . Paul Zimmerman, former head booker at the Universal exchange, is now managing



Janet Leigh, in New York for publicity appearances in connection with "My Sister Eileen," pays a surprise visit to meeting of Columbia district managers while in session at the Savoy Plaza Hotel. Shown (l to r): George Berman, Sydney Singerman, Nat Goldblatt, Vincent Borelli, A. Montague, Janet Leigh, George Josephs, Lou Astor, Rube Jackter, H. C. Kaufman, Joseph Freiberg and Seth Raisler.



At trade press conference following his 24-day survey of Latin America, Arnold M. Picker (left), foreign distribution chief for United Artists, predicts that the company will double its 1954 gross in that market during the coming year. Seated beside him is Louis Lober, general manager of the foreign department.

MILWAUKEE (cont'd.)

the Honey Bear Farm. . . . Exhibitors in this area are urged to contact their assemblymen in an effort to kill the proposed daylight savings bill introduced in the State Legislature at Madison. . . . A new booker at Universal is Paul Schober.

The Franklin Theatre, owned by Tony LaPort and E. Schwanke, is now featnring dinnerware Tuesdays, Wednesdays and Thursdays. . . . Wisconsin Variety Tent #14 announced official opening of its new clubrooms at the Schroeder Hotel and starting Feb. 7, weekly luncheons will be held every Monday. Saturday afternoons will be turned over to business and pleasure. . . . The Century Theatre on N. 3rd is scheduled to reopen early iu Feb., according to Major Theatres Circuit, headed by L. E. Gran, which controls the house.

MINNEAPOLIS

Remodeling was begun on the Gopher Theatre, to include a new marquee, sign and box office. Interior will be completely redecorated and recarpeted. Project is expected to cost around $75,000. . . . Minn. Amuse. Co. had a grand opening for the remodeled Empire, formerly the Paramount, at Grand Forks, N. D. It now has a new lobby, front, sign and CinemaScope equipment. . . . Claire Barto, M-G-M dist. mgr.'s secy, is engaged to Lloyd Schneider. . . . Variety Club of the Northwest honored International chief barker George Hoover at a banquet at the Nicollet Hotel.

Al Fritz, operator of the Lyric at Watertown, S. D., was named "outstanding boss" by the local Junior Chamber of Commerce. . . . Ivan Fuldauer, M-G-M's midwest press rep., was in showing the ropes to Norman Levinson, new regional press man. . . . IFE will handle distribntion of "Mr. Hulot's Holiday'' in this territory. . . . Paramount will completely remodel its screening room and install a VistaVision screen. . . . Melvin Dhein purchased the Royal at Stratford, Wis. from Frank Cartwright. . . . Universal expects to be in its new building on film row by March 7.

Ben Berger, pres. of North Central Allied and Berger Amuse. Co., was reappointed local co-chairman for the 1955 Crusade for Freedom campaign. . . . Lyle Hendrix reopened the Little America Theatre at Carthage, S. D. under lease from C. N. Munger. . . . Sun Theatre, operated by H. D. Mayer at Emery, S. D., closed after a two-month trial operation failed. . . . At Belgrade, Minn., the local Commercial Club is reported to be studying a proposal to buy the old Bell Theatre property and operate it as a civic project.

NEW HAVEN

Jason Theatrical Ents., Inc., a new Conn. corporation which has filed a certificate of organization, lists David Jacobson as pres.; Irving Jacobson, treas., and Ida Jacobson as secy. . . . Seating capacity has been reduced from 700 to 546 following extensive remodeling at the Strand, Hamden, operated by Adolph Johnson. . . . George H. Wilkinson, Jr., pres. of MPTO of Conn. and operator of the Wilkinson Theatre, Wallingford, was reelected to the board of directors of the First National Bank of Wallingford. . . . Albert Coury, new asst. mgr. at Loew's Poli, Hartford, succeeding Norm Levinson, who joined the M-G-M exploitation staff. . . . Application for a drive-in theatre site, filed by Jack Leitao, E. Hartford businessman, has finally been approved by the Glastonbury Zoning Board of Appeals.

A proposed ordinance, which would have prohibited the local showing of movies not carrying the MPAA stamp of approval, has been turned down by New Haven Aldermanic Committee on Ordinances. Herman M. Levy, gen. counsel for TOA and exec. secy of MPTO of Conn., and other industry spokesmen appeared at a recent public hearing to protest the measure. . . . Certificate of incorporation was filed by Bridgeport Drive-In Theatre, Inc., 39 Prout St., New Haven, listing Arthur H. Lockwood as pres.

James B. McClellan was named pres of IATSE Local 439 for his 10th term. Fred Nowell is business agent. . . . Sol Karp and Mike Masselli, Hartford theatre men, leased the 500-seat Baltic Theatre, Baltic, from Ed Lord. . . . Newington Theatre, Newington, and the local Police Dept. marked start of the fourth year of a cooperative traffic safety drive for school children. Each week mgr. Walter Kordek provides the Dept. with two free tickets for pupils chosen by traffic officers. Winners are announced in Hartford newspapers.

Watch These Dates!

Feb. 8-10: St. Louis—National Allied Drive-In Theatres convention—Chase Hotel.

Feb. 13-15: Washington, D.C. — Theatre Owners of America board and executive committee mid-winter meeting — Mayflower Hotel.

Feb. 22-23: Detroit — Allied Theatres of Michigan convention—Statler Hotel.

Feb. 28-March 1: Oklahoma City — Allied Theatre Owners of Oklahoma convention —Skirvin Tower Hotel.

March 1: Boston — Independent Exhibitors of New England annual meeting.

March 1-2: Columbus — Independent Theatre Owners of Ohio convention—Deshler-Hilton Hotel.

March 2-3: Kansas City—Kansas-Missouri Theatre Assn. drive-in session and convention.

NEW ORLEANS

The Joy Theatre at Plaucheville, La., closed permanently. . . . The Bruce Theatre, Crowley, La., reopening February 1 after being closed for two months. This theatre was to have opened as a colored house, but plans were changed. . . . Mr. J. C. Kellar, Community Theatre owner at Reserve, La., returned to work after spending some time in the hospital. . . . Twenty-two advance sheets were posted for the Feb. 18 opening of "Underwater" at the Saenger.

NEW YORK

An out-of-court settlement for an undisclosed "substantial" sum was made in the action brought by Walter Reade, Jr., circuit head, against William Scully, former Universal sales head; James Thompson, operating head of Eastern Drive-In Theas., and Monroe E. Stein, m.p. atty., wherein Reade sought to compel them to convey six N. J. drive-ins to him. The settlement permits defendants to sell the theatres to other purchasers. Simultaneous with the settlement, Reade announced acquisition of property on Route 46, near the Totowa Drive-In, one of the six involved in the suit, for erection of the first twin-screen ozoner in the east, to hold 1400 cars and equipped for year-round operation.

The Reade organization has also applied for a three-year lease on Convention Hall in Asbury Park. . . . Richard Brandt, Brandt Theatres executive and a vice-president of Trans-Lux Theatres, became the father of a boy, named David. Brandt also has a 2½-year-old daughter, named Claudia.

Sam Einhorn, pres. of the Motion Picture Bookers Club, reports that "The Desperate Hours" has been selected by the club for its theatre party on March 30. Chairman for this affair is Max Fried. . . . Robert Nashick, TV-radio contact for Loew's Theas., is resigning to become ad-pub head of station WGBS-TV in Miami, Fla. His duties will be taken over by Teddy Arnow and Ann Bontempo.. . . . A contract consummated between Marty Wolf, Altec asst. sales mgr., and Walter Dunn of Century Circuit, calls for servicing, maintenance, repair and replacement of the stereophonic and optical sound systems in Century theatres.

Edward L. Fabian, chief barker of the N. Y. Variety Club, announces that the club will not reopen its penthouse at the Picadilly but that the first of a series of luncheon meetings will be held Feb. 15 at Toots Shor's for the purpose of electing new club officers. Slate submitted includes Wm. J. German as chief barker, Fabian as 1st asst.; Larry Morris, 2nd asst.; Martin Levine, property master, and Jack Hoffberg, dough guy. . . . The Journal-American has instituted a series of promotional ads designed to bring more patrons to the boxoffice, emphasizing that movies can be viewed in a theatre without interruption; where you see the newest and best pictures, etc. . . . Charles B. Moss, exec. dir. of the Criterion Theatre and B. S. Moss, was elected a member of the board of Broadway Assn. for a term of three years. . . . Smith Mgmt. Co. is readying plans for construction of a 2,000-car drive-in on Route 1 in Jersey City.

OKLAHOMA CITY

Following resignation of Morris Loewenstein as TOA and COMPO representative, Ed Thorne was appointed to the TOA assignment and Ralph Drewry to COMPO. . . .

OKLAHOMA CITY (cont'd.)

Buena Vista opened an office at 623 W. Grand, sharing space with the Oklahoma City Shipping and Inspection Bureau. . . . Clyde Wallace purchased the Madill Driv-In, Madill, from Mrs. Edgar Peak and the Alex Theatre at Alex from W. E. White. . . . The Ritz at Fairland was acquired by Albert Tourtillot from Lila Gist.

OMAHA

George Regan, for 18 years with 20th-Fox in Kansas City, has been named mgr. of the company's Omaha office to succeed the late J. E. (Joe) Scott. . . . Omaha theatre chain owner Ralph Blank is the father of twin boys, named Richard and Douglas. . . . A. Jim Burruss, 79-year-old Crete motion picture theatre owner since 1920, passed away.

Mr. and Mrs. Frank Swerczek reopened the Strand at Newman Grove, which they recently purchased from Ed Opocensky. . . . Wide screen installations were recently made at Wayne Johnson's Center at Harvard, T. A. Carter's Crystal at Araphoe, and John Irwin's Avon at Elgin. . . . A scholarship fund for the four daughters of the late Joe E. Scott, 20th-Fox mgr., was set up by the Cooper Foundation. . . . Lauren McConnell was appointed mgr. of the Bison Theatre at McCook, Neb.

PHILADELPHIA

The Charles Sweets Co. instituted a treble damage anti-trust action against a group of defendants alleged to be "affiliated and related to each other." They are Jacob Beresin and Samuel A. Alesker, individually and trading as Beresin & Loeb, ABC Vending Corp.; Berlo Vending Co.; Peoples Service News Co.; Automatic Sales & Service, Popcorn Sez Co., Raceway Concessions, Shipyard Concessions and Roth Concessions Corp. . . .

Budd F. Ashbridge is the new owner of the Palace in McClure, Pa., formerly known as the Star. . . . Sherwood Theatre in Phila., has reopened. . . . Michael Fonde and Nicholas Capone are new owners of the Centre in Trenton, N. J.

The City of Phila. increased its assessment on the Aldine Theatre, now called the Viking, from $375,400 to $484,100. . . . DeLuxe Theatre Service is now booking and buying for Shankweilers Drive-In in Orefield, Pa. . . . Joy Theatre in Newmanstown closed indefinitely. . . . Sheldon Trimberg is a new student salesman at Republic. . . . Barbara Ellen Sweigert, daughter of Earle W. Sweigert, who now manages a booking combine, became engaged to Wm. Burdsall Potts of Swarthmore, Pa. . . . Lincoln Theatre will be torn down and used temporarily as a parking lot. . . . Model Theatre, sold by Stanley Co. to Richard Gordon Corp. for $42,500, will be converted for retail store purposes.

Wm. Goldman signed a long-term lease on the Erlanger Theatre. Announcement was made by Goldman just prior to his departure for conferences with his West Coast production associates. It is anticipated that the theatre will go into a policy of showing long-run motion pictures. . . . DeLuxe Motion Picture Theatre Service and DeLuxe Premiums moving to new quarters at 1237 Vine St. . . . Nelson Wax, new owner of the Globe Theatre, reopened it after extensive renovations. . . . A. M. Ellis acquired the Egyptian Theatre in Bala Cynwyd from Stanley Co. . . . Marion Theatre in Bordertown, N. J., previously konwn as the Fox, reopened. . . . John Daly, Warner booker, is recuperating from a serious operation. . . . Bill Israel, former mgr. of the Savar Theatre in Camden, is new booker at Allied Artists, succeeding Florence Weiner. . . . At a hearing before the City Council, Al Sindlinger, speaking for the motion picture interests, told the Finance Committee that the tax savings would be passed on to patrons.

PITTSBURGH

Lou Hanna's theatre booking service merged with Bert Stearn's Cooperative outfit. . . . "20,000 Leagues" beating "Star Is Born" record at the Stanley. . . Pete DeFazio, former Warner salesman here, has been transferred from Paramount's Indianapolis branch to the company's local exchange. He'll cover the Main Line and Erie territories. . . . Eastern top brass of Paramount will attend the Variety Club banquet honoring Harold Cohen, named critic of the year by Hollywood directors. . . . Stanley to have a closed circuit TV set-up March 28 under the auspices of CARE. . . . Jack Kalmenson comes back to Pitts. from Milwaukee as mgr. of the Warner exchange, in a move that sends Bill Twig from Pitts. to Cleveland as head of the company's office there. . . . Junior Chamber of Commerce will sponsor the premiere performance of "Cinerama Holiday," with proceeds used to combat juvenile delinquency.

Harris Amuse. Co. will take over operation of the Penn Theatre here for George Skouras and United Artists, who recently acquired the house from Loew's. Jim Balmer and Bill Zeillor will supervise physical management; John McGreevey the bookings. . . . Henry Burger accepted Moe Silver's "Man of the Year" in entertainment award at the Jaycee's recent banquet. . . . "Sign of the Pagan" running wild at the Fulton boxoffice. It's the biggest thing at the house since "Glenn Miller Story" a year ago. . . . Frank Arena returning to Cleveland and the Ohio Theatre. . . . Grace Benitz, with 25 years of service for Paramount, was named head inspectress to succeed Nellie C. Dunn who resigned after 36 years with the company. . . . The Labor Committee of Allied MPTO of Western Penn. reports signing of a two-year contract with members of Operators' Local 171, concluding amicable negotations that started Aug. of last year.

PORTLAND

Admission prices at Portland's Century Theatre were cut from 50¢ to 35¢ at all times. Mgr. Frank Breall also inaugurated a "Get Acquainted" week, involving a free coupon carrying a 10¢ service charge. . . . The new roster of Local 159 officers includes M. L. Brown as pres. and J. W. Hickey as business agent. . . . Don Prince, RKO publicist, was in town in connection with exploitation on "Underwater," which is scheduled to open early in Feb. at Parker's Broadway Theatre, managed by Herb Royster. . . . Cleo Morelock sold his half interest in the Arcade and Diane theatres at Cottage Grove to his brother, Willie Morelock. . . . Dean Schilling is now managing the Waucomah Theatre at Philomath, Ore.

PROVIDENCE

Albert J. Siner, mgr. of the Strand, recently celebrated two events—his 25th year in show business and his 25th wedding anniversary. . . . Albert Cipriano, mgr. of the Uptown, invited police chiefs from every R.I. city and town to be his guests at a private showing of "Gangbusters." . . . Edward M. Fay, dean of R.I. showmen, is recovering after an operation performed in a local hospital. . . . E. M. Loew's Olympia, in the Olneyville section, reopened after extensive redecoration and refurbishing. Under a new policy, the house will operate weekdays from 6:15 P.M. to 11; Saturdays and Sundays continuous from 1 P.M.

Burton Bonoff, gen. mgr. of the Court Square Theatre in Springfield, Mass., has petitioned the Warwick City Council for a permit to erect a 2,000 seat tent for presentation of musical comedies. . . . Lockwood & Gordon interests have taken over the Westminster Playhouse and indicated that it would temporarily be operated on an art policy. . . . Dave Levin, mgr. of the RKO Albee, recently introduced a special 3-day bargain show comprising 12 Disney cartoons plus the current two-feature program on Thurs., Fri. and Sat. Children were admitted for 25¢.

SALT LAKE CITY

P. A. Speckart, after many years as mgr. of the Tower Theatre, recently resigned. The Tower is now operated in conjunction with management of the World Playhouse, both featuring art films, with Tania Karol as mgr. . . . Ronald Mullen, booker for U-I, became the father of a baby boy. . . . Over 1,500 letters were received on the "Vera Cruz" contest sponsored by United Artists here, headed by W. W. McKendrick, the Telegram and Deseret News, and the Lyric Theatre, managed by Mat Knighton. Winner

FILMS TELEVISED JAN. 22 TO FEB. 4

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original release date
The Bells Go Down	James Mason	
The Black Forest	Peggy Ann Garner	
Captain's Daughter	Vittorio Gassman	
City Of Violence	Alan Curtis	
Force of Evil	John Garfield	M-G-M 12-28-48
Friday Serpent		
Girl on the Pier	Ron Randell	
Hangman's Wharf	Genine Graham	
Hot Ice	Barbary Murray	
The Hunted	Preston Foster	Allied Artists 4-3-48
I'll Turn To You		
Japanese War Bride	Don Taylor	Fox 1-1-52
Jim The Penman	Beatrice Kane	
Let's Live A Little	Robert Cummings	Eagle Lion 10-28-48
Matinee Idol		
Roaring Westward	Jimmy Wakely	Monog. 9-19-49
Romance A La Carte	Leslie Perrins	
The Scarlett Webb	Griffith Jones	
Scotland Yard Investigator	Erich Von Stroheim	Rep. 10-18-45
Symphonie Pastorale	Michele Morgan	Int. Films 9-1-48
That Brennan Girl	James Dunn	Rep. 12-22-46
The Woman In Green	Basil Rathbone	Univ. 7-20-45

SALT LAKE CITY (cont'd.)

will receive a trip to Vera Cruz "with all the trimmings." . . . Marvin George, mgr. of the Capitol, is taking mail orders for the stage presentation on Feb. 10 of The Ballet Theatre. . . . Not a single day was lost during installation of CinemaScope and an RCA Dynalite screen at the Dome Theatre, Libby, Mont. . . . Sunset Drive-In at Miles City, Mont., installed CinemaScope and new lamps, also enlarged its screen tower.

SAN FRANCISCO

George Mitchell, Republic branch mgr. and chief barker of Tent 32, is confined to Sequoia Hospital, Redwood City, due to traffic injuries. . . . Walter Lange, Paramount office mgr., returned to work after serious auto accident, and Robert Pacini is new bookers asst. in same office. . . . The threat of a proposed bill for night harness racing was successfully removed due to the efforts of the legislative rep. of the movie industry at Sacramento. . . . George Mann, Redwood Theas. exec., will send a pink dyed baby elephant to tour the circuit in promoting "Jupiter's Darling." . . . Carol Layne, latest addition to the Universal booking dept., replaces Blanche Zolezzi who left to be married. . . . Fully recovered from a recent operation, head booker Jesse Wright is back at Warner's.

Gerald Hardy disposed of his interest in five Westland theatres to H. B. Rotus Harvey and R. W. Harvey. Hardy will continue to operate seven theatres under the name of Hardy Theatres. . . . A mutual assistance plan is underway between Fox Theas. and Manning's Restaurants in the Bay Area. Posters list the current film and announce that patrons taking the $1.95 dinner will receive a ticket to any Fox theatre. . . . At mid-season in the Variety Club bowling league, the tie for first place between Allied Artists and Westland Theas. was broken in favor of AA—all members of which are recruited from UI film exchange office.

George M. Mann, theatre executive, was appointed a director of the Cow Palace. . . . Sam Sobel, owner of Tower Picts., acquired the Astor franchise for N. Calif. . . . Fox West Coast tested the drawing power of a wide-spread promotional effort to insure good attendance for "Prince of Players," unfortunately tagged by Newsweek as "unusually adult," with five screenings for selected groups, a 75¢ student rate, school posters and 4500 mailing pieces. . . . Tioga Drive-In at Merced closed for the winter. . . . Bill Blake, M-G-M pub. dir. for N. Calif., was in Sacramento to receive official designation from Gov. Knight, proclaiming Feb. as "Go To The Movies" month.

Max Hadfield, new salesman at Republic, replaces Bill Tomlinson who joined the Walt Disney Corp. in Seattle. . . . Jesse Wright, head booker at Warner, is recuperating from an operation. . . . The recent passing of Isadore Wolfe, 63, National Screen salesman for over 20 years, is deeply mourned by his host of friends. . . . George Mitchell, Tent 32's chief barker, reports their Great Heart Award, only the second given in eight years, was presented to Lee Giroux, well known sportscaster and newsman, in recognition of his outstanding work with Cerebral Palsy telethons.

ST. LOUIS

Howard Busey sold his stock interest in El Fran Theas., Inc., comprising the Times at Jacksonville, Ill., Plaza at Marion, and Star at Benton, to his associate, Ben Montee,



M-G-M exploitation manager Emery Austin (right) and M-G-M star John Ericson watch as Colorado's newly inaugurated Governor Johnson signs proclamation designating February as "Go To The Movies Month."

who will continue operation of the three houses. . . . Oliver Winet, owner of the 300-car Air Park Drive-In at Highland, Ill., which has been operated by Adolph List, may take over the project himself and start a modernization program. . . . Bill Powell, div. mgr. for Midwest Drive-In Theas., was a guest panelist at the M-G-M Ticket Selling workshops in Jackson, Miss. and Memphis, Tenn., speaking on drive-in problems. A similar workshop is scheduled for the Chase Hotel here on June 6. . . . Screen is being widened to 80′ and CinemaScope equipment added to the 21 Drive-In near Ellington, Mo., owned by Harold Larkin and Claude Davis.

CinemaScope equipment was bought by Mrs. Catherine Beckemeyer for the Gem at Trenton, Ill., and by Leo Pavish for the Rio in Cottage Hills, Ill. . . . Ray McCaffery, Republic branch mgr., making a fine recovery from his recent emergency appendectomy. . . . Jablonow-Komm planning extensive modernization for their New Shenandoah Theatre in St. L. . . . Howard Alperson, mgr. for F&M Amuse. Co., is home from the hospital. . . . The late Sol Hankin, retired exchange owner here, left half of his estate, valued at from $25,000 to $50,000, to a sister, Mrs. Sarah Rifkin, who lives "somewhere in Russia" and executors are faced with the task of locating her.

Toll TV is on the agenda of the National Allied Drive-In convention to be held here, Feb. 8-10, and will be discussed by expert on the subject Trueman T. Rembusch of Ind. Convention chairman Jeff Jefferis has asked drive-in owners throughout the country to advise him at the Chase Hotel what problems they would like discussed at the NADTA meeting. . . . MITO recently voted to take in as honorary members Arnold Gould, resident mgr. in Jeff City for Durwood Theas; Jim Castle and Frances Lohmeyer of Paramount's publicity staff. Incidentally, pres. Les Krop and Mrs. Kropp left for a Florida vacation of several weeks. . . . The Variety Club, in conjunction with MITO, is sponsoring a buffet dinner-dance in its new headquarters at the Chase Hotel to celebrate the 50th wedding anniversary of Joseph and Esther Ansell. Joe is treas. of MITO and a member of Ansell Bros. Theas. . . . Mrs. Hannah Tobin, owner of the Capitol in Waterloo, Ill., and mother of Thomas C. Tobin, film exchange and theatre owner, passed away.

F&M announced plans to develop 177 acres on the north side of Page Ave. here with residences and a 10-acre shopping center, including parking for 500 cars. . . . Wayne Stephenson, pres. of the local Colosseum of M.P. salesman, named the following committee for 1955: Executive—Bob Lightfoot, Hugh Nesbitt, Jim Hill and Lou Ratz; Grievance—Wm. W. Sharpe, Arthur McManus and Edw. J. Stevens . . . "Cinerama Holiday" will open at the Ambassador on Feb. 21 as the record-breaking "This Is Cinerama" terminates a run of one year and 10 days. . . . Russ Bovim, div. mgr. for Loew's Theas., and Art Hosier of St. L. Theatre Supply, recently became grandfathers.

SEATTLE

March 29 has been set for the all-industry testimonial dinner to honor J. M. Hone, retiring exec. secy. of the Theatre Owners of Wash., No. Idaho and Alaska. The location tentatively chosen is the Spanish Ball Room of the Olympic Hotel. Hone will represent the Association at the State Legislature until his retirement on April 1. . . . B. F. Shearer Co., mgrs. of the Varsity Theatre, reopened the house after two weeks of remodeling and installation of new seating and carpeting. . . . CinemaScope was installed at the Rose Theatre, Port Townsend. . . . Modern Theatre Supply installed CinemaScope and an RCA Dynalite screen in the Elwha Theatre at Port Angeles, Wash. . . . Modern also installed 135 ampere lamps in Chester Neilsen's Starlite Theatre, Tacoma.

John A. Riley of Nat'l Theatre Supply reports sale of a four-channel stereophonic sound system, anamorphic lenses and a Walker wide screen to A. J. Peechia, owner of the Narrows Theatre of Tacoma, which opened Jan. 27. National also installed a Walker screen, anamorphic lenses and stereophonic sound in Howard McBride's Granada Theatre, Spokane, and a Walker wide screen in the Avalon at Okonogan, Wash. . . . Frank Shannon has been placed in charge of the Concession Dept. of National.

Hugh Beckett has taken possession of the Moore Theatre, Seattle, and will remodel it to increase seating capacity from 1,671 to 2,000. The Moore has been used for several years by Seattle Revival Center as a church. . . . CinemaScope was installed in the Kamiah Theatre, Kamiah, Idaho. . . . John Butler's Towne Theatre at Quincy reopened with new equipment, including CinemaScope. . . . Alfred Anches equipped his Pacific Theatre at Pacific Beach with new lamps and rectifiers.

WASHINGTON

Arthur Levy resigned as mgr. of IFE to move to Detroit. Irving Shiffman, transferred from Boston, replaces him. . . . Eddie Fisher donated $1,000 to the Variety Club welfare fund after receiving the Tent's "Personality of the Year" award. . . . Sid Zinn, Columbia exploiteer, is setting up the world premiere of "Long Gray Line" at Keith's Washington for Feb. 9. . . . Jack Fruchtman, operator of the New Theatre, Baltimore, invited members of the Maryland Federation of Music Clubs to attend a showing of "Carmen Jones."

Hollywood Production

ALLIED ARTISTS

Shooting

DARK VENTURE
Cast: Frank Lovejoy, Forrest Tucker, Peggie Castle, Marjorie Garretson.
Producer .....Lindsley Parsons
Director .....Harold Shuster

LAS VEGAS SHAKEDOWN
Cast: Dennis O'Keefe, Coleen Gray, Charles Winninger, Thomas Gomez, Mary Beth Hughes, James Millican.
Producer .....William F. Broidy
Director .....Sidney Salkow

SPY CHASERS
Cast: Leo Gorcey, Huntz Hall, Lisa Davis.
Producer .....Ben Schwalb
Director .....Edward Bernds

Cutting

WICHITA
(CinemaScope) (Technicolor)
Cast: Joel McCrea, Vera Miles, Keith Larsen.
Producer .....Walter Mirisch
Director .....Jacques Tourneur

THE BIG COMBO
(Security Pictures-Theodora Productions)
Cast: Cornel Wilde, Richard Conte, Jean Wallace, Brian Donlevy, Helen Walker.
Producer .....Sidney Harmon
Director .....Joseph H. Lewis

THE WARRIOR
(CinemaScope)
Cast: Errol Flynn, Joanne Dru, Peter Finch.
Producer .....Walter Mirisch
Director .....Henry Levin

TWILIGHT ALLEY
Cast: Richard Conte, Constance Smith, Bruce Bennett, Cathy Downs, James Millican.
Producer .....William F. Broidy
Director .....Frank McDonald

COLUMBIA

Shooting

BRING YOUR SMILE ALONG
(Technicolor)
Cast: Frankie Laine, Keefe Brasselle, Connie Towers, Lucy Marlowe, William Leslie, Ruth Warren, Bobby Clark, Jack Albertson, Bob Hopkins.
Producer .....Jonie Taps
Director .....Blake Edwards

CALICO PONY
(CinemaScope) (Technicolor)
Cast: Van Heflin, Joan Woodward, Phil Carey, Raymond Burr, Allison Hayes, Richard Webb.
Producer .....Ted Richmond
Director .....George Sherman

Cutting

MY SISTER EILEEN
(CinemaScope) (Technicolor)
Cast: Janet Leigh, Betty Garrett, Jack Lemmon, Aldo Ray, Kurt Kasznar, Bob Fosse, Tommy Rall.
Producer .....Fred Kohlmar
Director .....Richard Quine

"REBOUND"
(Shooting in London)
Cast: Stewart Granger, Jean Simmons, Finlay Currie, William Hartnell, Belinda Lee, Bill Travers.
Exec. Producer .....Mike Frankovich
Producer .....Maxwell Setton
Director .....Arthur Lubin

THE PRISONER
(Shooting in London)
Cast: Alec Guinness, Jack Hawkins, Wilfred Lawson, Ronald Lewis, Jeanette Starke.
Producers .....Sidney Box and Vivian Cox
Director .....Peter Glenville

MASSACRE AT MOCCASIN PASS
Cast: Phil Carey, Audrey Totter, Charlita.
Producer ..... Wallace MacDonald
Director ..... Fred S. Sears

A PRIZE OF GOLD
(Warwick Productions; Technicolor)
(For Columbia Release; Shooting in Berlin)
Cast: Richard Widmark, Mai Zetterling, Nigel Patrick, George Cole, Donald Wolfit.
Producers .....Irving Allan and A. R. Broccoli
Director .....Mark Robson

THE MAN FROM LARAMIE
(CinemaScope) (Technicolor)
Cast: James Stewart, Arthur Kennedy, Cathy O'Donnell, Aline MacMahon, Donald Crisp, Alex Nicol, Wallace Ford, James Millican, Gregg Barton, Jack Elam, John War Eagle.
Producer .....William Goetz
Director .....Anthony Mann

INDEPENDENT

Shooting

GENTLEMEN MARRY BRUNETTES
(Russfield-Voyager Productions)
(Technicolor) (Shooting in Paris)
Cast: Jane Russell, Jeanne Crain, Scott Brady, Alan Young, Rudy Vallee.
Executive Producer.....Robert Bassler
Producers .....Richard Sale and Robert Waterfield
Director .....Richard Sale

THE BEAST OF HOLLOW MOUNTAIN
(Nassour Studios)
Cast: Guy Madison, Sarita Montiel.
Producers.William and Edward Nassour
Director .....Edward Nassour

THE LONESOME TRAIL
(Lyon and Bartlett Prods.)
Producer .....Earl Lyon
Director .....Richard Bartlett

Cutting

THE LITTLE RED MONKEY
Anglo-Guild-Tony Owen Production
(Shooting in London)
Cast: Richard Conte, Russell Napier, Rona Anderson, Sylva Langova.
Producer .....Alec Snowden
Director .....Ken Hughes

RETURN OF COLUMBUS
Paal-Real Film Productions
(Shooting in Germany)
Cast: Paola Loew, Eva Kerbler, Sydney Chaplin, Charles Chaplin, Jr., Ursula Herking.
Producer .....Alexander Paal
Director .....Alexander Paal

OKLAHOMA
(CinemaScope) (Todd-AO)
Cast: Gordon MacRae, Shirley Jones, Gene Nelson, Gloria Grahame, Charlotte Greenwood, Eddie Albert, James Whitmore, Rod Stieger, Barbara Lawrence, J. C. Flippen, Roy Barcroft.
Producer .....Arthur Hornblow
Director .....Fred Zinnemann

HANGOVER
(Burt Kaiser Productions)
Cast: Lawrence Tierney, Kathleen Crowley, John Carradine, Burt Kaiser, Jayne Mansfield.
Producer .....Burt Kaiser
Director .....Bruno De Sota

EXHIBITOR PRODUCED PICTURES
Lippert PICTURES Inc
PRACTICAL PROFITABLE ENTERTAINMENT

Cutting

THE BLACK PIRATES
(Lippert Release)
(Shooting in El Salvador)
Cast: Anthony Dexter, Karen Wilde, Lon Chaney, Robert Clarke.
Producer .....Robert L. Lippert, Jr.
Director .....Allen Miner

THE GLASS TOMB
(Executive Films for Lippert release)
Cast: John Ireland.
Producer .....Anthony Hinds
Director .....Montgomery Tully

SHOCK
Cast: Brian Donlevy, Margia Dean, Jack Warner.
Producers .....Michael Carreras and Anthony Hinds
Director .....Val Guest

METRO-GOLDWYN-MAYER

Shooting

IT'S ALWAYS FAIR WEATHER
(CinemaScope) (Color)
Cast: Gene Kelly, Dan Dailey, Cyd Charisse, Michael Kidd, Dolores Gray.
Producer .....Arthur Freed
Directors Gene Kelly and Stanley Donen

LOVE ME OR LEAVE ME
Cast: Doris Day, James Cagney, Cameron Mitchell, Robert Keith, Harry Bellaver.
Producer .....Joe Pasternak
Director .....Charles Vidor

THE COBWEB
(CinemaScope) (Color)
Cast: Richard Widmark, Lauren Bacall, Gloria Grahame, Charles Boyer, Lillian Gish, John Kerr, Oscar Levant.
Producer .....John Houseman
Director .....Vincente Minnelli

THE KING'S THIEF
(CinemaScope) (Color)
Cast: Ann Blyth, Edmund Purdom, David Niven, George Sanders, Roger Moore, John Dehner, Isabel Elsom.
Producer .....Edwin H. Knopf
Director .....Hugo Fregonese

Cutting

THE GLASS SLIPPER
(Print by Technicolor)
(Eastman color; Wide Screen)
Cast: Leslie Caron, Michael Wilding, Roland Petit and the Ballets de Paris, Elsa Lanchester, Keenan Wynn, Estelle Winwood, Amanda Blake.
Producer .....Edwin H. Knopf
Director .....Charles Walters

BOULEVARD IN PARIS
(Shooting in Paris) (CinemaScope)
(Eastman Color; Print by Technicolor)
Cast: Anne Baxter, Steve Forrest.
Producer .....Henry Berman
Director .....Mitchell Leisen

HIT THE DECK
(CinemaScope) (Color)
Cast: Jane Powell, Debbie Reynolds, Ann Miller, Tony Martin, Vic Damone.
Producer .....Joe Pasternak
Director .....Roy Rowland

INTERRUPTED MELODY
(CinemaScope) (Technicolor)
Cast: Eleanor Parker, Glenn Ford, Cecil Kellaway, Roger Moore, Ann Codee.
Producer .....Jack Cummings
Director .....Curtis Bernhardt

THE SCARLET COAT
(CinemaScope) (Eastman Color)
Cast: Cornel Wilde, Michael Wilding, Anne Francis, George Sanders, Bobby Discroll.
Producer .....Nicholas Nayfack
Director .....John Sturges

THE BLACKBOARD JUNGLE
Cast: Glenn Ford, Anne Francis, Louis Calhern, Margaret Hayes.
Producer .....Pandro S. Berman
Director .....Richard Brooks

Paramount Pictures

Shooting

THE TEN COMMANDMENTS
VistaVision) (Technicolor
Cast: Charlton Heston, Yul Brynner, Anne Baxter, Yvonne De Carlo, Debra Paget, Nina Foch, Edward G. Robinson, Sir Cedric Hardwicke, Vincent Price, John Carradine, John Derek, Olive Deering.
Producer-Drector ....Cecil B. DeMille

THE COURT JESTER
(VistaVision) (Technicolor)
Cast: Danny Kaye, Glynis Johns, Angela Lansbury, Basil Rathbone.
Producers-Directors ..Norman Panama and Melvin Frank

THE GIRL RUSH
(VistaVision) (Technicolor)
Cast: Rosalind Russell, Fernando Lamas, Eddie Albert, Gloria De Haven, Jimmy Gleason.
Producer .....Frederick Brisson
Director .....Robert Pirosh

THE VAGABOND KING
(VistaVision) (Technicolor)
Cast: Kathryn Grayson, Oreste Kirkop, Sir Cedric Hardwicke, Walter Hampden, Rita Moreno.
Producer .....Pat Duggan
Director .....Michael Curtiz

Cutting

THE DESPERATE HOURS
(VistaVision)
Cast: Humphrey Bogart, Fredric March, Martha Scott, Arthur Kennedy.
Producer .....William Wyler
Director .....William Wyler

Hollywood Production

TO CATCH A THIEF
(VistaVision) (Technicolor)
(Shooting in France)

Cast: Cary Grant, Grace Kelly, Jessie Royce Landis, John Williams, Charles Vanel, Brigitte Auber, Georgette Anys.
Producer-Director ....Alfred Hitchcock

WE'RE NO ANGELS
(VistaVision) (Technicolor)

Cast: Humphrey Bogart, Peter Ustinov, Aldo Ray, Joan Bennett, Leo G. Carroll, Basil Rathbone, Gloria Talbott, John Baer.
Producer .....Pat Duggan
Director .....Michael Curtiz

THE SEVEN LITTLE FOYS
(VistaVision) (Technicolor)

Cast: Bob Hope, Linda Bennett, Jimmy Baird, Tommy Duran, David Kasday, Lee Erickson.
Producer .....Jack Rose
Director .....Melville Shavelson

YOU'RE NEVER TOO YOUNG
(VistaVision) (Technicolor)

Cast: Dean Martin, Jerry Lewis, Diana Lynn, Raymond Burr, Nina Foch, Mitzi McCall.
Producer .....Paul Jones
Director .....Norman Taurog

THE ROSE TATTOO
(VistaVision)

Cast: Burt Lancaster, Anna Magnani, Marisa Pavan, Virginia Grey, Ben Cooper, Jo Van Fleet, Flossie Sundstrom, Dorritt Kelton.
Producer .....Hal Wallis
Director .....Daniel Mann

RKO RADIO PICTURES

Cutting

SEVEN BAD MEN
(SuperScope) (Technicolor)

Cast: Randolph Scott, Forrest Tucker, Mala Powers, J. Carrol Naish, Edgar Buchanan, Ken Tobey.
Producer .....Nat Holt
Director .....Tim Whelan

Republic

Shooting

REBEL ISLAND
(Trucolor)

(Shooting in Nassau, Bahamas Islands)
Cast: Yvonne De Carlo, Howard Duff, Zachary Scott.
Associate Producer-Director
Edward Ludwig

Cutting

HELL'S OUTPOST

Cast: Rod Cameron, Joan Leslie, John Russell, Chill Wills, Jim Davis, Ben Cooper, Kristine Miller, Barton MacLane, Taylor Holmes.
Associate Producer-Director
Joseph Kane

SANTE FE PASSAGE
(Trucolor) (Shooting in Utah)

Cast: John Payne, Rod Cameron, Faith Domergue.
Assoc. Producer .....Sidney Picker
Director .....William Witney

THE ADMIRAL HOSKINS STORY

Cast: Sterling Hayden, Alexis Smith, Dean Jagger, Ben Cooper, Virginia Grey, Douglas Kennedy, Hayden Rorke.
Assoc. Producer-Director.John H. Auer

MAGIC FIRE
(Trucolor) (Shooting in Munich)

Cast: Yvonne De Carlo, Carlos Thompson, Rita Gam, Valentina Cortesa, Alan Badel.
Producer-Director ....William Dieterle

20th CENTURY FOX

Shooting

SOLDIER OF FORTUNE
(CinemaScope) (Color)

Cast: Clark Gable, Susan Hayward, Michael Rennie, Alex D'Arcy.
Producer .....Buddy Adler
Director .....Edward Dmytryk

Cutting

VIOLENT SATURDAY
(CinemaScope) (Color)

Cast: Victor Mature, Sylvia Sidney, Tommy Noonan.
Producer .....Buddy Adler
Director .....Richard Fleischer

MAGNIFICENT MATADOR
(CinemaScope)
(National Pictures Corp.
for 20th Century-Fox release)
(Shooting in Mexico City)

Cast: Maureen O'Hara, Anthony Quinn, Richard Denning, Lola Albright.
Exec. Producer....Edward L. Alperson
Producer .....Carroll Case
Director .....Budd Boetticher

THAT LADY
(Atlanta Films for 20thCentury-Fox release)
(CinemaScope) (Shooting in London)

Cast: Olivia DeHaviland, Gilbert Roland, Francoise Rosay, Dennis Price.
Producer .....Sy Bartlett
Director .....Terrence Young

UNTAMED
(CinemaScope) (Color)

Cast: Tyrone Power, Susan Hayward, Victor Moreno, John Justin.
Producers .....Bert Friedlob and William Bacher
Director .....Henry King

THE RACERS
(CinemaScope) (Color)

Cast: Kirk Douglas, Gilbert Roland, Bella Darvi, Cesar Romero, Katy Jurado, Lee J. Cobb.
Producer .....Julian Blaustein
Director .....Henry Hathaway

A MAN CALLED PETER
(CinemaScope) (Color)

Cast: Richard Todd, Jean Peters.
Producer .....Samuel G. Engel
Director .....Henry Koster

DADDY LONG LEGS
(CinemaScope) (Color)

Cast: Fred Astaire, Leslie Caron, Terry Moore, Thelma Ritter.
Producer .....Sam D. Engel
Director .....Jean Negulesco

UNITED ARTISTS

Cutting

THE KENTUCKIAN
(Technicolor)
(Hecht-Lancaster Productions)

Cast: Burt Lancaster, Dianne Foster, Diana Lynn.
Producer .....Harold Hecht
Director .....Burt Lancaster

BIG HOUSE U.S.A.
(Bel Air Productions)

Cast: Broderick Crawford, Ralph Meeker, Red Hadley, William Talman.
Producer .....Aubrey Schenck
Director .....Howard W. Koch

MARTY
(Hecht-Lancaster Productions)

Cast: Ernest Bornine, Betsy Blair.
Producer .....Harold Hecht
Director .....Delbert Mann

NOT AS A STRANGER
(Stanley Kramer Productions)

Cast: Olivia DeHaviland, Robert Mitchum, Frank Sinatra, Gloria Grahame, Broderick Crawford, Charles Bickford.
Producer-Director .....Stanley Kramer

KISS ME DEADLY
(Parklane-Saville Productions)

Cast: Ralph Meeker, Paul Stewart, Maxine Cooper, Cloris Leachman, Gaby Rodgers, Marian Carr, Wesley Addy.
Producer-Director .....Robert Aldrich

Universal International

Shooting

ALL THAT HEAVEN ALLOWS
(Technicolor)

Cast: Jane Wyman, Rock Hudson, Agnes Moorhead, Conrad Nagel.
Producer .....Ross Hunter
Director .....Douglas Sirk

THE PRIVATE WAR OF MAJOR BENSON
(Technicolor)

Cast: Charlton Heston, Julie Adams, William Demarest.
Producer .....Howard Pine
Director .....Jerry Hopper

THE SPOILERS

Cast: Anne Baxter, Jeff Chandler, Rory Calhoun, Ray Danton.
Producer .....Ross Hunter
Director .....Jesse Hibbs

Cutting

FEMALE ON THE BEACH

Cast: Joan Crawford, Jeff Chandler.
Producer .....Albert Zugsmith
Director .....Joseph Pevney

DESTRY
(Technicolor) (Wide Screen)

Cast: Audie Murphy, Mari Blanchard, Lyle Bettger, Lori Nelson, Thomas Mitchell, Edgar Buchanan, Alan Hale, Jr., Wallace Ford, Mary Wickes, Lee Aaker, Walter Baldwin, George Wallace.
Producer .....Stanley Rubin
Director .....George Marshall

ABBOTT AND COSTELLO AS THE STUNT MEN

Cast: Bud Abbott and Lou Costello, Fred Clark, Lynn Bari, Frank Wilcox, Maxie Rosenbloom.
Producer .....Howard Christie
Director .....Charles Lamont

LADY GODIVA OF COVENTRY
(Technicolor)

Cast: Maureen O'Hara, George Nader, Victor McLagen, Rex Reason.
Producer .....Robert Arthur
Director .....Arthur Lubin
(Technicolor) (CinemaScope)

"AIN'T MISBEHAVIN'"
(Technicolor)

Cast: Rory Calhoun, Piper Laurie, Jack Carson, Mamie Van Doren, Reginald Gardiner.
Producer .....Sam Marx
Director .....Eddie Buzzell

TACEY
(Technicolor)

Cast: Anne Baxter, Rock Hudson, Julie Adams.
Producer .....Ross Hunter
Director .....Jerry Hopper

WARNER BROS.

Shooting

I DIED A THOUSAND TIMES

Cast: Perry Lopez, Walter Abel, Beverly Garland.
Producer .....David Weisbart
Director .....Walter Doniger

BLOOD ALLEY
(CinemaScope) (WarnerColor)

Cast: John Wayne, Lauren Bacall, Paul Fix, Anita Ekberg.
Producer .....Batjac Productions
Director.....William A. Wellman

THE McCONNELL STORY
(CinemaScope) (WarnerColor)

Cast: Alan Ladd, June Allyson.
Producer .....Henry Blanke
Director .....Gordon Douglas

Cutting

HELEN OF TROY
(CinemaScope) (WarnerColor)

Cast: Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicks, Torin Thatcher, Robert Douglas, Nora Swinburne.
Producer .....Robert Wise

JUMP INTO HELL

Cast: Jacques Sernas, Kurt Kasznar.
Producer .....David Weisbart
Director .....David Butler

STRANGE LADY IN TOWN
(WarnerColor) (CinemaScope)

Cast: Greer Garson, Dana Andrews, Cameron Mitchell, Lois Smith, Walter Hampden.
Producer-Director ....Mervyn LeRoy

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NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

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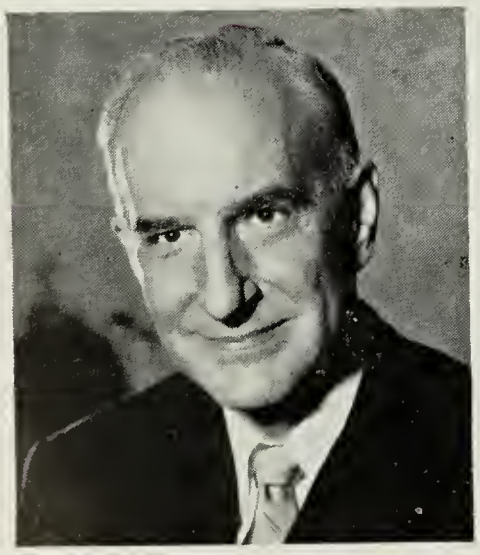
OBJECT LESSON

THE American Federation of Labor and the Congress of Industrial Organizations have shown that they mean business with their announcement that they will merge at the end of the year. Originally, the AFL represented the skilled crafts; the CIO, for the most part, unskilled labor. Never were two organizations further apart, despite a common denominator — the interests of labor as a whole. Over the years, there has been a blending of purpose which has come to the fore despite personality conflicts and other barriers. Now, there can be no doubt that in its new-found unity, labor will have a stronger voice in the scheme of things.

There is certainly an object lesson to be drawn

(See Page 5)

It is predicted that Leslie Caron's new picture will be on 10 Best lists, just as "Lili" was.



THE BIGGEST PICTURE FOR THE BIGGEST THEATRE!

Russell Downing, Managing Director of Radio City Music Hall, has picked M-G-M's "THE GLASS SLIPPER" for Easter.

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MICHAEL WILDING

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also starring

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February 19, 1955
Vol. 35 No. 3

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Object Lesson

(*continued from cover*)

from this analogy for the motion picture theatre industry. Exhibition has its counterpart in the two national organizations, TOA and National Allied. While one represents major theatre chains in addition to independents, the other now boasts many important circuits as well as small theatre owners in its ranks.

Since the Allied response to TOA overtures several months back that the two groups might start "keeping company" to see if their interests are compatible, the courtship has not been all that could be desired. However, National Allied at its recent board meeting selected a representative committee to meet with an equally impressive group of TOA for the limited purpose of discussing possible TOA support of the Allied declaration of emergency and the action of its Emergency Defense Committee.

At a time when distributors are taking full advantage of the product shortage to get every dollar they can from exhibition, it is unfortunate that responsible elements of both theatre owner groups cannot meet without restriction, and it is to be hoped that the limitations of authority prescribed by the Allied board will not preclude a full discussion of the entire problem.

There is a singleness of purpose in exhibition today. The differences between the theatre owner groups fundamentally lie in the approach to a solution of the problems perplexing both membership in equal degree. Again the Allied board, at its recent meeting, committed itself to the passage of legislation which seeks to make the Federal Trade Commission the czar of film rentals. This is the Allied remedy — and it is no secret that TOA leaders and other segments of independent exhibition are opposed to government regulation. They do not believe that the answer to theatre owners' woes lies in legislative halls or the on-and-off threats of government regulation.

Exhibition would certainly not be in the best position were it to go into Congressional halls for Federal regulation of film rentals at a time when it is also trying to demonstrate to the legislators the fallacies of the arguments advanced by sponsors of toll television. Nor is there any way of telling where the chips might fall once the government takes a hand. It is conservative to say that theatre admission prices are clothed with just as much public interest as film rentals and that regulation of prices would be the greatest deterrent to future independent production.

The point that we are trying to hammer home is that regardless of size and affiliation, the major problems of all exhibitors are the same today and one organization, merged from all existing groups, would more adequately represent the small theatre owner just as it would the large. Exhibition is currently dissipating its strength beyond belief in division. It is because of these artificial barriers that the theatre industry now has a "biteless bark." Unity would put teeth in the dictates of one national exhibitor group.

Whether the Allied resolution to proceed with Federal regulation is serious or bluff, it does precede a round table discussion between distribution and exhibition scheduled for the near future. Whether or not this will improve anyone's bargaining position, it is to be hoped that there can be a meeting of the minds of those representing the various industry segments in these talks and that the problems can be resolved within the confines of the business. The friction and bickering going on now will be nothing compared to what lies ahead if amicable agreement is not reached.

And who is there to doubt that exhibition's hand would be strengthened tenfold if it entered these talks under one banner?

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Allied-TOA Meet To Air Problems

WASHINGTON.—The first meeting of the TOA and National Allied committees set up to advance the common interests of the two groups and to ascertain possible TOA support of Allied's declaration of emergency and the actions taken by its Emergency Defense Committee has been postponed to an unspecified date, it was learned this week at the joint mid-Winter meeting of the TOA board and executive committee at the Mayflower Hotel.

The TOA committee, comprising of E. D. Martin, Walter Reade Jr., Alfred Starr and Pat McGee was to have met with Allied's committee, consisting of Jack Kirsch, Ben Berger, Abram F. Myers and Ben Marcus late this week. It will now take place within three weeks.

The meeting was said to have been postponed when Rube Shor, Allied's new president, expressed a desire to sit in at the session after he had a chance to rest up following the recent Allied board meeting and drive-in convention in St. Louis. The Allied committee had been selected before Shor's election to the Allied presidency.

No Date Set

No new date for the meeting between TOA and Allied representatives was reported to have been set.

The TOA proposal that representatives of the two organizations meet in the hope of finding a solution to their mutual problems was voted upon favorably by the Allied board at its St. Louis meeting and a committee was named immediately. Committee is supposed to restrict itself to the Allied declaration of emergency.

However, E. D. Martin, TOA head, said at a press conference that all problems affecting both groups would be explored at the meeting. Even arbitration would be on the agenda, he explained. Martin said he was happy that Shor planned to participate in the meeting. No TOA leader would comment on the Allied plan to seek government regulation.

Walter Reade Jr., chairman of the TOA board, who was also present at the press conference, said that the meeting will afford TOA an opportunity of deciding whether it would want to "go along" with Allied in supporting the actions of the latter's EDC.

FCC Machinery In Motion For Ultimate Toll-TV Rule

WASHINGTON.—FCC took its first major step this week toward ruling on the legality and practicality of pay-as-you-see TV. The commission rejected a petition by the Zenith Radio Corp. and Teco Inc. for authorization of immediate commercial operation of toll TV, and announced that it would go into the whole matter formally.

Interested parties were asked to file comments on box office TV by May 9. The commission will then decide whether to hold hearings or to decide on the basis of petitions or other means. Indications pointed to protracted public hearings, which have been urged by the Joint Committee on Toll TV, the NARTB, and various exhibitor groups.

FCC explained that the written filings do not prelude oral hearings. The expected result of the written material is to narrow the issues, and prepare an agenda should it be found desirable to open the subject to oral argument. (*see story below*)

Both supporters and opponents of toll TV appeared pleased with the decision.

Comdr. Eugene F. McDonald Jr., president of Zenith, said he was "delighted," asserting in Chicago that the commission's action followed one of the three alternative procedures suggested in Zenith's second petition filed last November.

See Eye-To-Eye

Arthur Levey, president of Skiatron, affirmed "too much time has been lost in useless pro-and-con discussions on various aspects of subscription-television."

Paul McNamara, president of International Telemeter, which is affiliated with Paramount Pictures, declared in Los Angeles that "we welcome notice of the proposed rule making issue by the FCC."

Seeing eye to eye with toll TV's proponents this time, co-chairman Trueman Rembusch and Alfred Starr of the Joint Committee on Toll TV applauded the FCC decision. The decision, they said, "seems evidence that the Commissioners feel the issues of the public interest should be investigated thoroughly and broadly before serious consideration is given to such a radical change in the traditional philosophy of free broadcasting."

The co-chairman stated that the investigation will reveal "tremendous latent opposition" to toll TV. They reiterated that the joint committee is not against toll TV *per se,* but against the use of free air waves for this scheme. They pointed out that the pay-as-you-see promoters could go ahead immediately using low-cost coaxial lines, without needing FCC approval, if toll TV is all they say it is.

Notice of decision was adopted by the Commission *en bano* — Commissioners McConnaughey (chairman), Hyde, Webster, Hennock, Bartley, Doerfer and Lee—with Commissioner Hennock issuing separate views.

In her separate statement, Miss Hennock declared that public hearings should be held at the earliest possible moment. She also stated that the FCC could not arrive at a "well-founded" conclusion "on the basis of written comments alone." The commissioner said that since hearings will be needed anyway, it would be preferable to hold them immediately and not wait until written comments are filed. However, because of a backlog of commission business, early hearings are not anticipated.

Allied On Record

National Allied went officially on record against toll TV at its drive-in convention last week with a resolution that "full public hearings be held by the FCC before any action is taken. . . ." Trueman Rembusch, speaking at the convention, branded as an out-and-out falsehood the claim of toll TV's proponents that pay-as-you-see TV will roll up fantastic grosses for motion picture producers. He charged further that other "big lies" put forth are that toll TV will bring into existence an instantanous and very economical electronic distribution system, give the public a free choice over what they want to see, increase the broadcasting business, and make theatre owners one of its principal beneficiaries.

William C. Gehring, 20th-Fox assistant general sales manager, another speaker, made a significant statement when he said: "I tell you now that 20th-Fox will place films on toll TV only when the Government forces it to. . . . Our fight is not amongst ourselves but . . . for the public's entertainment dollar."



Attending meeting held at the Cincinnati Club, where checks were donated to the Joint Committee on Toll TV, were these Allied exhibitors: (seated, l to r) Elstun Dodge, Bud Ackerman, Lou Wiethe, Wess Huss, Jack Goldman, Willis Vance, Nat Kaplan, Rube Shor; (standing, l to r) Robert Wile, Dan Spiegel, William Onie, James McDonald, Herman Hunt, Vance Schwartz, Gordon Pape.

May 9 Deadline For FCC Written Comment

WASHINGTON.—The FCC, asking for broad and all-inclusive written comments on toll TV this week, said that before it could decide the issue it must look into certain questions of law and fact. Among these, it said, were whether safeguards would be necessary to make sure that the public generally continued to get "well-balanced programming without charge" and whether the service would be in the public interest. The commission expressed the desire that comments be directed to the following questions:

LAW—Whether the FCC has the authority to authorize and regulate subscription TV; whether the latter constitutes "broadcasting" under the FCC act, or whether it is a common carrier or other type of service, and whether the FCC has the authority to permit it to use channels assigned to TV

(*Continued on page* 25)

Allied Postpones Regulation Move

Although National Allied again reiterated its determination to seek federal regulation of film rentals, at its recently concluded board meeting in St. Louis, the possibility arises that such action may be forestalled, at least temporarily, because of the forthcoming round table conference of industry leaders.

After Allied's board had "reluctantly" resolved to press for legislation because the rental situation had steadily deteriorated since the interim report of its Emergency Defense Committee a month and a half ago, retiring president Ben Marcus reported receiving a telephone call from Al Lichtman, 20th-Fox distribution director, who promised to renew his efforts for a round table discussion. Marcus stated that if differences could be ironed out at such a meeting, Allied would, in all probability, abandon its efforts to seek passage of its bill.

William C. Gehring, 20th-Fox assistant general sales manager, addressing the Allied meeting thereafter, promised that such a conference would take place "within three weeks." Gehring said, "Go from this meeting to the courts if you want to. Maybe the judge can make better pictures and knows how to sell them for less money than they cost. If you find that judge, Fox will hire him. But until that judge is discovered let's not stop trying to do a real job together and for the benefit of us all." The 20th-Fox executive urged exhibitors not to be "impatient," and advised his listeners to "try for conciliation."

Encouragement Seen

Further encouragement that a round table meeting might prove rewarding was seen in the news that changes in EDC membership, because of the recent Allied elections, would cause a delay before further moves could be taken in connection with legislation.

Explaining its action toward legislation, Allied's board said that their decision was taken due to distribution's demands for at least 50 percent of the gross for all desirable pictures released since the interim report was completed; because some companies have failed to follow through on promises to sell flat to their smaller accounts; and because of failure to live up to assurances of fair and equitable terms to all. Such developments have made the interim report obsolete, the board reported.

The statement further added that the board's decision to press for legislation stemmed mainly from the fact that distribution policies had nullified the intent of the tax bill passed last year to aid exhibition and have virtually confiscated the benefits of that measure.

Abram F. Myers, Allied general counsel, also voiced the hope that "final action" on the bill for federal regulation of rentals may be spared. Myers said that "it is not going to be a very pleasant fight. It would be terrible," he said, "if the exhibitors have to go before a Congressional committee and present evidence that the tax benefit has been confiscated by the film companies through higher rentals."

The belief was voiced that the interest and

(*Continued on page* 8)

TOA Demands Round Table Discuss Rental Relief Need

WASHINGTON.—The TOA board and executive committee meeting here this week accepted the invitation of the producer-distributors to attend a proposed all-industry "trade practices" conference. However, it emphasized in its resolution that the agenda must be headed by an all-out discussion of the need for exhibitor "relief from prohibitive film rentals and other inequitable conditions of licensing films."

A conference that does not go into these problems would not be a "full and wholesome conference," TOA spokesmen told newsmen. They stressed that in accepting the invitation, TOA acknowledges there are a number of other issues which should be considered, but wants to make it clear that it is interested only in a meaty conference and not a repetitious "bull session."

A good part of the proceedings were concerned with the fight against toll television. Alfred Starr, national co-chairman of the Joint Committee on Toll TV, read a report on the subject. It was decided that TOA should back up the Joint Committee to the hilt. Also, it was predicted that industries allied with film theatres would join the fight, as well as advertising agencies, TV stations now in operation, and organizations seeking to save city downtown areas by attracting "a free flow of people" to the trading areas for recreation and shopping.

The meeting approved alerting "grass roots" exhibitors to follow the "incredible propaganda" in favor of pay-as-you-see in their own newspapers and to use their newspapers to counteract the arguments. It was recommended that kits be prepared for this purpose. Also recommended was a nation-wide clinic to prepare anti-toll-TV speakers.

Arbitration consumed a major portion of the meeting. Exhibitor executives mulled over the latest draft of an arbitration plan, and concluded that, with the exception of a few points which ought to be clarified, the program is within reach of culmination.

Expressing hope that enactment of an arbitration system is "imminent," Starr said the board had accepted "in principle" the latest plan, which the five-man exhibitor committee, including TOA members Herman Levy, Si Fabian and Mitchell Wolfson, along with representatives of MMPTA and ITOA, would present to a meeting with their five distributor counterparts.

They would not disclose details of their recommendations in advance of this conference, but agreed that "there are no points of difference which appear to be beyond solution." They ducked all questions regarding inclusion of film rentals under arbitration.

They voiced enthusiasm, however, over the progress of achieving a workable system made in joint exhibitor-distributor discussions—a system that would prove "effective, inexpensive and available to all exhibitors." The proposed system, they pointed out, "covers much more ground than the 1952 plan."

A committee made up of Starr, president E. D. Martin, Wolfson and Walter Reade met with officials of the antitrust division of the Justice Department and asked them to permit divorced exhibitor circuits to invest money in the newly formed Exhibitor Film Financing Group, organized to promote independent production of more film product.

The committee receded from its original intention of asking Justice to go along with its previous resolution that such "consent decree" companies be permitted to engage directly in production, but with continued protection against monopoly, on the grounds that it was not qualified to speak for such firms. The Justice officials were requested to specify conditions under which such permission would be granted, and asked to reply before May 15, when the first stockholders' meeting of EFFG is scheduled. TOA spokesmen were promised the matter would be given careful consideration.

In other actions, the Board set an annual

(*Continued on page* 19)

Opposition Rises To Drive-In Buys By Divorced Circuits

Opposition continues to mount in exhibitor circles against further acquisition of drive-ins by major circuits.

Following close on the heels of SCTOA's resolutions calling upon the Justice Department to restrain the "divorced" circuits from the acquisition of drive-in theatres, National Allied's board passed a resolution approving the action of SCTOA.

Allied's general counsel, Abram F. Myers, urged exhibitor leaders to further resist such acquisitions by developing political power through contacts with Senators and Congressmen.

"You are no longer hat-in-hand boys," said Myers, referring to the important contributions of drive-ins to industry welfare as a whole. Myers pointed out that July and August have replaced the fall months as box office leaders, because of the tremendous grosses of the drive-ins during the height of their season.

Federal District Court last week approved the acquisition of the Twin-Oak Drive-In Theatre, Oak Lawn, Ill., by Loew's Theatres. Loew's is a divorced circuit. Also, RKO Theatres' president, Sol Schwartz, said that while RKO owned no drive-ins at present, the company would be interested in acquiring some. He made it clear that he did not regard such "interest" as a program of expansion, but that if an attractive offer were made RKO would seek court approval. "We might even build a drive-in," he added.

A similar position was taken this week by Elmer Rhoden, National Theatres president, who told the press that while his circuit does not own any drive-ins, it might consider purchase of airers if good deals present themselves.

The Department of Justice recently rejected SCTOA's charges of monopolistic trends in the drive-in business, stating that there has been no attempt to violate the court order. "Decree compliance (is) under constant surveillance," Justice stated. The consent decrees allow the divorced circuits to acquire new theatres if such acquisitions will not unduly restrain competition.

LowGothamBO Tax Yield: NYC

New York City Controller Lawrence E. Gerosa reported to the Board of Estimate and the City Council this week that the 5 percent amusement tax would yield only $10,816,487 in the current fiscal year instead of the $16,700,000 estimated by Budget Director Abraham D. Beame. For 1955-56, Gerosa was able to project only $14,000,000 from the tax.

He cautioned, however, in estimating the tax return, that "the first few months of the imposition of a new tax is not a true indication of future collections."

This week, in a final 650-page report to the Governor of New York, the Temporary Commission on the Fiscal Affairs of State Government, headed by Dr. Frederick Bird, completely sidestepped the study of the effects of the 5 per cent tax. City the erroneous estimated city tax revenue of $16,700,000, the Bird Commission urged that all permissive legislation now existing, including the admissions tax, should continue to be available to all localities. Exhibitor testimony before committee members as to the effects of the tax and potential revenues were ignored in the report because of "disagreement among members of the Commission as to the staff's findings," Dr. Bird stated.

In Mid-June of last year, Gov. Dewey directed the Bird Commission to undertake a study of the probable tax yield to New York City of such a tax. The commission was to determine whether it was unsound, and if the legislature should be asked to invalidate the tax.

Probe Reviewed

At that time, the exhibitor emergency committee believed that the investigations of the commission would justify exhibitor protests against the amusement tax.

The Appellate Division has granted New York City permission to appeal its decision on the local admissions tax to the Court of Appeals in Albany. Assistant Corporation Counsel Stanley Buschbaum said he hoped to have the case heard during the first week in March. He will argue that the "breakage" or major fraction clause in the tax law calls for the "practical" method employed in business and banking.

In a three to two decision reversing a lower court, the Appellate Division on Jan. 31 ruled the "breakage" clause was illegal, since it caused the tax to exceed the 5 percent limit authorized by the 1947 State Enabling Act. Theatre attorneys opposed the city's move to appeal to Albany, contending that the Appellate rule was not a final order and that the case would have to be returned to Queens Supreme Court for trial of all the issues.

Columbia Earnings Tops

Columbia Pictures this week announced the greatest six-months earnings in the company's history with a net profit of $5,153,000 before taxes for the period ending Dec. 25, 1954. The net profit after taxes was given as $2,823,000. This also was a new high for the corporation, as was the $3.40 earned per share of common.

Comparative figures for the first six months of last year showed $4,759,000 in net profit before taxes, $1,910,000 net profit after taxes.

Buying Co-operative Trust Rule Sought

Washington.—The Supreme Court was asked this week to find that a film buying co-operative violates the anti-trust laws when it serves theatres in both open and closed situations. G. & P. Amusement Co., operators of the now-closed Moreland Theatre in Cleveland, lost the case in the lower courts.

G. & P. is suing Regent Theatre, its competition in Cleveland, other companies owned by the same people, 20th Century-Fox, Loews, Warners and Universal, and Co-operative Theatres of Ohio, which was the central booking agent for the exhibitors sued. G. & P. charged that Co-op Theatres used its closed-situation buying power as a lever over the four distributors to secure choice films for the Regent, forcing the Moreland out of business.

MoveForRegulation Postponed By Allied

(*Continued from page 7*)

sympathy of Congress can be gained because the issue does not involve merely a dispute over the price of film. Rather, the board contended, it involves arbitrary curtailment of production and the creation of a starved market which enables the film companies to impose upon the theatres film rentals so exorbitant and conditions of license so onerous that they threaten the forced closing of upwards of 5,200 sub-run and small town theatres. There would be a resultant loss to the American economy from the destruction of investments and unemployment, the board stated.

At the convention, Ruben H. Shor, of Cincinnati, was chosen as National Allied's new president. He succeeds Ben Marcus, who declined the traditional second term. Abram F. Myers, who has long filled the post of chairman of the board and general counsel, was renamed once again. Irving Dollinger, of Linden, N.J., was elected treasurer, and Julius Gordon, of Beaumont, Tex., is the new secretary. William Carroll, of Indianapolis, becomes recording secretary.

Shor Pledges Help

Shor was chairman of the final business session. He pledged to do everything in his power to help Allied members. He said he hopes that conditions may be improved.

Gordon, in a joint report of large and small drive-in clinics, said that current distribution policies are putting many exhibitors out of business. Furthermore, he noted that many others are threatened with a similar fate. Gordon called some of the distributors "octopi" and denounced sales policies for "White Christmas" and "The Country Girl." He said that the two clinics unanimously wanted Paramount and Warners cited.

The board shelved the Allied plan to consider entering the theatre equipment business, for the present at least. One item which had been considered was a low-cost stereophonic sound unit. Also it was announced that Allied's 1955 annual meeting will be held in Chicago from Oct. 5-9. The 1956 annual meeting will be held at the Hilton Statler Hotel in Dallas in November of that year, and the 1956 drive-in convention will be held at Cleveland from Feb. 13-15, 1956.

McGee Clarifies Group's Purpose

Pat McGee, president of Rocky Mountain COMPO, commenting on National Allied's resolution to stop the "misuse" of the name COMPO, explained that his organization's name was changed from Colorado Association of Theatre Owners only in order to strengthen the association, and broaden its base of membership.

"We are soliciting memberships from segments of the industry which formerly were denied representation because they didn't own theatres," said McGee.

McGee pointed out that board members of Rocky Mountain COMPO include members of both TOA and Allied.

"I must emphasize," stated McGee, "that (we are) not out to replace any exhibitor organization, but the fact remains that (we are) the outgrowth of the largest exhibitor organization in the Rocky Mountain area. Our single purpose is to defend our mutual industry against all adverse factors," he said.

Only two regional exhibitor organizations use the COMPO name at the present time. One is Texas COMPO, the other Rocky Mountain COMPO.

Texas COMPO is currently selling a six-week campaign that would encourage movie patrons to identify forthcoming Academy Award winners. The Texas group is offering trailers and other promotional materials to exhibitors on a nation-wide basis.

Snaper Receives Instructions

Allied's resolution instructed Wilbur Snaper to initiate action within COMPO to end "misuse by any group or individual seeking to form a regional exhibitor or association to function outside the public relations field to which national COMPO is restricted, to trade on the good will of that organization or to enter into competition with the established exhibitor associations in the field of trade practices."

Snaper, who is Allied's representative on the COMPO triumvirate, was also instructed to impress upon COMPO the need for exercising rigid economy in the administration of the council, so that additional assessments will not be necessary.

Allied's board also approved all actions taken by COMPO to date and voted to remain in the council and continue its support.

However, the board indicated its displeasure with COMPO's neutral attitude toward toll TV. Ben Marcus, retiring Allied president speaking for the board, asserted that if it should come to a question of financial support for either COMPO or the anti-toll TV campaign, Allied would have to support the latter.

COMPO is a great vehicle for protecting and advancing the interests of the industry, Marcus stated, but it can't draw a line. It must get behind all projects except those having to do with trade practices.

Corwin Buys SW Houses

HOLLYWOOD. — Metropolitan Theatres Corp., headed by Sherrill C. Corwin, has purchased the entire Stanley Warner theatre interests in Santa Barbara. Houses involved are the 1,700-seat Granada; 900-seat California; also, an eight-story office and store building. Corwin's circuit will assume operation the end of the month and theatres will be modernized in the Spring, it was noted.

1955 BOOKING CALENDAR

REPUBLIC ACCEPTS THE CHALLENGE...

TO DELIVER THE BIG PICTURES EXHIBITORS WANT... WHEN EXHIBITORS NEED THEM MOST...

REPUBLIC PICTURES

with a guarantee of consistent and regular release throughout 1955 of the greatest number of top money productions in Republic's 20 years of picture making!



My optimism for the future of motion pictures is expressed by putting more money into expansion and production at Republic for 1955, than at any time in the history of the company.

HERBERT J. YATES



TIMBERJACK

STERLING HAYDEN · VERA RALSTON · DAVID BR

ADOLPHE MENJOU · HOAGY CARMICHAEL · CHILL WI

Associate Producer-Director JOE KANE · **TRUCOLOR** by Consolidated



TEXAS LEGIONNAIRES

STERLING **HAYDEN** · ANNA MARIA **ALBERGHETTI** · J.CARROLL **NAISH**

Directed by FRANK LLOYD · **TRUCOLOR** by Consolidated



THE ETERNAL SE

STERLING **HAYDEN** · ALEXIS **SMITH** · DEAN **JAGGER**

Associate Producer-Director JOHN H. AUER



MAGIC FIRE

YVONNE DeCARLO · CARLOS THOMPSON · RITA GAM
VALENTINA CORTESA · ALAN BADEL

Produced and Directed by William Dieterle · **TRUCOLOR** by Consolidated



SANTA FE PASSAG

JOHN **PAYNE** · ROD **CAMERON** · FAITH **DOMERGUE**



MAN FROM TEXAS

JOHN PAYNE · MONA FREEMAN · LEE J. COBB

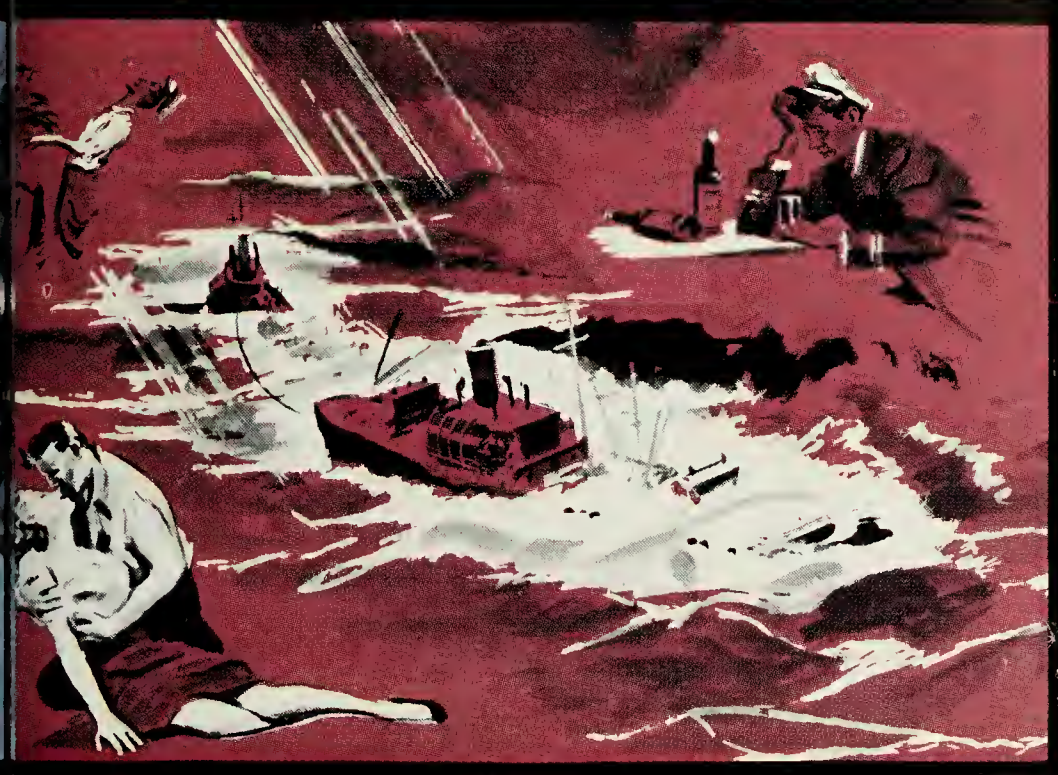
Associate Producer-Director JOE KANE • **TRUCOLOR** by Consolidated



REBEL ISLAND

YVONNE DE CARLO · ZACHARY SCOTT · HOWARD DUFF

Associate Producer-Director Edward Ludwig • **TRUCOLOR** by Consolidated



THE LONG WATCH

TRUCOLOR by Consolidated

ADVENTURE EPIC OF THE YEAR... FROM ROBERT F. MIRVISH'S BEST-SELLER!



THE GUNMAN

starring **RAY MILLAND**

Directed by Ray Milland • **TRUCOLOR** by Consolidated



THREE LEAVES of a SHAMROCK

A JOHN FORD PRODUCTION

starring



ANNIE JORDAN

TRUCOLOR by Consolidated

FROM MARY BRINKER POST'S BEST-SELLING

NOVEL OF THE SEATTLE WATERFRONT!

PICTURE AFTER PICTURE FOR RELEASE WEEK AFTER WEEK!

Productions listed below are but a part of the box-office pictures that will make up Republic's 20th year of entertainment.

Today, more stories are in preparation or in work at the Studio than ever before . . . Best sellers to be produced with famous stars and top directors.

1. **TROUBLE in the GLEN**
Starring Margaret Lockwood, Orson Welles, and Forrest Tucker. Produced and directed by Herbert Wilcox in Trucolor by Consolidated. A romantic adventure by the author of "The Quiet Man."

2. **The ATOMIC KID**
Co-starring Mickey Rooney and Robert (Stalag 17) Strauss. A laugh explosion when someone slips a "Mickey" into Atomic tests. A Mickey Rooney Production, directed by Leslie H. Martinson.

3. **HELL'S OUTPOST**
Rod Cameron, Joan Leslie, Chill Wills. The most explosive action picture of the year. From the novel, "Silver Rock," by Luke Short. Associate Producer-Director Joe Kane.

4. **AFRICAN MANHUNT**
Danger and excitement as the hunt for a killer reaches into the untamed jungles of Africa.

5. **TROUBLE IN STORE**
With the great International comedian, Norman Wisdom, and Margaret Rutherford. A real belly-laugh comedy.

6. **CAROLINA CANNONBALL**
Hi-jinks with the inimitable Judy Canova in another great laugh hit.

7. **The SQUARE RING**
Heart, sweat and tears, in a punch-packed drama of the fight game.

8. **DOCTOR in the HOUSE**
Universally acclaimed as the smash hit of the year, with the stars of "Genevieve." An irreverent story of medical students—their trials, their errors, their loves.

9. **A DAY to REMEMBER**
A fast-moving story of light-hearted romance.

10. **TIMBERJACK**
Robust adventure as wild as the north country which is its magnificent setting. From the novel by Dan Cushman.

11. **DON JUAN'S NIGHT of LOVE**
Passion and intrigue in the romantic days of Madame Pompadour.

12. **The ETERNAL SEA**
The romance of the sea, the love of a woman, and the dramatic story of the courage of a gallant Navy hero.

13. **YELLOWNECK**
Rare suspense as five deserters escape from the battlefield, only to face death in the Everglades. Trucolor by Consolidated.

14. **SANTA FE PASSAGE**
The oynamic story of fighting men and beautiful women, with heart-stopping action, thrills and romance.

15. **I COVER THE UNDERWORLD**
Trigger-fast action as a priest invades the underworld to reclaim his twin brother, a big-shot racketeer.

16. **MAGIC FIRE**
Three women thrilled to his romantic fire, the world to his genius. The story of the life and loves of Richard Wagner.

17. **MYSTERY of the BLACK JUNGLE**
The terror of the untamed, as men stalk the mysterious jungle country.

18. **MAN FROM TEXAS**
Roaring outdoor saga of the early frontier, from the Saturday Evening Post story that thrilled millions.

19. **PHANTOM RACKETEER**
Mystery and suspense of a hidden killer in a crime-ridden town.

20. **The BIG JACKPOT**
A fast moving comedy romance of a big money payoff that made a marriage of Lady Luck and Dan Cupid.

21. **REBEL ISLAND**
Romance and intrigue in the lush tropical setting of the fashionable Bahamas.

22. **TEXAS LEGIONNAIRE**
The immortal story of the Alamo and the Texans' never-to-be-forgotten fight for freedom.

23. **CIRCUS GIRL**
The spectacle of circus life against the exotic background of Ceylon and India

24. **THE GUNMAN**
Academy Award-winning Ray Milland will star in and direct this off-beat story, an original by Talbot Jennings and John Tucker Battle. Big-scale outdoor drama, in Trucolor by Consolidated.

25. **The BIG WHISPER**
Virginia Van Upp will write and produce the film version of her original story, a high suspense drama of continental intrigue.

26. **THREE LEAVES of a SHAMROCK**
John Ford, the only four-time Academy Award-winning director, once again brings his magic touch to Ireland, setting of his boxoffice hit, "The Quiet Man."

27. **The VILLAGE DOCTOR**
A warm, human-interest drama about medicine and faith in a small town. Trucolor by Consolidated.

28. **ANNIE JORDAN**
The Mary Brinker Post novel has sold millions of copies. To be filmed with a cast of great star names.

29. **The LONG WATCH**
Action and excitement aboard an old tramp steamer flying an outlaw flag. From Robert F. Mirvish's best-seller. Filmed in Trucolor by Consolidated

Discuss Republic's plans for you in '55 with "Mr. Republic" in your territory

Exhibs Host "Journal" Contest Winners



The third annual New York "Journal-American" movie contest winners were hosted for the third consecutive year by metropolitan exhibitors at a cocktail party at the Roxy Theatre executive offices. (Top, l. to r.): Samuel Rosen, Stanley Warner vice-president; Eva Marie Saint, star of Columbia's "On the Waterfront"; Emanuel Frisch, Metropolitan Motion Picture Theatres Association, and Russell Downing, Radio City Music Hall managing director. (Bottom, l. to r.): Ray Rhone, Rhone Theatres; Richard Brandt, Trans-Lux Theatre Corp. vice-president; Rita Gam, appearing in U-I's "Sign of the Pagan"; Martin Levine, William Brandt Theatres general manager, and John C. Bolte, Bolte Theatres.

Survey Cites CS Over Flat Films

Survey by 20th Century-Fox of box office performance for its CinemaScope features in comparison with grosses on a top non-anamorphic feature discloses an overall percentage increase in all types of situations for pictures filmed anamorphically, the company pointed out this week. An even greater increase would be registered for anamorphic features over 2-D features, the company predicted, if more theatres in the categories tested were equipped with CinemaScope.

Five classes of indoor and outdoor theatres were evaluated by 20th-Fox in the survey. Theatres in Class 1, where rentals on "Song In My Heart," the 2-D feature, were $200 or better, showed an average increase, when compared with comparative bookings of any of six CinemaScope features, of 159.34 percent. Without figuring in bookings on "The Robe," the percentage increase was 56.6 over "Song In My Heart."

Rentals Compared

For theatres in Class 2, where rentals on "Heart" ranged from $199 down to $100, the percentage rise for the six CinemaScope features was 125.88; without "The Robe," 75.48. For Class 3 theatres, with rentals of $99 to $50, the increase was 137.14 percent; without "The Robe," 89.56.

Class 4 houses, where rental did not exceed $49, showed a 192.3 percent rise with "The Robe"; 134.8 without; Class 5, composed of drive-ins, showed a 116.6 percentage boost with "The Robe"; 95.6 without. The film company noted that "the potential for expansion of CinemaScope installations is greatest in this group (drive-ins) for an inestimable amount of film rental based on results so far."

Areas tested were Albany, Boston, Cincinnati, Detroit, Philadelphia and Dallas. CinemaScope features were "How to Marry a Millionaire," "River of No Return," "Three Coins in the Fountain," "Demetrius and the Gladiators" "Broken Lance" and "The Robe."

Reade Houses Offer BO Cuts To Oldsters

An interesting experiment to encourage older people to attend movies has been inaugurated by the Walter Reade Theatres in Plainfield and Freehold, N. J. The plan admits "senior citizens" over 65 to these theatres at a substantially reduced admission price.

Welfare agencies, recreational groups, and other organizations who work with older age groups will distribute the discount cards. It is expected that most recipients will be in the limited income group.

The experiment was adapted from a similar program developed by Stanley Sumner, manager of the University Theatre in Cambridge, Mass. If it proves successful, it will be extended next Fall to all communities in which the Reade organization has theatres. For many years, Reade has offered year-round discount cards to students from 12-18, and recently extended this privilege to teachers in the 10 communities served by the theatres.

New COMPO Ad Digs Burial Of Trade News

The latest COMPO advertisement in "Editor & Publisher" takes a dig at the tendency of newspapers to bury constructive motion picture industry news in the back pages. Reprinting a paragraph from a recent issue of "The New York Times" that told of the help Hollywood personalities had given worthy causes, the ad carries the headline, "Just A Stick of Type On Page 28. . . ."

The paragraph was in the Hollywood news column of the "Times" and quoted statistics of personal appearances made by Hollywood people at national and local patriotic and public service activities.

Add Justice Charges In 16mm. Trust Suit

HOLLYWOOD.—The Justice Department has amended its complaint in its 16mm. trust suit against the majors by tagging the charges of blacklist and boycott of exhibitors. Earlier, Justice had added the names of six theatre-exhibitor organizations as co-conspirators in the case.

Justice pointed out in its boycott-blacklist charge that the "defendants have maintained an intricate system to police and enforce, and with the assistance of co-conspirators have policed and enforced license restrictions imposed upon exhibitors of 16mm. feature films, and have blacklisted or boycotted exhibitors who disregard such restrictions."

Named as co-conspirators were: National Allied, Independent Theatre Owners Association, Metropolitan Motion Picture Theatres Association, Southern California Theatres Owners Association, PCCITO and COMPO. Theatre Owners of America had earlier been designated by Justice as the sole exhibitor co-conspirator in its case against the 12 distributor-defendants.

The exhibitor organizations named as co-conspirators in the case meanwhile are reportedly considering the possibility of interpleading as defendants in the case. If such decision is made, the exhibitor groups would gain the right to present evidence, call witnesses, etc.

Fox Studio For TV

Several million dollars have been allocated by 20th-Fox toward the complete retooling of the company's Western Ave. Studios in Hollywood for television production. Sid Rogell, 20th-Fox executive producer, will head the project of transforming the lot's 10 stages into a modern and complete studio for the production of TV films. Announcement was made following a board meeting this week.

Fox, Famous Players Sign Buying Contract

Twentieth Century-Fox and Famous Players Canadian, which controls and operates close to 200 theatres, have concluded a three-year block buying deal, estimated to result in more than $10,000,000 in film rentals for 1955-57, 20th-Fox announced this week. Agreement, the company stated, is the largest deal ever worked out on its CinemaScope product.

Deal was worked out in detail by John J. Fitzgibbons, president, and Rube Bolstead and Ben Geldsaler, all of the theatre firm. Representing 20th-Fox were Al Lichtman, director of distribution; Arthur Silverstone, assistant general sales manager, and Peter Myers, Canadian division manager.

Metro-Selznick Pact?

Reported nearing consummation is a deal whereby David O. Selznick would personally produce two top-budget pictures for M-G-M. Metro will finance and hold a partnership interest in the films, stories for which have yet to be determined.

THERE'S NEV STORY

PARAMOUNT'S SUCCESS STORY FOR '54-'55

REAR WINDOW
Technicolor

It set new highs in Hitchcock grosses and Hitchcock thrills

White Christmas
VistaVision-Technicolor

The top money-maker of 1954 is even bigger in 1955

Sabrina

Its three Academy Award stars awarded exhibitors with big pay-off



Exciting "Pages" Ahead

INCLUDE

MAMBO · CONQUEST OF SPACE

The picture with the boxoffice beat

With a Paramount presell out of this world

ASSIGNMENT CHILDREN · RUN FOR COVER

Danny Kaye as Fun Ambassador for the U.N.

Cagney, VistaVision and Western thrills

R BEEN A BOXOFFICE

LIKE IT!

The Bridges at Toko-ri

Technicolor

4th terrific week at Radio City Music Hall and across the country matching that record-shattering "Shane"! Paramount's powerful selling is reinforced by rave reviews and enthusiastic word-of-mouth that are booming first run business and preparing a bonanza for subsequent dates.

THE COUNTRY GIRL

The dating rush is on – for late February and early March – to cash in at the floodtide of top honors! Washington, Chicago, Philadelphia now registering sensational business – paced to the same record profits of New York and Los Angeles where it's now in its 9th and 8th smash weeks!





Parades, spectaculars and traveling elephants figured in the news this week to an important extent. Film companies sponsoring the promotions were Columbia (the parade), RKO Pictures (the spectacular) and M-G-M (the itinerant pachyderm). Left: A long gray line of West Point cadets marches down Broadway form Central Park West, in New York City. The cadets visited New York from their home up the Hudson River to see a special performance of Columbia's "The Long Gray Line." John Ford's Technicolor production about the military academy is playing at the Capitol Theatre. Center: The "great white way's" latest electronic wonder is the mammoth sign publicizing RKO's "Underwater!" and Jane Russell. The tremendous eye-catcher is five stories high, 85 feet wide, and extends around the corner. The sign is the largest spectacular erected on Broadway in 10 years. Right: Dorothy, the baby elephant from "Jupiter's Darling," visits the Loew's Grand Theatre, Atlanta, Ga., as part of the M-G-M tours to promote its "Go-To-The-Movies" campaign. The truck shown conveys the pachyderm from city to city. It is also a touring poster for the picture.

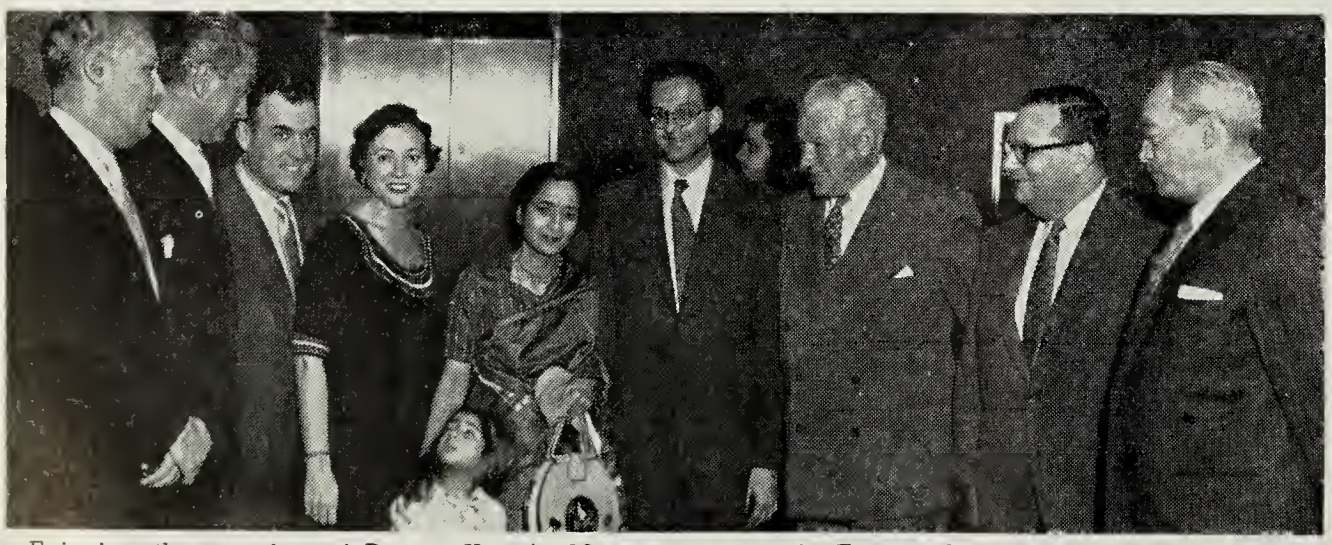
In The News . . . .



In Washington, D.C., attending the world premiere of Columbia's "The Long Gray Line" at RKO Keith's were (l. to r.): Actor Bill Leslie; George Joseph, Columbia sales executive; Rube Jackter, Columbia assistant general sales manager; star Maureen O'Hara; Jack Cohn, Columbia executive vice-president; actor Harry Carey, Jr., and co-stars Robert Francis and Donald Crisp. Joining the picture industry personalities at the premiere were leading figures of the military, diplomatic and social life of the Capitol. Premiere was held for the benefit of the Soldiers', Sailors', Marines' and Airmen's Club.



Above, California's Gov. Goodwin J. Knight signs a proclamation designating February as "Go-to-the-Movies-Month." Present are (l. to r.): Bill Blake, M-G-M field press representative; Mrs. Virginia Knight; Governor Knight, and Hulda McGinn, executive secretary and legislative representative of the California Theatre Owners Assn. Below, a major accomplishment in M-G-M's "Motion Picture Theatre Celebration" was the proclamation obtained from Gov. Victor Anderson and read at a meeting of the Nebraska State Legislature at Lincoln. Observing Gov. Anderson signing the proclamation are (l. to r.): Herman Gould, a drive-in operator; Robert M. Stone, M-G-M field press representative, and Mayor Clark Jeary.



Enjoying the opening of Danny Kaye's 20-minute non-profit Technicolor UNICEF film for which Paramount footed the bill, "Assignment Children," at UN Headquarters in New York (l. to r.): Monroe R. Goodman, assistant to the president of Paramount Film Distributing Corp.; Hugh Owen, Paramount home office distribution executive; Howard Minsky, Paramount mid-east division manager; Mrs. Minsky; Mrs. B. Rajan and daughter; Rajan, chairman of the UNICEF executive board; R. J. O'Donnell, head of Interstate Theatres of Texas; Dr. L. J. Warshaw, Paramount medical director, and E. K. O'Shea, Paramount distribution vice-president.



Independent Trade Reviews

"The Long Gray Line"

(Columbia) CinemaScope-Technicolor 137 Min.

Cast: Tyrone Power, Maureen O'Hara, Robert Francis, Donald Crisp, Ward Bond, Betsy Palmer, Phil Carey, William Leslie, Harry Carey, Jr., Patrick Wayne, Sean McClory, Peter Graves, Milburn Stone, Erin O'Brien Moore, Walter D. Ehlers, Willis Bouchey, Don Barclay, Martin Milner, Chuck Courtney.

Credits: Produced by Robert Arthur; Directed by John Ford; Screen play by Edward Hope; Based upon "Bringing Up The Brass," by Marty Maher and Nardi Reeder Campion.

John Ford's Technicolor production of "The Long Gray Line," in CinemaScope, is a stirring cavalcade of the United States Military Academy that is certain to bring long lines of patrons to the box office. It will assuredly take its place with Columbia's best grossers. Strongly pre-sold, this heart-warming family entertainment, boasting star names of Tyrone Power and Maureen O'Hara, will benefit additionally from favorable word-of-mouth. Audiences will alternately laugh and cry during its 137 minutes of unspooling time. Bursting with pride, patriotism, pathos and comedy, the story of West Point is told through the personal drama of a single enlisted man who spends five decades at the post.

Film tells the true story of Marty Maher (Power) an Irish immigrant who since 1903 has been "father confessor" to the "long gray line" of cadets, including Eisenhower, MacArthur and Bradley. Visually and historically moving, the film offers colorful behind-the-scenes glimpses of life at the academy, with military duties, sports and romance all getting attention. The post's buildings and grounds, overlooking the historic Hudson River, are strikingly lensed in CinemaScope, as are the cadets' activities.

The latter half of the film stresses emotion, as Marty, faced with personal tragedy, gradually becomes imbued with the spirit and traditions of West Point. The Mahers lose their child at birth, and unable to have another, consider the cadets as their "family." When World War I begins, many of the "family" are killed in action. Marty is heartbroken; he threatens to leave the service, but does not. Another crisis occurs shortly before World War II, when a cadet (Robert Francis) close to Marty secretly marries against regulations and considers ignoring the academy's code of honor. Finally, Marty's wife dies, full of years, but the cadets continue to sustain him.



Tyrone Power and Maureen O'Hara in Columbia's "The Long Gray Line," CinemaScope-Technicolor.

At the film's end, when the corps of cadets voluntarily marches in review for the 75-year-old Maher, there won't be a dry eye in the house. Performances are excellent, with Power taking top honors for his engaging, spirited performance; Maureen O'Hara, as his wife, is an excellent partner. Francis, Donald Crisp, and Ward Bond, in important supporting roles, all help to sustain the fine spirit of the film. Once again, John Ford has directed a memorable motion picture which is certain to mean impressive grosses everywhere.

"East of Eden"

(Warner Bros.) CinemaScope-WarnerColor 115 Min.

Cast: Julie Harris, James Dean, Raymond Massey, Burl Ives, Richard Davelos, Jo Van Fleet, Albert Dekker, Lois Smith, Harold Gordon, Timothy Carey, Mario Siletti, Lonny Chapman, Nick Dennis.

Credits: An Elia Kazan Production; Directed by Elia Kazan; Screen play by Paul Osborne; From the novel, "East of Eden," by John Steinbeck.

Few pictures made this year will match the dramatic power and unusual character of "East of Eden." Directed and produced by Elia Kazan, in Warnercolor, this adult presentation of the story of an unloved son packs a tremendous wallop, and will linger in the minds of all who see it. Painstaking craftsmanship in all departments, and a daring emotional situation, should generate enough word-of-mouth to offset the lack of star names in the cast, and give the film good box office potential among all audiences.



Julie Harris and James Dean in Warner Bros. "East of Eden." CinemaScope-WarnerColor.

Set in the photogenic towns of Salinas and Monterrey, in Southern California, shortly before the first world war, this adaptation of John Steinbeck's best-selling novel tells of the struggle of a "bad" adolescent to win the love of his father. As the film opens, the youth, played by newcomer James Dean, discovers that his mother, assumed to have been dead for 15 years, is in reality running a brothel in a nearby town. The effects of this discovery by the boy, and his use of the knowledge on his straight-laced brother, form the dramatic core of the story.

From the above off-beat situation, together with some bold dialogue in scenes between young Dean and his mother, played to perfection by Jo Van Fleet, will spring considerable word-of-mouth. The climactic scene, when Dean flings his startled brother into the lap of their mother, is pure sensation—guaranteed to send audiences away talking.

Well-wrought characterizations serve to hold audiences interest in a sometimes talky story. Here the CinemaScope cameras, under Kazan's guidance, play a major factor in lifting "Eden" far above the level of ordinarily "heavy" drama. Unusually effective mood shots and offbeat camera angles serve a silent but powerful role in conveying emotion. The editing, also, is to the point. Compelling dramatic variety is achieved when touching, tender scenes alternate with episodes played with scorching fury.

Rarely has a film caught the flavor of a period and locale so completely. Audiences will like varied footage of a small-town carnival; of a Salinas parade sending the boys off to war in 1917; of the magnificent California farmlands; and of the first attempt to send refrigerated lettuce across the mountains to the East.

Performances are superbly offbeat and generally convincing. Dean prances and shouts like an anguished creature but wins understanding and sometimes sympathy from his audience. Julie Harris, noted stage actress, plays the ingenue role with much feeling. Veterans Raymond Massey and Albert Dekker are knowingly sharp in other featured parts. All told, "Eden" is the kind of picture that will win wide critical acclaim and valuable audience word-of-mouth as well. Coming close on the heels of Kazan's "Waterfront," it may well repeat the success of the former.

"The Glass Slipper"

(M-G-M) Eastman Color 94 Min.

Cast: Leslie Caron, Michael Wilding, Keenan Wynn, Estelle Winwood, Elsa Lanchester, Barry Jones, Amanda Blake, Lisa Daniels, Lurene Tuttle, Liliane Montevecchi, and Ballet de Paris.

Credits: Produced by Edwin H. Knopf; Directed by Charles Walters; Ballet librettos, lyrics and screen play by Helen Deutsch; Ballets by Roland Petit; Music by Bronislau Kaper.

Sweet, charming and appealing is "The Glass Slipper," M-G-M's Cinderella story in which Leslie Caron and Michael Wilding are co-starred. This is a light, colorful entertainment; music, dance and whimsy combine effectively to create just the correct amount of atmosphere for a picture of this sort. In conveying the fairy tale aspects of the narrative, the script writer has injected enough adult pith and sophistication, plus a sprinkle of satire on royalty to make "Slipper" popular with grown-ups. Children, of course, will find the picture delightful. Some of the most pleasant aspects of "Slipper" are the ballets, staged by Roland Petit, the French choreographer, and danced by Miss Caron with sensitivity. Two such numbers are blended into the film; both are successful.

Backing up the stars is a strong supporting cast of character actors including Keenan Wynn, who plays the companion of the hero prince; Elsa Lanchester, as Cinderella's stepmother, and Estelle Winwood, the fairy godmother. Latter is a standout in her role, making the most of some very funny dialogue lines which add a light touch of social comment to the proceedings.

"Slipper" is backgrounded with a tasteful production. The Eastman Color tinting lends an aura of magic to the story while the costumes provide a never-never atmosphere. Picture is localed in a mythical European country a long time ago, and takes place during a holiday celebration in honor of the return of Wilding, the prince, from abroad. Opening

(*Continued on page* 28)



Michael Wilding courts Leslie Caron in M-G-M's 'The Glass Slipper," Eastman Color.

Summertime



Katharine Hepburn and Rossano Brazzi are the stars of this comedy

Gentlemen Marry Brunettes



Jane Russell, Scott Brady, Rudy Vallee, Alan Young and Jeanne Crain play a scene

Not As A Stranger



Olivia deHavilland and Robert Mitchum top the star cast of this drama about medicine

Quality Films Rank High On UA Release Schedule

Approximately two dozen features will be placed in release during the first half of the current year by United Artists. The output, representing mostly the work of top-notch independent production units, ranges in subject matter from heavy drama to frivolous comedy. About half of the releases are in color and three in CinemaScope, as well.

Certainly of major importance among the forthcoming releases is the following quartet: "Summertime," filmization of "The Time of the Cuckoo," Arthur Laurents' Broadway play; "Not As a Stranger," Stanley Kramer's production of the best-selling novel by the late Morton Thompson; "The Kentuckian," a CinemaScope presentation from Hecht-Lancaster Productions and starring Burt Lancaster, and "Gentlemen Marry Brunettes," a Technicolor musical in CinemaScope, with Jane Russell heading the cast.

"Summertime" was shot on location in Italy with Katharine Hepburn and Rossano Brazzi, who appeared in "The Barefoot Contessa," co-starred. Ilya Lopert produced and David Lean directed for Lopert Films.

"Not As A Stranger" stars Olivia deHavilland, Robert Mitchum, Frank Sinatra, Broderick Crawford and Charles Bickford. It deals with the medical profession and was filmed from a script prepared by Edna and Edward Anhalt. Kramer directed as well as produced.

"The Kentuckian," based on the novel, "The Gabriel Horn," by Felix Holt, stars Dianne Foster and Diana Lynn along with Lancaster. It was shot on location in Kentucky in Technicolor with Lancaster also directing.

"Gentlemen Marry Brunettes" was photographed largely in Paris with Jeanne Crain, Scott Brady, Alan Young and Rudy Vallee making up the starring cast along with Miss Russell. Robert Bassler and Robert Waterfield were associated in the production with Richard Sale directing. Screen play was based on a novel by Anita Loos, who also wrote "Gentlemen Prefer Blondes."

From Hecht-Lancaster, who are supplying UA with "The Kentuckian," will come "Marty," based on the prize-winning television play by Paddy Chayefsky. "Marty" stars Ernest Borgnine and Betsy Blair and was shot in large part in the Bronx.

Figuring importantly on the upcoming UA release schedule is the J. Arthur Rank Organization's "The Purple Plain," in Technicolor, with Gregory Peck starring. Picture was based on the novel by H. E. Bates.

From the best-selling Davis Grubb novel comes "The Night of the Hunter," as produced by Paul Gregory with Charles Laughton directing. "Hunter" stars Robert Mitchum, Shelley Winters and Lillian Gish.

Additional pictures on the UA slate are the following, which are all in Technicolor: "The Beachcomber," starring Robert Newton and Glynis Johns, from J. Arthur Rank and based on the W. Somerset Maugham story, and "Sabaka," from Frank Ferrin Productions, with Boris Karloff and Reginald Denny in top roles.

Also, "Star of India," with Cornel Wilde and Jean Wallace starred, from Raymond Stross Productions; "Stranger on Horseback," starring Joel McCrea and Miroslava, from Leonard Goldstein Productions, and "The Tiger and the Flame," produced in India by Sohrab M. Modi with Mehtab and Modi in the leading roles.

Also, from Leonard Goldstein's unit, "Robbers' Roost" co-starring George Montgomery and Richard Boone; "Desert Sands," with Ralph Meeker and Marla English in an Aubrey Schenck-Howard W. Koch production; and "The Beast of Hollow Mountain," from the Nassour brothers, with Guy Madison and Patricia Medina co-starred.

Additional pictures on the UA release slate, in black and white, include:

"Battle Taxi," an Ivan Tors-Art Arthur production, starring Sterling Hayden and Arthur Franz; "Black Tuesday," from Leonard Goldstein's unit, with Edward G. Robinson, Jean Parker and Peter Graves; "The Good Die Young," from Remus Productions, with Laurence Harvey, Gloria Grahame and Richard Basehart.

Also, "Lilacs in the Spring," from Her-

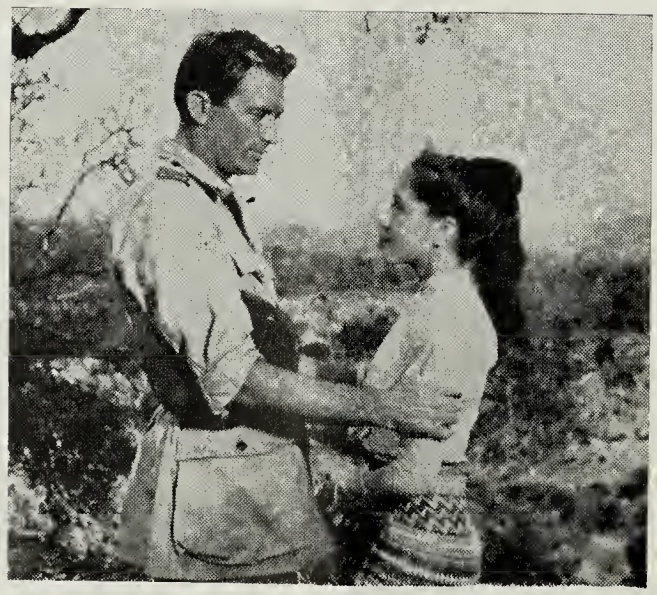
(*Continued on page* 29)

The Kentuckian



Burt Lancaster faces a tight situation in this CinemaScope, Technicolor frontier drama

The Purple Plain



Gregory Peck and Win-Min-Than, a Burmese lass, are the principals in this wartime romantic drama

Night Of The Hunter



Shelley Winters and Robert Mitchum highlight this scene from the forthcoming drama

New Appointments . . .

CHARLES SMADJA has been elected a vice president of United Artists in charge of European production. As continental manager, Mr. Smadja headed UA's European distributing network for the past two years.

PAUL S. AEX was named assistant manager of the Kodak processing laboratory at Palo Alto, Calif., and HENRY A. YEOMAN, assistant superintendent of the Kodak Park film processing division in Rochester, N. Y.

IRA S. STEVENS was appointed general manager of National Film Service Inc. Mr. Stevens, who resigned as treasurer of Cinerama Productions Corp., will continue as a member of the board of directors of that company.

NEAL EAST has been promoted, effective Mar. 1, to the post of western division sales manager of Paramount Film Distributing Corp. Formerly assistant western division manager, East replaces George Smith, retired.

PAUL SWATER becomes managing director of the Teck Theatre in Buffalo, which opens "This is Cinerama" on Mar. 16. Swater formerly was managing director of the Melba Theatre, Dallas. WILLIAM LEWIS, who has been in charge of group sales of "This is Cinerama" in the Dallas region, replaces him.

BARBARA WINTERS has been appointed as director of trade press publicity for Magna Theatres Corp., distributors of "Oklahoma." Miss Winters, formerly with Michael Myerberg Productions, joined Magna's advertising and publicity staff last December.

Paramount Premieres UN Short With Kaye

An unusual and humanitarian film was launched this week at United Nations headquarters in New York. Titled "Assignment Children," and starring Danny Kaye, this 20-minute Technicolor production was made with the technical assistance of Paramount and is being distributed on a non-profit basis, in 17 countries.

The picture tells the story of Kaye's recent trip around the world during which he came in contact with underprivileged mothers and children for whose welfare the United Nations International Children's Emergency Fund (UNICEF) provides. A nationwide publicity campaign has been inaugurated and women's clubs, Parent-Teacher organizations and other groups are expected to participate.

National Theatres Expansion Plan Outlined By Rhoden; Earnings Up

HOLLYWOOD.—A program for National Theatres expansion, requiring investments in additional houses, was outlined this week by Elmer Rhoden, NT head, at the organization's annual stockholders meeting. Rhoden said that NT is now in a position to embark on such a program, having completed divestiture of 105 theatres as required by the consent decree. Prior to the meet, Rhoden said NT does not know how many theatres it would need under the proposed program.

Second quarter earnings, he reported, were higher than those for the first quarter and management's expansion program, he continued, calls for liquidation of unproductive properties, introduction of new techniques such as Todd-AO, and continuation of the firm's advertising and sales research program. Rhoden saw the possibility of NT, which has an investment in Todd-AO, playing "Oklahoma" in seven cities.

"It should be emphasized, however," he declared, "that there is still a great shortage of films." He lauded the increase in the independent producers' ranks, and stressed the need for pre-selling of films, especially on TV. Rhoden advocated also more single bills but did not see a trend toward a general single-bill policy.

Circuit's stockholders approved management's stock option plan permitting 20 key executives to acquire shares at 95 percent of a given market price. Vote was 1,932,322 to 54,799, representing 81.32 percent of the company's 2,769,486 shares.

DCA Board Named

Distributors Corp. of America held its first annual board meeting this week at the Sheraton-Astor and elected as directors Joseph M. Seider, James T. McCallister, Leslie R. Schwartz, Charles Boasberg, Irving Wormser, Frank Milton and Fred J. Schwartz. The new board will elect officers shortly.

New Admissions Index

WASHINGTON.—Film theatre admission prices during the final quarter of 1954 were below the third quarter, according to the Bureau of Labor Statistics. Their index covers only large cities.

Seek Rental Relief As Topic For Talk

(*Continued from page 7*)

TOA "Star of the Year" award, approved Los Angeles as the site for the annual TOA convention to be held in October, reaffirmed TOA's backing for COMPO, and endorsed solicitation of funds for the anti-toll-TV fight.

EFFG will shortly pass the million dollar mark in actual cash subscriptions and firm pledges, Sam Pinanski revealed. Already 7,500 prospecti have been mailed, and 7,500 more will go out. All U.S. theatre owners will be asked to subscribe. In addition EFFG plans an immediate start on mailing of subscription forms and prospecti to companies in all lines allied with the theatre business except production and distribution.

Second Meeting On

Another TOA group is meeting with Defense Department officials on a proposed plan to regulate clearances of first-run films to military installation theaters. It is understood that it will ask for a 14-day clearance agreement.

A final resolution adopted by the board would look into the possibility of an all-industry "research" program with regard to pressing problems. President Martin was directed to consult with the exhibitor anti-toll-TV committee and research committees recently organized by National Theatres and AB-PT, with regard to organizing a program along these lines, and to report back within 60 days.

Newspaper Defends Massachusetts Exhib

BOSTON.—One exhibitor who really enjoys the support of his patrons is Cal King, owner of the Walden Theatre in Williamstown. When Williams College students began to see films slightly earlier in nearby North Adams or Pittsfield, a college paper editorial let them have it with both barrels.

"The trend . . . is a dangerous one," said the editorial. "It is not inconceivable that (we) will awake some dreary morning only to find that the old reliable theatre . . . has been forced to shut its doors permanently. The advantages of waiting a week or two to see a movie far outnumber the disadvantages," the editorial continued. "Cal King is the kind of theatre owner who always accepts advice on what shows and what short subjects he should present. He has been more than generous to Williams students and he deserves our whole-hearted support."

Allied Unit Expanding

CHICAGO.—Latest additions to the ranks of Allied Theatres of Illinois and the buying and booking department are: the Northside and Tivoli Theatres, Mishawaka, Ind., the Avon and Colfax Theatres and the Moonlite Drive-In, South Bend, Ind., all operated by Lou Cochovety. Another recent addition includes the McHenry Theatre, McHenry, Ill., formally opened on Feb. 9, owned by Lou Consago.

Do Yourself A Favor—An Editorial

Two short subjects which every enterprising showman *must* exhibit to theatre audiences are now available free of charge.

One is the 18 minute M-G-M Celebration Short in CinemaScope narrated by George Murphy and showing scenes from 10 forthcoming films from the Metro studio in addition to other important projects in work. It is all tied up with the "Go To The Movies" campaign and talks about the exhibitor and his importance to the community. The other is the 20 minute Paramount subject presenting scenes from 10 of that company's impressive line-up of VistaVision feature-length pictures.

Each of these short subjects will do a tremendous selling job and whet the public's moviegoing appetite. Public relations-wise, the exhibitor will be doing himself a favor by exhibiting these shorts. Book them now!

EVERY WARNER

OUR ENTIRE HIS

BEING OUT-GRO

WARNER BROS'

"Battle

CINEMASCOPE · WAR

Salute to them all for a triumph to make our Industry prou



STARRING
VAN
HEFLIN



ALDO
RAY

MONA
FREEMAN

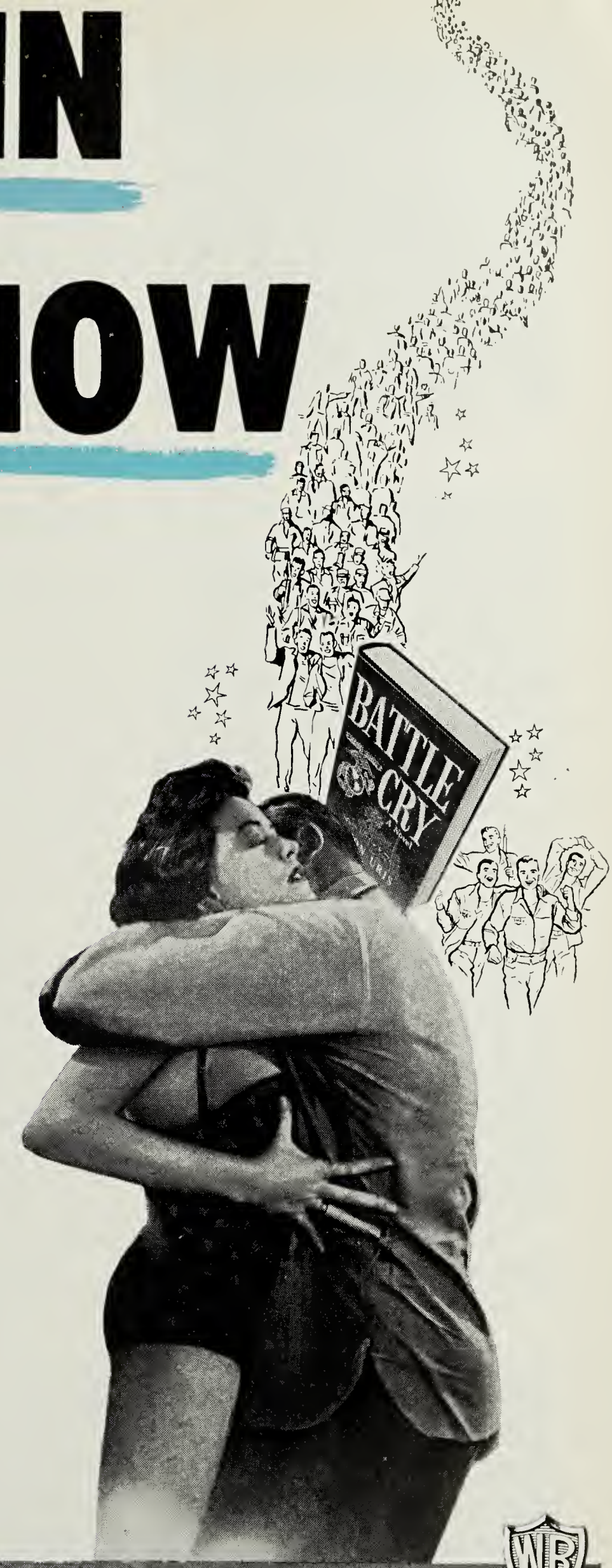
NANCY
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ORIGINAL

PICTURE IN
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Cry"



COLOR · STEREOPHONIC SOUND

RAYMOND MASSEY ☆ TAB HUNTER ☆ DOROTHY MALONE ☆ ANNE FRANCIS

SCREEN PLAY BY LEON M. URIS

DIRECTED BY RAOUL WALSH

AX STEINER



"Strategic Air Command" stars James Stewart and June Allyson



Humphrey Bogart, Aldo Ray and Peter Ustinov in "We're No Angels"



Grace Kelly and Cary Grant co-star in "To Catch A Thief"



James Cagney, Viveca Lindfors and John Derek are in "Run For Cover"



Silvana Mangano, Michael Rennie and Shelley Winters in "Mambo"

Para's Release Schedule For '55 Keyed To VistaVision-Technicolor

With 20 pictures definitely scheduled for 1955, and others to be announced from time to time, Paramount is putting the emphasis on Technicolor and VistaVision in productions throughout the year. The films cover a wide range of subject matter and interest, have been filmed in various parts of the world, and are headed by top-name casts.

Currently in release are three productions: "White Christmas," the Irving Berlin musical starring Bing Crosby, Danny Kaye, Rosemary Clooney and Vera Ellen; "Three Ring Circus," a Dean Martin-Jerry Lewis starrer, and "The Bridges at Toko-Ri," from the James Michener story and starring William Holden, Grace Kelly and Fredric March.

Upcoming releases include "Mambo," filmed in Italy with Shelley Winters, Vittorio Gassman and Silvana Mangano, and George Pal's production of the "Conquest of Space," a science-fiction tale. Later on Paramount will release "Ulysses," also filmed in Italy with Kirk Douglas, Silvana Mangano and Anthony Quinn topcast. "The Country Girl," starring Bing Crosby, Grace Kelly and William Holden is set for March.

Subsequent releases include "Run for Cover," starring James Cagney, Viveca Lindfors and John Derek; "Strategic Air Command," an aerial drama starring James Stewart and June Allyson, and "We're No Angels," based on the Broadway comedy "My Three Angels." The film version of "Angels" has a cast headed by Humphrey Bogart, Aldo Ray and Peter Ustinov.

Later in the year the company will release "Hell's Island," topcasting John Payne and Mary Murphy; and two Alfred Hitchcock productions. These include "The Trouble With Harry," with a cast headed by Edmund Gwenn and John Forsythe, and "To Catch a Thief," starring Cary Grant and Grace Kelly. "Thief" was filmed abroad in Europe.

A film based on the life of Eddie Foy has been prepared under the title of "The Seven Little Foys." Bob Hope and Milly Vitale are starred in this biography. Tennessee William's comedy-drama of life in the Gulf Coast area, "The Rose Tattoo" has been transferred to the screen with stars Burt Lancaster and Anna Magnani making her first American picture. "Tattoo" was filmed in South Florida.

"The Far Horizons," starring Fred MacMurray, Charlton Heston and Donna Reed, has been set for the latter part of the year, which time will also see the release of "The Court Jester," a Danny Kaye starrer with the British actress Glynis Johns cast as the comedian's co-star.

Another Martin and Lewis starrer, "You're Never Too Young," will come along about this time, as will "Lucy Gallant," film version of the historical best-seller, that has been filmed with Jane Wyman and Charlton Heston in the leads. Also set for this time period is "The Desperate Hours," which Joseph Hayes has written as a novel, play and film. The film version of "Hours" stars Humphrey Bogart and Fredric March.



Kirk Douglas and Silvana Mangano in "Ulysses"



A dramatic moment in "The Trouble With Harry," which stars Edmund Gwenn



Earthmen attempt a trip to Mars in George Pal's "Conquest of Space"

Newest Cinerama Picture Unveiled

Since exhibition of "Cinerama Holiday" will be restricted to a limited number of theatres, it need not be reviewed in the customary fashion. However, as a matter of trade interest, it is worthy of important editorial coverage.

The medium is still in a class by itself. Weaving this second production in Cinerama on a fragile story thread, Louis de Rochemont has nevertheless fashioned a most exciting tour of two continents with the viewer virtually accompanying two young newlywed couples on their "Cinerama Holiday."

There is no room for argument that the end result is pictorially breathtaking with the achievement of just about the most beautiful, inspiring and sensory photography that audiences have yet seen on the screen. Different scenes will appeal in greater or lesser proportion to different tastes but there is certainly enough variety to appeal to all. From the opening Cinerama scene, which affords such a wide range of vision in flight over the snow-covered Swiss Alps, the factor of audience participation comes to the fore. The viewer is there, experiencing a feeling of grandeur in this majestic scene.

The use of stereophonic sound shows to extreme advantage in enhancing the illusion, particularly during the bobsled run at St. Moritz and a later sequence aboard a Vista Dome car as the train rolls along out West. In these sequences, the sound engulfs the viewer and adds to the realism. However, the three projectors still throw an image which overlaps at the inner extremities and can be mildly disconcerting. It is not noticeable with the darker Technicolor hues.

The film has a running time of 119 minutes, not including a 15-minute intermission. Fred and Beatrice Troller of Switzerland and John and Betty Marsh of Kansas City are the principals furnishing the peg for the continuity as the audience visits Las Vegas with its gambling halls, New Orleans with its jazz, Apache country and a fair in New Hampshire with striking shots of autumn in New England. Then too, there is considerable footage of Paris with High Mass at Notre Dame, the Louvre, the opera, a nightclub floor show and a charming Guignol puppet show is thrown in for good measure.

Especially outstanding to this reviewer was the landing of a Navy jet on the deck of an aircraft carrier and the ski scenes to Morton Gould's Ballet of the Skiis. An original score was written by Gould and expertly integrated by Jack Shaindlin, musical director.

Associate producers are Otis Carney, Bordon Mace and Thomas Orchard. Robert Benedick and Philippe de Lacy handled the directorial reins. Directors of photography are Joseph Breen and Harry Squire. Rolf Epstein and Richard J. Pietschmann were the sound engineers with Joy Batchelor and John Halas in charge of art direction.

While Cinerama shines in the globe-circling department, it fleetingly proves its capacity to cope with a story line and intimate scenes but it has yet to do so more tellingly. All in all, "Cinerama Holiday" is a most exciting journey and the admission is a minute fraction of the fare.

Republic In New Deal

Republic will release four features produced by Empire Studios, Inc., of Orlando, Fla., during 1955-56, according to terms of a contract signed by Herbert J. Yates, Republic president, and R. John Hugh, Empire head. First Empire film, "Yellowneck," will have a dual world premiere in Orlando and St. Petersburg on March 3 and 4, respectively.

WB Launches Talent Search

A vigorous new nation-wide talent search has been launched by Warner Bros. to intensify the company's drive for fresh motion picture personalities. The new plan will keep studio casting head Solly Baiano in the field for an indefinite period of several months.

Baiano will "beat the bushes" as well as scan the major talent centers. He will pay special attention to off the "parade route" spots which have been largely neglected as talent sources, and where Warners is convinced many important finds may be made.

Executive producer Jack L. Warner, in launching the plan, spoke of his feeling "that our intensified new program will introduce to world motion picture audiences many fresh personalities with extraordinary qualifications for enduring stardom." Discoveries will be studio-trained and introduced in important pictures.

Warner cited as important new star personalities brought to the screen in recent months: James Dean, Richard Davalos and Lois Smith in "East of Eden"; Tab Hunter and Perry Lopez in "Battle Cry"; and Rodesta Podesta and Jack Sernas in "Helen of Troy." Studio also has high expectations for Jayne Mansfield, 21-year-old Texas beauty, and Dennis Hopper, 18-year-old actor who attracted attention in the TV show, "Medic."

Variety Tent Award Scheduled For Walsh

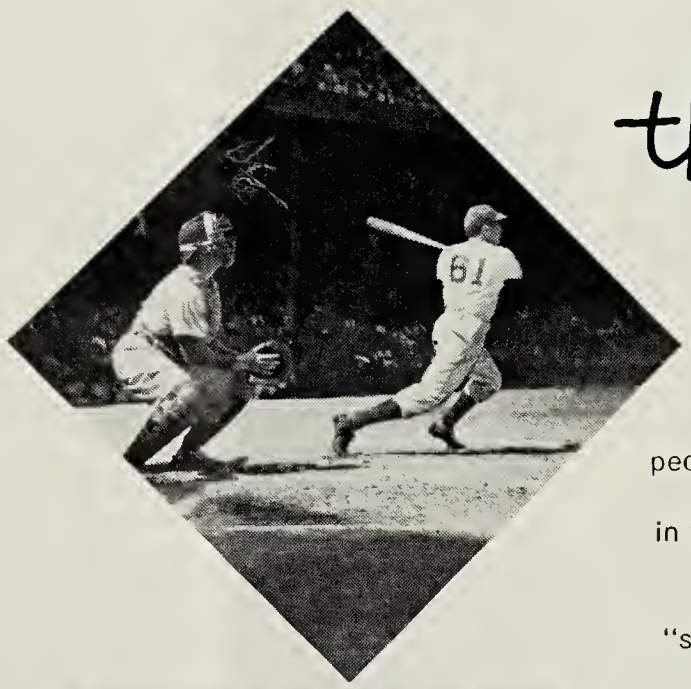
Richard F. Walsh, long-time president of the International Alliance of Theatrical and Stage Employees (IATSE), will be honored at the Second Annual Heart Award Dinner of the Variety Club of New York, Tent No. 35, on May 2nd, in the Grand Ballroom of the Waldorf-Astoria Hotel. Committees for the dinner are now being formed, and will be announced shortly together with details of the program.

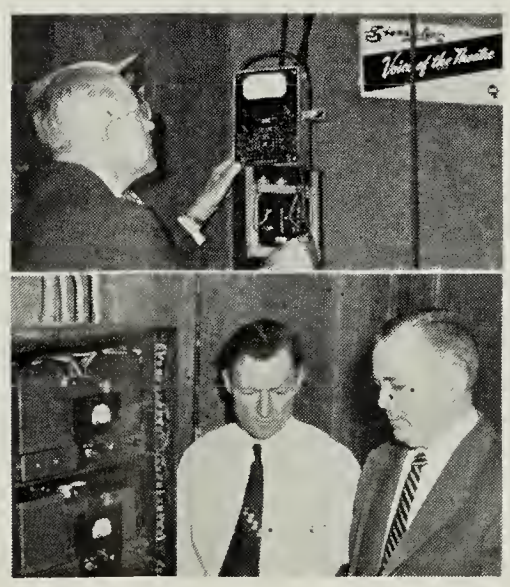


RICHARD F. WALSH

Ezell Anni Fete Slated

DALLAS.—Claude C. Ezell, who has spent more than 50 years in show business, will be honored with a Golden Jubilee Banquet next month. The affair will be held in the Crystal Ballroom of the Baker Hotel on Wednesday, March 9, at 7:30 p.m. Ezell, a pioneer in the drive-in theatre field, was president and founder of the International Drive-In Theatre Owners' Association.





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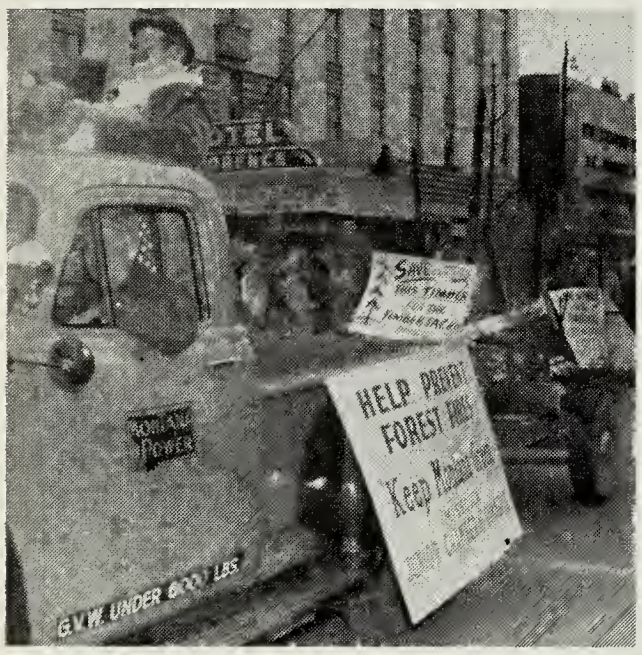
Premiere Of "Timberjack"



Present for the world premiere of Republic's "Timberjack" at the Fox Theatre, Missoula, Montana, were (l to r): Vera Ralston, star of the film; Gov. J. Hugo Aronson of Montana; Mrs. Aronson, and Herbert J. Yates, Republic's president. The premiere climaxed a two-day celebration in which a series of civic events was staged.



Long lines jammed the Fox Theatre, Missoula, Montana, for the world premiere showing of Republic's "Timberjack," at which a number of Hollywood celebrities made appearances.



One of the floats in the special "Timberjack" motorcade that toured Missoula streets prior to the world premiere carried forest conservation slogans which tied up with the Republic film.



Residents of Missoula, of whom many are timberjacks, participated with Vera Ralston, (left), star of Republic's "Timberjack," in a hearty beard-pulling competition called the "Whiskerino Contest." The picture company awarded prizes to winners of the match and to amateur photographers who snapped best pictures of the parade which was held in conjunction with the Fox Theatre premiere. Event brought a record turnout and was a highlight of the mammoth, two-day celebration which Republic staged in association with Fox-Inter-Mountain Theatres for debut of the picture. Regional sites had been employed as backgrounds for the production, which was photographed in Trucolor by Consolidated.



Attending a salute to the U.S. Forest Service on its 50th anniversary and a tribute to the Montana lumber industries were (l to r): Missoula's Mayor James A. Hart; Republic's President Herbert J. Yates and Fox-Inter-Mountain Theatres President Frank H. Ricketson.



Adolphe Menjou, who appears in Republic's "Timberjack," participated in the "Timberjack Days Parade," event staged in conjunction with the premiere at Missoula's Fox Theatre. Merchants co-operated with window displays, star blow-ups, posters and special sales for the influx of visitors attending the celebration. Republic listed the influx at 30,000. Besides Menjou, other Hollywoodites present were David Brian and his actress wife, Adrian Booth, Chill Wills, and Rex Allen.

'Oscar' Nominees Disclosed On TV

HOLLYWOOD.—The nominations for its 27th Annual Awards of Achievements were announced last week by the Academy of Motion Picture Arts and Sciences on a nationwide, 90-minute telecast, for the first time in history. The show was carried over NBC and sponsored by the Oldsmobile division of General Motors.

From nominees named in the telecast, Academy members will select, by sealed ballot, winners in each category to receive their Academy "Oscars" on a similarly-sponsored telecast from the Hollywood Pantages Theatre on Mar. 30. The principal nominations were:

Actors: Humphrey Bogart in "The Caine Mutiny," Marlon Brando in "On the Waterfront," Bing Crosby in "The Country Girl," James Mason in "A Star is Born," Dan O'Herlihy in "Adventures of Robinson Crusoe";

Actresses: Dorothy Dandridge in "Carmen Jones," Judy Garland in "A Star is Born," Audrey Hepburn in "Sabrina," Grace Kelly in "The Country Girl," Jane Wyman in "Magnificent Obsession";

Supporting Actors: Lee J. Cobb, Karl Malden and Rod Steiger in "On the Waterfront," Edmond O'Brien in "The Barefoot Contessa," Tom Tully in "The Caine Mutiny";

Supporting Actresses: Nina Foch in "Executive Suite," Katy Jurado in "Broken Lance," Eva Marie Saint in "On the Waterfront," Jan Sterling and Claire Trevor in "The High and the Mighty";

Direction: George Seaton for "The Country Girl," William Wellman for "The High and the Mighty," Elia Kazan for "On the Waterfront," Alfred Hitchcock for "Rear Window," Billy Wilder for "Sabrina";

Motion Picture: "The Caine Mutiny" (Stanley Kramer), "The Country Girl" (Paramount); "On the Waterfront" (Columbia), "Seven Brides for Seven Brothers" (M-G-M), "Three Coins in the Fountain" (20th-Fox);

Short Subjects Nominated

Short Subjects—Cartoons: "Crazy Mixed Up Pup" (Walter Lantz Productions, U-I), "Pigs is Pigs" (Walt Disney Productions, RKO), "Sandy Claws" (Warner Bros. Cartoons Inc., WB), "Touche, Pussy Cat" (M-G-M), "When Magoo Flew (UPA, Columbia);

Short Subjects—One Reel: "The First Piano Quartette," (20th-Fox), "The Strauss Fantasy" (M-G-M), "This Mechanical Age" (WB);

Short Subjects—Two Reel: "Beauty and the Bull" (WB), "Jet Carrier" (20th-Fox), "Siam" (Disney, Buena Vista), "A Time Out of War" (Carnival Prod.).

Reviews of the nominations telecast by television critics were generally unfavorable. The critics complained that while clips from nominated films were interest-compelling, not enough nominees were present, some of the background settings were "preposterous," and camera work and production details were not up to expectations. The decision as to whether televised nominations will become a regular practice will be made after reaction from exhibitors and the public have been received.

FCC Schedules May 9 Deadline For Written Toll TV Comments

Man-On-Street Holds Low View On Toll TV

The impartial man-on-the-street doesn't think much of toll TV, if a sampling taken this week by the New York "Daily News'" "Inquiring Photographer" is a true indication. The "News" has the largest circulation in the nation.

Six persons asked "What will coin-TV do for sports?" all expressed uncomplimentary remarks about pay-as-you-see. Some comments were: "would destroy a lot of interest in sports" . . . "home viewers won't pay to see lesser spectacles. For the same price, they would rather get out of their homes and see a movie" . . . "would cause resentment" . . . "will boomerang. If people have to pay, they would rather see live sports" . . . "people will resent too much greed."

The comments are interesting in view of the fact that virtually all publicized "polls" heretofore, conducted by those promoting subscription TV, have revealed an overwhelming public desire to have the new device in their homes.

Fox Budget Boost Nets Editorial Space

The decision of 20th-Fox studio chief Darryl F. Zanuck to spend $50,000,000, representing a 37½% hike in film production, received editorial huzzahs in the mass-circulation "New York Daily News." Zanuck received the nod to spend top-budget cash on 22 major features instead of the 16 previously scheduled.

Headlined, "Movies Dead? Like A Fox," the editorial commented that some pessimists, and even a few theatre owners have been moaning that movies are dead, "victims of television or maybe a sub-standard popcorn crop." Editorial concludes that Zanuck's program looks like good news for movie exhibitors and for "those millions of Americans who still like topnotch entertainment, preferably even without one interruption from our sponsor."

National Allied Revamps Operations For Caravan

ST. LOUIS. — National Allied's Caravan committee is changing its operational methods to conform with new conditions, and to effect certain economies. Leo Jones of Upper Sandusky, O., is the new chairman of the committee, which tabulates film terms in different sections and distributes the information to Caravan subscribers.

In the past, the confidential information has been sent to members individually, on a weekly basis. Under the new setup, data will be prepared every two weeks, and published as a supplement in the regional units' bulletins. In effect, the Caravan reports will be similar to the Kiplinger letters which evalulate political news.

(Continued from page 6)

broadcasting; if the Commission does not have authority to authorize and regulate subscription TV, what amendments to the act would be required to permit it.

FACT—Technical data relating to the operation of proposed subscription TV systems; possibility of degradation of and interference to regular TV service, and any adverse effect on TV receivers now in the hands of the public; cost of equipment, including necessary modification of existing transmitters and receivers; cost to the viewing audience; means, methods and organizations intended to engage in toll TV operations; needs of TV broadcasts for additional revenue and program resources from subscription TV; Also, anticipated capacity of subscription TV to increase the use of TV channels and bring the public programming now unavailable; anticipated nature and extent of use of time on commercial TV stations by subscription TV operators; time required to establish toll TV in existing markets; patent control and licensing arrangements; roles to be played by the motion picture industry and the networks; types of programs to be available and who will control their production and distribution.

Further Questions

PUBLIC INTEREST—Whether subscription TV will "generally encourage the larger and more effective use of radio in the public interest"; its impact on sponsor-advertising broadcasting; its effect on broadcasting of news and diverse views on controversial issues, and safeguards to insure that such broadcasting will continue to be available to the public without charge; safeguards to insure that the public will continue to receive well-balanced TV programming without charge; safeguards to prevent monopolistic control; Also, means to make toll TV available to all stations on a non-discriminatory basis; regulations required to insure that the public interest would be served both during and after the establishment of subscription TV, particularly (1) whether it should be limited as to number of hours or segment of the broadcast day, be permitted on more than one station in a community or be limited to single station communities; (2) be limited to UHF stations only, or to stations in small markets.

Sub-sections of principal questions to which FCC seeks answers include: Who controls the patents on transmit equipment for toll TV and what licensing arrangements to competitors are planned; who would control production and distribution of programs; what will it cost the set owner; is increased revenue needed by broadcasters and what facilities they intend to put to use to bring new incomes; extent to which information, events and entertainment not now available would be made available by toll-TV; impact the new system would have on present advertiser-sponsored broadcasting; would toll TV tend to limit dissemination of diverse views on controversial subjects to the public, without charge; safeguards the public would have that well-balanced, free programs would be available all over the country; possible monopoly; assurance that all stations will have toll TV program rights without discrimination; effect on set obsolescence.

Indie Releasing Outfits On Rise, Survey Indicates

Independent producers in Hollywood are happier than they have been in many years because today Hollywood has more releasing outfits for the independently produced film than it has had in a great many years.

Besides Allied Artists, 20th Century-Fox, Columbia, Paramount, M-G-M, Lippert, Realart, Astor, United Artists, RKO, Republic, Universal-International, and Warner Bros., there is now Filmakers Releasing Corp., which will soon release "Crashout" and "Mad At the World."

There is Distributors Corp. of America, which has a releasing schedule studded with name stars. DCA is working closely with independent producers in order to obtain quality product for theatres.

American Releasing Corp., headed by James Nicholson, has its first picture, "The Fast and The Furious," starring John Ireland and Dorothy Malone in release and has just completed its second feature, "Five Guns West," starring John Lund. Both films were produced by Roger Corman.

Sam Nathanson's Gibraltar Motion Picture Distributors has been acquiring product and has some already in release. In addition to this, Nathanson has just set a deal to co-produce an independent film, "A Yank In Ermine," which will be shot in London. Gibraltar will make the film with the Monarch Film Corp. of England and Peter Thompson and Harold Lloyd, Jr. have been set for the feature.

So to the independent film producer, who feels that he wants to make his film without a release or wants to make a pre-release distribution deal with a distributors, there are a lot of distributors to go to with product or production plans.

Title Changes

Allied Artists: **"Seven Angry Men"** is the final title on "God's Angry Men." (Stars Raymond Massey, Debra Paget, Jeffrey Hunter; Vincent M. Fennelly produced, Charles Marquis Warren directed).

"The Toughest Man Alive" is the new title for "The Man Who Was Somebody Else." (William F. Broidy will produce).

Republic: **"The Texas Legionnaires"** is the new title for "San Antonio De Bexar." (Stars Sterling Hayden, Anna Maria Alberghetti, Richard Carlson and J. Carroll Naish; Frank Lloyd directs).

United Artists: **"A Bullet for Joey"** is the official title of "The Kill," formerly "Canada's Great Manhunt." (Stars Edward G. Robinson and George Raft; Sam Bischoff-David Diamond produced; Lewis Allen directed).

HOLLYWOOD ...on the wire

RICHARD BERNSTEIN, *Editor*
Hollywood Offices:
4225½ Lockwood Ave.,
Hollywood 29. Tel.:
Normandie 2-6494

"The First and the Last," an original screenplay by Laurence Stallings, will be produced by Columbia Pictures; Roy Huggins has been assigned as producer. "The First and the Last" deals with the Boxer Rebellion of 1900. Negotiations are under way with the Chinese Nationalist government to photograph all exteriors on Formosa.

* * *

Jayne Mansfield has been signed to a long term contract by Warner Bros., and will make her debut in "Illegal," soon to go into production with Lewis Allen directing and Frank P. Rosenberg producing for Warners. Miss Mansfield will have a leading role in a cast whose top stars to date include Edward G. Robinson, Hugh Marlowe and Nina Foch.

* * *

"The Chain," Paul Wellman's novel of a Protestant minister with a passionate belief in the doctrines of Christianity, has been added to William J. Fadiman's production slate at Columbia, executive producer Jerry Wald has announced. Edmund Morris, one of a group of five young writers signed by Columbia recently, will write a screen treatment of "The Chain."

* * *

As part of his forthcoming independent production schedule, James Mason purchased the film rights to the novel, "Three For The Money" by James McConnaughey. Mason will produce and star in the picture which he has slated for a summer start. The novel is a melodrama dealing with three people who seek the inheritance of a murdered woman.

* * *

Edmond O'Brien has been set to co-star with Jack Webb and Janet Leigh in "Pete Kelley's Blues," which Webb will produce and direct besides star in for Warner Bros. release. O'Brien will play the role of a hoodlum. . . . French writer-producer Jacques Gauthier is in Hollywood to discuss the releasing and distribution deal for his "La Rage Au Corps," a French film with English titles that stars Francoise Arnoul and Philippe Lemaire.

* * *

Arthur Gardner and Jules Levy will produce "'Flight," based on the novel by former jet pilot Joe Landon, who has just completed the screen treatment. Full co-operation in production has been promised to Columbia Studios by the U.S. Air Force.

* * *

Richard Widmark was signed by Edward Muhl, U-I vice-president in charge of production, to star in the studio's forthcoming production, "Fort Starvation." Set in 1870, it is the story of a man who scours the Southwest in search of a white man who betrayed his father and four others to the Indians, with the result that all five were massacred. Aaron Rosenberg will produce the picture which will go into production in March. Borden Chase is now putting the finishing touches on the screen play, based on Frank Gruber's original story.

* * *

Victor McLaglen is starring in "The Big Jackpot" at Republic. William Witney is directing the picture for associate producer William J. O'Sullivan. Heading the supporting cast are John Baer, Kathleen Crowley, Anthony Caruso and Richard Reeves. The screen play was written by Houston Branch.

* * *

Allied Artists executive producer Walter Mirisch announced that he has set an original, "The First Texan," as Joel McCrea's second starrer for the studio. It will be based on an incident in the life of Sam Houston. Daniel B. Ullman is writing the screen play for the feature, which will be shot in CinemaScope.

* * *

Sam X. Abarbanel returned from Washington, after conferences with Air Force officials on his "Pilot of the X-1," story of Major Charles Yeager. Abarbanel is currently supervising the editing of "Mustang," Jack Beutel starrer in Eastman color, which he produced. "D-Day In Liri Valley," a Robert Levin script owned by Abarbanel, has been sold to Hal B. Chester, who will make it under the title of "Battle Hell" for Filmakers release.

* * *

David Farrar and Lance Fuller join Virginia Mayo in "Black Pearls," Benedict Bogeaus' production in SuperScope and Technicolor for RKO release. The film will be shot mostly on location on two Hawaiian Islands, Kauai and Oahu. Allan Dwan will direct.

* * *

Producer John Bash has purchased "Trouble in Paradise" by Roy Chanslor, au-



Phil Berler (left), buyer and booker for E. M. Loew's Theatres, Boston, operating 55 theatres from Maine to Florida, is greeted by Danny Kaye on the set of "The Court Jester" at Paramount. Mrs. Berler is second from right. They were en route to Honolulu to celebrate their 20th wedding anniversary with friends Dr. and Mrs. William Green, also in photo.

Story Behind 'Unchained' Revealed By Its Producer-Director-Writer

By Richard Bernstein

"I don't want to make any picture that I don't believe in," producer-director-writer Hall Bartlett explained at a luncheon interview. The 31-year-old creator of "Unchained," released by Warner Bros., is an outstanding example of a producer who knows story values and also a living answer to the old Hollywood question: "Where will the new producers come from?"

Bartlett began his career as an actor, then became interested in production. His first film, "Navajo," released by Lippert, was the winner of countless awards both in and out of the industry. In his second picture, "Crazylegs," released by Republic, the young producer did another daring thing: he starred Elroy "Crazylegs" Hirsch, one of America's greatest football stars, in the story of Hirsch's own life. Hirsch turned in an expert performance.

With "Unchained," Bartlett really did things differently. "I first became interested in what was to be 'Unchained' when I read an article in the Reader's Digest' titled 'No Locks in This Prison,' dealing with the California Institution for Men at Chino, Calif."

Bartlett took a varied assortment of talent, whom he had decided were the people he had to have for his film, which was also his first directorial chore, and proceeded to give them different parts than they had ever had.

Wanted Duncan

"I saw Todd Duncan in 'Lost in the Stars' on the stage," Bartlett said, "and I knew that I had to use him in a picture." So to stage actor and singer Duncan he gave a powerful dramatic part. Duncan sings only the title song of the picture.

He did the same thing with Singer Johnny Johnston, giving the popular vocalist a straight dramatic part and a role that called for a complete change of personality. Then came Elroy Hirsch, the likeable All-American. Hirsch was given the pivotal role of a murderously vicious convict.

"I decided to produce and direct," Bartlett stated, "because I have found that they are closely allied. Although I wrote the script for 'Unchained,' in the future I will probably let others do the scripts."

Still another different way of preparing a film is the fact that Bartlett spent time in Chino posing as a prisoner. "An armed robber," Bartlett cited. Only three people in the whole institution knew who Bartlett was.

"I wrote notes for my story that way. It was about men whom I met and lived with," he explained. One of the inmates discovered



HALL BARTLETT

the notes and Bartlett revealed his plans. The men offered their co-operation and Bartlett stresses that he had complete co-operation from the men at Chino.

"Shooting at the Institution was difficult," he said, "because I couldn't control conditions. I lost from five to six days shooting that way."

Bartlett, who heads his own company, Hall Bartlett Productions, plans to make, as he puts it, "one and half pictures a year, three every two years."

"I am considering several properties now, but before I start a film I ask myself three questions: 'Can I make this picture well?,' 'Is it exploitable?,' and 'Can it be of 'A' picture importance?'"

Bartlett has his star, Hirsch, under personal contract. Hirsch is doing a 13-city personal appearance tour with the Warner Bros. release. Bartlett is sold on the 30-year-old Hirsch as a motion picture star with a future.

Hirsch Exploitable

"In the category of the rugged outdoor type of leading man, Hirsch is one of the youngest up-and-coming stars," Bartlett said, "Exhibitors who want new faces should get behind young people like him and help them eventually become strong box office draws."

Bartlett is against rushing into any project. He prepares slowly. He does a great deal of pre-production and spends a great amount of time researching. He also makes sure that he has plenty of time to shoot and as a result he had a 21-day schedule on "Unchained."

"If you're overly ambitious in your schedule," he stated, "you often lose what you want to put into a film."

Bartlett believes that a director should know more than technical skills: "A director has to have a way with people and good taste in the manner in which he does things."

Tushinsky On Mexico

The Mexican motion picture industry will definitely go anamorphic on its 1955 product. That is the report of Superscope President Joseph Tushinsky upon returning here from Mexico City where he demonstrated his Superscope process before top-level members of the cinema world. Tushinsky revealed that Superscope was approved 100 percent.

HOLLYWOOD...

thor of the novel from which "Johnny Guitar" was filmed. The picture, with a Caribbean Islands setting, is scheduled to follow "Never Leave Me," scripted by Pauline and Leo Townsend.

* * *

Irving Allen and A. R. Broccoli have signed novelist-playwright Irwin Shaw to do the screen play of the novel, "Fire Down Below," by Simon Kent. Kent is the pen name for British novelist Max Catto, author of "Prize of Gold," a Warwick Production for Columbia release recently completed starring Richard Widmark. Their next feature, "Cockleshell Heroes," which will be directed by and star Jose Ferrer, rolls Apr. 1.

* * *

John Houseman and Vincente Minnelli were assigned to produce and direct, respectively, "Lust For Life," the biography of Vincent van Gogh. Norman Corwin has been signed to write the screen play. Based on Irving Stone's best seller, it will be produced with an all-star cast. In another announcement, the M-G-M studio revealed that David Lewis will produce "Raintree County," by the late Ross Lockridge.

* * *

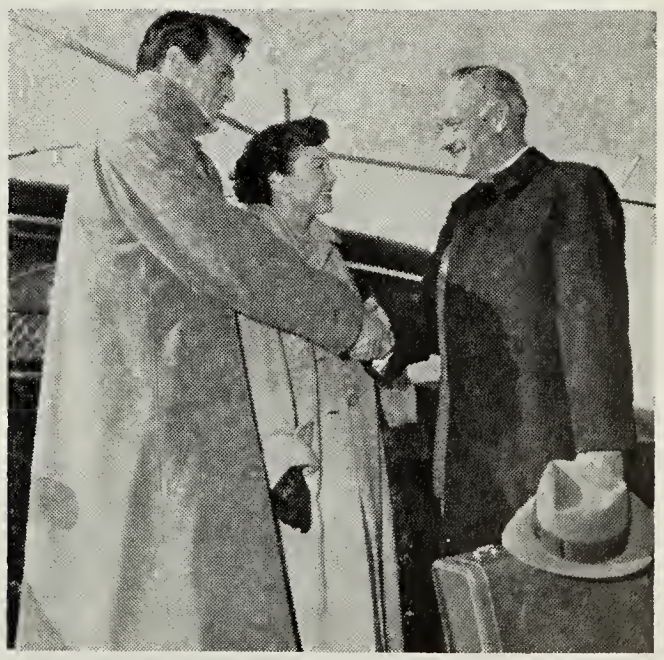
"Women's Reformatory" will roll Mar. 14 with Robert Nunes as producer on this William F. Broidy production for Allied Artists release. The Steve Fisher script dealing with incidents in the lives of women prison inmates, is based on a short story by Paul Peil.

* * *

The signing of Van Johnson to co-star with Jane Wyman in Warner Bros.' "Miracle in the Rain" was announced by Jack L. Warner. It will be directed by Rudolph Mate and produced by Frank P. Rosenberg. Part of the filming will be done in New York, locale of the Ben Hecht story.

* * *

Colleen Miller was set by U-I for the feminine starring role oppsite Tony Curtis and Arthur Kennedy in "The Rawhide Years," which will be filmed in Technicolor. She will portray a dancer who is in love with Curtis but marries the ringleader of a bandit gang because he can give her a life of ease.



Conrad Nagel, returning to Hollywood after an absence of almost 10 years to appear in Universal-International's "All That Heaven Allows," is welcomed by Jane Wyman and Rock Hudson, starring in the film.

Independent Trade Reviews

(*Continued from page 17*)

shots of trained French poodles skipping rope, and a scene in which Miss Caron plays catch with a small monkey, appropriately set the tone of the proceedings. The narrative sticks closely to the fairy tale. Miss Caron meets Wilding an beside a peaceful, secluded stream, and soon the two are in love. The various complications which ensue before Wilding fits the glass slipper on Miss Caron's foot are tinged with appealing humor. All told, ''Slipper'' is charming family entertainment that presents the Cinderalla story once again, but in a refreshing manner.

"Captain Lightfoot"

(Univ.-Int'l.) CinemaScope-Technicolor 91½ Min.

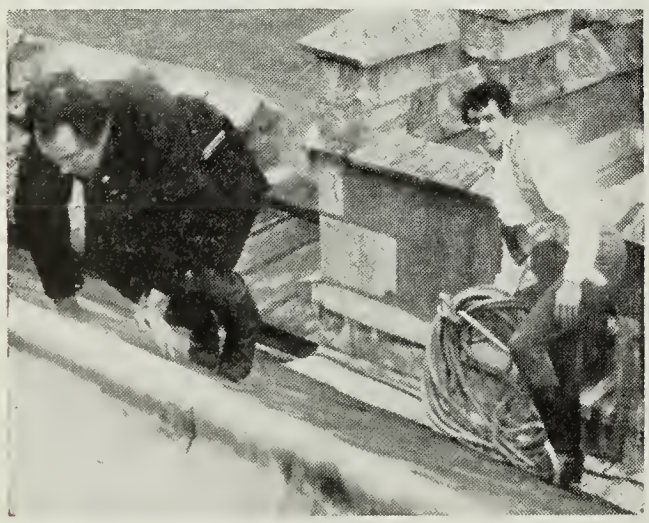
Cast: Rock Hudson, Barbara Rush, Jeff Morrow, Kathleen Ryan, Finlay Currie, Denis O'Dea, Geoffrey Toone.

Credits: Produced by Ross Hunter; Directed by Douglas Sirk; Screen play by W. R. Burnett and Oscar Brodney.

A hale and hearty adventure romance about highwaymen and patriots of 19th Century Ireland, suffering under British rule, is catapulted onto the CinemaScope screen in ''Captain Lightfoot.'' Because the plot literally bristles with dash-and-daring incidents, the cast spotlights Rock Hudson as a devil-may-care highwayman, and the Technicolor backgrounds glow with authentic Eire locations, the picture should score grandly in the action market. Hairbreadth escapes and trickly ambuscades of the various situations in the story will also endear ''Lightfoot'' with the children. A broader audience will find the proceedings generally diverting. Additional sales push for this categroy is to be found in the teaming once more of Hudson and Barbara Rush. They appeared together in last season's ''Magnificent Obsession.''

This top-line feature sports a competent surporting cast; many speaking with genuine Irish brogues to make the story register with an authentic flavor. A trio of attractive damsels is also on hand for appropriate change-of-pace to the action. The villains are sharply delineated and determined, but a few plot twists pop up toward the climax to surprise the audience as to the real motives of some questionable characters. Proceedings are well mounted, with sets and costumes receiving a goodly amount of attention. The CinemaScope photography helps in conveying a sweep to the sprawling outdoor action sequences.

Hudson, a young Irish patriot, turns highwayman in order to raise money for the underground movement opposing British rule of his nation. The authorities, however, set a price on his head and Hudson flees the provinces for Dublin, where he is taken into the band of patriots led by Jeff Morrow, master highwayman. After various exploits which lead to the temporary disablement of Morrow, Hudson takes command of the band. Inexperience at leadership brings about his capture and it is the efforts of Morrow and Miss Rush, his daughter, to free Hudson which comprise the climax.



Rock Hudson and Denis O'Dea in Universal-International's "Captain Lightfoot," CinemaScope-Technicolor.



Debra Paget and Robert Wagner star in 20th-Fox's "White Feather," CinemaScope-DeLuxe Color.

"White Feather"

(20th-Fox) CinemaScope-DeLuxe 102 Min.

Cast: Robert Wagner, Debra Paget, John Lund, Jeffrey Hunter, Virginia Leith.

Credits: A Leonard Goldstein presentation; Produced by Robert L. Jacks; Directed by Robert Webb; Written by Delmar Daves and Leo Townsend.

A sprawling outdoor melodrama, which features conflict between the U.S. Cavalry and the Indians as its theme, is enhanced by CinemaScope and DeLuxe color in ''White Feather.'' Boasting a massive cast, a number of potent exploitation factors and enough combat scenes to keep things moving, ''White Feather'' should rate top playing time at action houses and otherwise make for satisfactory program fare. Oater fans and children should find the proceedings particularly to their liking. Sizable enough marquee lure is present in the name player combination of Robert Wagner, Debra Paget, John Lund and Jeffrey Hunter. Additional assets are to be found in the CinemaScope and color factors.

Plot is in some respects offbeat: the climax depicts a valiant battle between a lone Redskin and an entire battalion of soldiers. Here the drama is strong and often touching, with the sympathy riding on the Indian, too proud to surrender after his tribe has given ground to the Army. Suspense is compelling in this sequence as the Indian meets death on his own terms and is respectfully prepared for burial by his white friend. The earlier portions of the film build graphically and steadily to this unusually powerful sequence.

Wagner plays the white friend of Jeffrey Hunter, proud son of an Indian chief who wisely comes to the decision that it is better to give ground to the advances whites than fight a losing war with the Army. Wagner, while negotiating a peaceful settlemen with the Indians, falls in love with Miss Paget, Hunter's sister, and also becomes romatically involved with Virginia Leith, a white girl. With Lund, the Army commander, Wagner engineers the chief's surrender without bloodshed. At this point, Hunter balks his father's decision and, despite pleas from both Wagner and Miss Paget, goads Lund's battallion until he is killed.

"New York Confidential"

(Warner Bros.) 87 Min.

Cast: Broderick Crawford, Richard Conte, Marilyn Maxwell, Anne Bancroft, J. Carrol Naish, Onslow Stevens, Barry Kelley, Mike Mazurki, Celia Lovsky.

Credits: Presented by Edward Small; Produced by Clarence Greene; Directed by Russell Rouse; Original screen play by Greene and Rouse; Suggested by the book, "New York Confidential," by Lee Mortimer and Jack Lait.

A fast-moving gangland melodrama is tagged to the topical title of the recent best-selling expose, ''New York Confidential,'' for an exploitation smash. Action houses will do very well by this one, which literally seethes with violence and killings from start to finish. Some wrestling with the women serves as change-of-pace. Name value is apparent in the line-up of Broderick Crawford, Richard Conte and Marilyn Maxwell. Story, detailing how a crime syndicate wreaks vengeance on its erring members, is routine stuff. Pacing, however, is fast and some attempt is made to round out the characters.

In ''New York Confidential,'' every one who appears on the screen is either thoroughly corrupt or tinged with corruption. Crawford plays the syndicate boss, who must go along with a top-level gang decision to deport his oldest friend, J. Carrol Naish, in order to steer clear of the law. Conte is the bright young torpedo who becomes endeared to Crawford because he can carry out a murder assignment with finesse. Miss Maxwell is Crawford's moll and Anne Bancroft plays his daughter. The story finds the principals in trouble when one of the government officials the syndicate has been bribing stages a double cross. The thug who kills the informer decides to rat on Crawford, who then must be killed by the syndicate. Conte carries out the job and then the syndicate ''takes care'' of him, also.

"The Big Combo"

(Allied Artists) 89 Min.

Cast: Cornel Wilde, Richard Conte, Brian Donlevy, Jean Wallace, Robert Middleton, Lee Van Cleef, Earl Holliman, Helen Walker, Jay Adler, John Hoyt, Ted de Corsia, Helene Stanton.

Credits: A Security-Theodora Production; Produced by Sidney Harmon; Directed by Joseph Lewis; Screen play by Philip Yordan.

This powerfully punchy underworld melodrama, excellently produced by Sidney Harmon, should be a big winner in the general market for Allied Artists. A taut, off-beat film, the feature is much more literate than previous gangster films and as a result the characters seem to come more to life on the screen. Cast toppers Cornel Wilde, Jean Wallace, Brian Donlevy and Richard Conte all deliver high voltage portrayals. Perhaps one of the most unusual facets about the whole production is that no hackneyed cliches of the past cycle of gangland epics can be found. Story line is deftly woven and its gimmicks have a freshness that will keep the audiences on the edge of their seats in some of the more brutal sequences of the film. The title is a strong exploitation asset.

Police Lt. Cornel Wilde is out to get Richard Conte, head of the biggest crime syndicate in the country. He is in love with Jean Wallace, Conte's mistress. Wilde's expenses on this chore enrage his boss, Capt. Robert Middleton, who orders him to drop his investigation. Still persistent, Wilde uncovers the fact that Conte has murdered the previous mob boss. Conte's empire begins to topple due to defections of Donlevy, his lieutenant. Ending finds Conte gunned down by Wilde.

"The Stranger's Hand"

(DCA) 86 Min.

Cast: Richard Basehart, Trevor Howard, Alida Valli, Eduardo Cianelli, Richard O'Sullivan.

Credits: Produced by John Stafford and Peter Moore in association with Grahame Greene; Directed by Mario Soldati; Screen play by Guy Elmes and Georgio Bassani Story by Greene.

Human interest and melodrama are effectively merged in this tale of a search by an eight-year-old boy through the streets of Venice for his father. Since the father, a British officer, has been abducted by people seemingly in the employ of a Communist-controlled government, the picture receives an exploitation potential that may help in the selling. Plotwise,

"The Stranger's Hand" is routine stuff which should fill the bill in general audience situations. The familiar names of Richard Basehart, Trevor Howard and Alida Valli can, especially in class neighborhoods, be relied upon for a modicum of drawing power. The same can be said for the name of Graham Greene, author of the tale on which the film is based.

Figuring prominently in the proceedings are the streets of Venice, which criss-cross with canals. This location makes for picturesque footage and adds to the illusion of reality which "Hand" frequently creates. Main character, the young boy, is well directed to elicit emotional response from the audience. The romantic chores are handled by Miss Valli and Basehart, whose appearance in this film is relatively brief. The heavy is Eduardo Cianelli. Story slowly builds suspense in detailing how the boy tracks down his father and the police are enlisted to rescue him from his fate. All ends happily; the boy and father are reunited and Cianelli killed.

"Doctor In The House"

(Republic) Technicolor 92 Min.

Cast: Dirk Bogarde, Muriel Pavlow, Kenneth More, Donald Sinden, Kay Kendall, James Robertson Justice, Donald Houston.

Credits: A J. Arthur Rank Organization presentation; Produced by Betty E. Box; Directed by Ralph Thomas; Screen play by Nicholas Phipps; Adapted from his own novel by Richard Gordon.

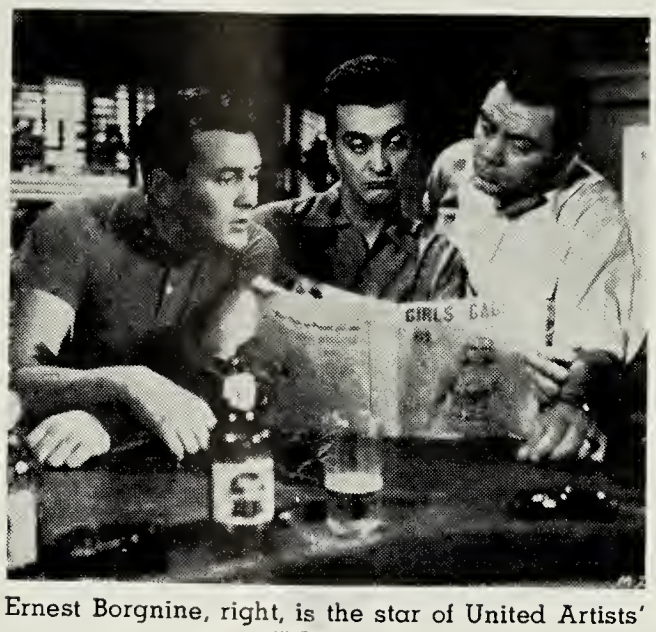
Great Britain's biggest native grosser of last year, "Doctor in the House," shapes up as extremely likable family entertainment, suitable for both general and art situation playoff. This Technicolor comedy, which boasts much of the same cast as the very popular "Genevieve" of last season, consists largely of adroitly timed situation jokes. The episodes are strung together in a story that traces the education of four young men in medical school in England. One of the actors, Kenneth More, has just been named best performer of 1954 by the British Film Academy for his role in this picture. Mention of the award, together with exploitation of the fact that the cast appeared in "Genevieve," should help the picture greatly in its initial openings.

The cast, though not too familiar for American audiences, delivers with vigor and teamwork to push a number of the sight gags for a maximum of humor. In "Doctor in the House," the emphasis is on clever rather than slapstick comedy. One of the medical students, played by Dirk Bogarde, is constantly being introduced to young women by his fellow students who think that his education needs broadening. Another would-be medico, played by award-winning More, is repeating his courses year after year because a benefactor has provided him with a steady allowance while he is attending medical school. The jokes that arise from the situations in which the above two actors are involved are constantly funny.



Dirk Bogarde is one the the stars in Republic's "Doctor In The House."

Quality Films Loom On UA Slate; Numerous Releasing Deals Signed



Ernest Borgnine, right, is the star of United Artists' "Marty."

(*Continued from page* 18)

bert Wilcox, with Errol Flynn and Anna Neagle; "Big House, USA," starring Broderick Crawford and Ralph Meeker, from Schenck-Koch; "Kiss Me Deadly," from the Mickey Spillane novel, with Ralph Meeker and Cloris Leachman starred in the Parklane Production, which Robert Aldrich produced.

Also, "Top of the World," from Michael Baird productions, with Dale Robertson and Evelyn Keyes starred, and "The Kill," from Sam Bischoff, starring Edward G. Robinson and George Raft.

Pictures currently in production for ultimate UA release are just as varied as the above in the realm of subject matter.

From Hecht-Lancaster will come "Trapeze," suspense drama to be filmed in the Paris Cirque d'Hiver Bouglione, with Lancaster and Gina Lollobrigida starring and Carol Reed directing.

Robert Rossen is producing and directing "Alexander the Great" in Spain, in CinemaScope and Technicolor, from his own screen play. Starring are Richard Burton, Claire Bloom, Fredric March and Danielle Darrieux.

From Edward Small will come "The Brass Ring," which Maxwell Shane is directing from his own screen play with Farley Granger, Anthony Quinn and Anne Bancroft co-starred.

Sabre Productions has concluded a multiple-picture pact with UA under which the indie will make two films this year for UA release: "Flight from Hong Kong" and "Mr. Tex." Anthony Quinn will star in the former, an adventure story which will be filmed on location abroad.

Another two-picture deal has been entered into by UA with Norman Krasna. Latter will produce, direct and write "The Ambassador's Daughter," to be filmed on location in Paris, and "Red Roses."

Kirk Douglas, producing via his recently formed Bryna Productions, will launch his schedule with "The Indian Fighter," story of a reckless adventurer who tries to foment a war between Indians and settlers after the Civil War. Picture will go into production in April. It is the first of six Douglas will make for UA. Subsequent pictures on the Bryna slate are "Viking Raiders" and "Van Gogh."

Other Indies Set

Joseph L. Mankiewicz, who has a four-picture commitment with UA via his Figaro, Inc., unit, will write and direct two of the films, the first being "The Story of Goya," to be made in Spain.

James T. Farrell's "Studs Lonigan," will be produced by Lew Kerner, president of the newly-formed Lew Kerner Productions, Inc.

Another newly-organized indie group, Crown Productions, is headed by Robert L. Jacks, Spyros S. and Plato Skouras, and the first project on the slate is "A Killer is Loose," which begins filming in March. Following will be "A Kiss Before Dying," in June.

From William H. Pine and William C. Thomas, both recently signed with UA, will come the first two of three planned for 1955: "Lincoln McKeever" and "Mountains Have No Shadows."

From other independents will come: Anatole Litvak, three as yet untitled films; Samuel Goldwyn, Jr., "The Deadly Peacemaker," starring Robert Mitchum, and "Sharkfighters"; Henry Fonda, the actor, six films over three-years, with Fonda in at least three.

Stanley Kramer's next film for UA will be a tale of Napoleon's conquest and occupation of Spain in 1808. Emphasis will be on the guerrilla fighting that went on until 1814, concluding with the ousting of the French. Picture, entitled "The Pride and the Passion," will be scripted by Edward and Edna Anhalt from "The Gun," a short novel by C. S. Forester. Kramer will produce, using VistaVision, in Spain late this year.

"New Orleans Uncensored"

(Columbia) 76 Min.

Cast: Arthur Franz, Beverly Garland, Helene Stanton, Michael Ansara, Stacy Harris, Mike Mazurki.

This is a weak program picture with a poorly written script, based on an excellent idea. Static direction gives the characters inane lines and sketchy characterizations. Told in a semi-documentary manner and shot on location partially in New Orleans, film has little action, except for some mob fight pier brawls. The principals do the best they can with their material and the end result is that the picture's title is exploitable and the New Orleans locale will be an asset in selling the feature in the South. This, along with the fact that there is a shortage of motion pictures, should lead the picture to average returns in the general market.

Story deals with lawbreaking among the dockworkers of the southern port. Arthur Franz heads the clean section of the longshoremen's faction trying to get the goods on boss Michael Ansara, who is pilfering cargoes as well as salary kickbacks. Ending finds Franz working with police and union chiefs in smashing the gang. The film has New Orleans Police Chief Joseph Scheuering playing himself, as well as the ILA Longshoremen's Union president, Al Chittenden, playing himself. Ralph Dupas, popular fighter in the South, and former champion Pete Herman, also appear as themselves. These are good touches and should help the film in the South.

REGIONEWS

ALBANY

Donald Gilson, owner of drive-ins at Canton, Alexandria Bay and Massena hopes to start work on a 700-car project on the other side of Massena in April, in anticipation of the boom which the Massena area will experience as a result of the St. Lawrence seaway project. . . . Norman Jackter, Columbia mgr., moved his family from an Albany apartment to a home at Niskayuna, outside Schenectady. . . . Mrs. Jane King of the Palace staff underwent a finger amputation resulting from an infection. . . . Smalley Theas. of Cooperstown, N.Y. signed a contract with Altec for servicing of its nine theatres comprising the upstate chain.

ATLANTA

Bill Cumbaa reports MCM Theas. preparing to build a 599-car drive-in at Leesburg, Fla., which will be the second there for this company. . . . Pete Lucas redecorated his Arcade Theatre in Kissimee, Fla. and added CinemaScope. . . . C. N. Roberds and A. E. Lord are new owners of Palm Drive-In, Savannah, Ga., with Norris Stephens buying and booking. . . . Grand Prize of a new car was won by Cliff Wilson of ABC Theatrical Ents. at first monthly session of Variety Midnight Supper Club, a special Tent 21 group formed to help finance the club's charities. . . . Mrs. Mills B. Lane, Jr. founder and board chairman of Variety's Cerebral Palsy School-Clinic was honored as Atlanta's Woman of the Year at a banquet attended by Mayor Hartsfield.

John R. Moffitt plans to open his Montgomery, Ala. drive-in for colored patronage around March 15. . . . The New Theatre in Huntsboro, Ala., will open soon. . . . Pat Murphy Rankin, secy. for Moffitt Theas., Montgomery, Ala., won a trip to Nassau in contest sponsored by a local store. . . . Atlanta WOMPI's Betty Rary, Johnnie Barnes, Edythe Bryant and Laura Kenny back after a trip to Jacksonville for the purpose of organizing a unit there. Janice Claxton of M-G-M was elected pres. of the Jacksonville group. . . . Closed for about six months, the Star Theatre in Crawfordville, Ga. was leased to B. H. Hart for two months to test whether business warrants continued operation. If it does, Hart plans to install new equipment. . . . R. B. Wilby, pres. of Wilby Theas., and Mrs. Wilby left for a trip around the world.

New owners: Trail Drive-In, Sarasota, Fla., J. Hunt; Jolin Theatre, Ariton, Ala., L. E. Searcy; Cecil Drive-In, New Brockton, Ala., J. W. Gayland, Jr. from C. W. Wade; Bama Theatre, Town Creek, Ala., W. F. Gatlin. . . . Recently closed: Pinson Theatre, Pinson, Ala., by H. P. Lawrence; Pal Theatre, Louisville, Ga., by Pal Amuse. Co.; Center Theatre, Knoxville, Tenn., by Jesse Key. . . . A heart attack proved fatal to Fritz Hugh Thomas, 53-year-old theatre owner in Huntsville, Ala., known as "Mr. Huntsville" because of his civic leadership. . . . Ritz Theatre, Hollywood, Fla., will soon be reopened by Tom Hagen. . . . Edward Gordon, Lincoln Theatre, Orlando, Fla., has a new son. . . . Universal sales mgr. George M. Jones in a hospital here for surgery.

CinemaScope installed in the Lincoln, Tuskegee, Ala.; Montgomery, Ala.; Talac Drive-In, Tallassee, Ala.; No. 1 Drive-In, Daytona Beach, Fla., managed by Ray Dunn. . . . Walter B. Lloyd, city mgr. for Florida State Theas. in Tampa, Fla., retired from the industry after some 33 years. . . . Mgr. Wm. Wilson celebrated the first anniversary of the Crib Theatre, Clearwater, Fla., by serving coffee and cake in the lobby. . . . Curley Burns welcomed back to Columbia's booking dept. . . . Doris Honea, formerly with Exhibitor Service, now with Buena Vista. . . . Dale Theatre, Clarksdale, Ga., closed for several years, will soon be reopened by Harry Miles.

BOSTON

Norman Francoeur has taken a lease on the Embassy Theatre, Fall River, from Wm. Purcell, who took over lease on the Metropolitan Theatre, Providence from Snider Circuit. . . . Chuck Bouchare, Mass. salesman for Alexander Film Co., took top honors in the company's national contest for First Year Salesmen, outgrossing 50 other newcomers. . . . Archold Berger, recently resigned as dist. mgr. for Smith Mgmt., appointed Larry Japson as mgr. of his Starlite Drive-In, Stamford, Conn., which they hope to open March 4. . . . Hy Fine, dist. mgr. for New Eng. Theas. entered Beth Israel Hospital for a gall bladder operation.

Independent Exhibitors, a unit of National Allied, will hold its annual meeting and election of officers March 1 at the Hotel Bradford, presided over by pres. Irving A. Isaacs. Importantly on the agenda is the subject of Toll TV. . . . Phil Bardeen closed his Milo Theatre, Milo, Me., due to lack of business. . . . The plan of offering reduced admissions to patrons over 65, started in Mid-Nov. by Stanley Sumner, managing dir. of the University Theatre, Cambridge, proved so successful that it was adopted by the other local houses, i.e., the Central Square, Brattle, Inman Square and Eliot. . . . A cocktail lounge has been added to the Brattle in Cambridge, 350-seat art theatre operated by Harvey and Halliday. . . . ATC's Central Square in Waltham returned to an art policy, directed at students from nearby Brandeis University.



Variety Club Tent 35 of New York honored Susan Ball, Universal star of "Chief Crazy Horse," with its Heart Award at the first in a forthcoming series of luncheons. Pictured (l. to r.): Dick Long; Miss Ball; Leonard Goldenson, pres. of United Paramount-ABC who made the presentation, and Edward L. Fabian, chief barker.

Two huge baskets of roses from the office staff greeted Ralph Iannuzzi and Bill Kumins of Warner's announcement of their promotions. Iannuzzi was upped to div. mgr. for New Eng., Albany, Buffalo and New Haven, while Kumins took over the former's post of branch mgr. . . . Stanley Warner reopened the Capitol, Everett, closed since 1952, under a split-week policy, with Wm. Murphy as mgr. . . . The Legislative Committee on Public Safety set Feb. 17 at the State House for hearings on five bills filed in the Legislature affecting the industry, most important of which is House Bill 718, petitioned by Joseph Wisnioski of Chicopee. . . . The girls of the 20th-Fox office tossed a luncheon for Bessie Cohen on announcement of her engagement to Sam Szanthmary of Brookline.

Stanley Sumner, managing dir. of the University, Cambridge, since 1926, has given up active management of the theatre, which he owns in partnership with Lindsay Hopper. He is being replaced by Nick Lavidor who resigned from E. M. Loew circuit as dist. mgr. Sumner did not announce his future plans. . . . Joseph Sadur, mgr. of the Olympia, Chelsea, won top honors in New Eng. Theas., "Profit and Prestige" managerial drive. Cash awards were also won by James Davis, Paramount, Lynn; Larry Burke, Capitol, Pittsfield; Norris Sims, Olympia, New Bedford; Francis Gooch, Temple, Houlton, Me.; Mrs. Marjorie LeTarte, Paramount, Ft. Fairfield, Me.

CHARLOTTE

Frances Woolen, appointed office mgr. for Sandy Films, formerly with Warner's. . . . A. T. Livingston was on the row buying for his new drive-in at Greenswood, S.C. . . . W. F. Harris, Jr. will travel N. and S. Car. for Harris Theatre Supply. . . . Jack W. Wadsworth appointed mgr. of the Belvedere Theatre, Charlotte. . . . J. W. Griffin, Jr., owner of Griffin and Grace theatres in Forest City, N.C., elected pres. of the local Chamber of Commerce. . . . George Ebersole, 20th-Fox sales representative, back at his post after a spell in the hospital. . . . Betty Patterson appointed office mgr. and booker by IFE sales mgr. Dave Williams. . . . The Plaza (colored) Gastonia, N.C., was closed by J. H. McDaniel.

CHICAGO

A modernization program amounting to $100,000 has been announced for the State Theatre in Roseland by new operator, N. S. Barger and Van Etten Bros., owners of the

CHICAGO (cont'd.)

building. It will include a new lobby, the addition of a delnxe refreshment bar, and only top pictures will be shown. Henry A. Stevens, gen. mgr. for the State, revealed that the theatre will cooperate with civic groups and merchants of the area and special events will be planned for the youngsters. LeRoy Jones has been named house mgr. . . . Lou Kravitz, recently elected v.p. of Filmack Trailer Co. to succeed Don Mack, transferred to the N. Y. branch, assumed his new duties as dir. of the TV sales dept. here.

Avon Products, Rockefeller Center, N. Y., bought Barger's Morton Grove Drive-In and will build a manufacturing plant on site. Barger also sold the Twin Drive-In here to Loew's Theatre Corp. . . . Burtus Bishop III, son of M-G-M div. mgr. Burtus Bishop, married Joan Helen Oelerich of Evanston. . . . Patricia Noyer, daughter of mgr. Erwin Noyer of B&K's Nortown, will marry Lt. Arthur Myberg of New Lennox, Ill., Feb. 26, and then go to Germany, where Lt. Myberg will be stationed. . . . Electricaire Co. has a new hand dryer on the market which they claim will reduce maintenance costs at least 75%. . . . Jan. amusement tax totaled $91,451.13, an increase of 5% over last year. . . . Ralph Smitha, gen. mgr. of Essaness Circuit, reports plans for opening the company's drive-ins on March 4, with showing of "Bridges of Toko-Ri.

Leo Burnett Co. signed a 10-year agreement with Flying A Productions of Hollywood for their latest TV western property, "Buffalo Bill, Jr., to be sponsored by Mars Inc. and Brown Shoe Co. The show will get under way about March 15 and star Dick Jones will make personal appearances after the first showing. . . . James Coston, local circuit owner, in N. Y. C. for conferences. . . . Clark Film Service now handling shipments for Dezel exchange in addition to Disney, Buena Vista, IFE and UA. . . . "Aida" being held over for a third month at the World Playhouse.

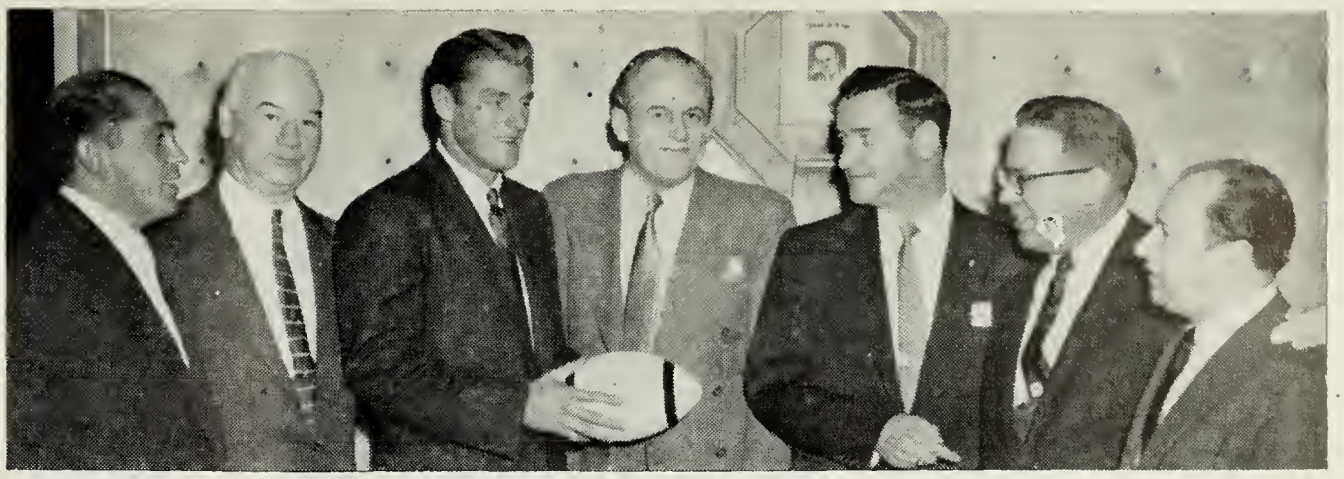
Film company labor negotiators and Colosseum officials will have another session shortly to continue discussions for a new contract for film salesmen. Old one expires Feb. 17. . . . M-G-M's elephant will be in town Feb. 28 to publicize opening of "Jupiter's Darling" at the McVickers Theatre on March 11. Norman Pyle is handling the publicity. . . . Ballantine Books Co. urging theatre owners to sell paper bound books at concession stands.

CINCINNATI

The 1,400-car ozoner under construction on Route 128 in Hamilton, O. by George Turlukis and associates, will be called Riverside Drive-In. Berlo Vending is installing equipment in the concession section, which will be large enough to hold 400 seats from which patrons can view the screen. The concession will serve meals throughout the day, even when theatre is not operating. A May opening is anticipated and in-car heaters will be installed to permit year-round operation. . . . Mrs. Mary Semelroth, Dayton, O. theatre owner, is out of the hospital and convalescing at home. . . . Roy Letsinger, exhibitor of Amherstdale and Man, W. Va., suffered a broken ankle in a fall. . . . Edwin H. Mayer, a charter member of Variety Tent 3 and well known in film circles here, passed away.

Herman H. Hunt was elected pres. of Theatre Owners Corp., with Willis Vance as 1st v.p.; Gordon C. Pape, 2nd v.p.; Maurice Chase, treas.; F. W. Huss, Jr., secy.; James W. McDonald, asst. secy.-treas. & gen. mgr. . . . Stuart Johnson, operator of the Webster Theatre, S. Webster, O., is building a new home in that town. . . . S. C. Tabor advises that the Tabor Theatre, Olive Hill, Ky., which was destroyed by fire several months ago, will not be rebuilt.

Robert C. McNabb, 20th-Fox branch mgr., was installed as chief barker at the recent Variety Club dinner-dance. Mrs. Herman H. Hunt was installed as pres. of the Ladies' Auxiliary. . . . Irving Tombach, local Warner publicity representative, is busy plugging the company's new hit, "Battle Cry." . . . James Conn, National Theatre Supply branch mgr., attended the drive-in convention in St. Louis. . . . Bob Doppes, U-I booker, became a father with the birth of a son named Glenn. . . . Albert Sugarman, former film executive who became a theatre owner, died in Miami, Fla. at the age of 63. The present World Theatre is operated by his son Charles.



Turnout at special press luncheon in Cleveland for Elroy (Crazylegs) Hirsch, star of Warner's "Unchained" who was on a 14-city personal appearance tour, included (l. to r.): Ernest Sands, Warner branch mgr.; Milt Mooney, Community Circuit; Hirsch; Howard Bigley, mgr. Stanley-Warner's Allen Theatre; Fred Lentz and Jack Armstrong of Armstrong Theatres, Toledo, and Joe Weinstein of S-W Theatres, Cleveland.

CLEVELAND

James Dempsey, drive-in theatre owner of Toledo, is completing his newest ozoner there and hopes to have it ready for beginning of the season. . . . Other new projects being readied for early spring opening are George Bender's drive-in in Fremont and the newest drive-in for George Manos in Cochocton. . . . Testimonial dinner planned for Ernie Sands, who was promoted to dist. mgr. of Warner's New York office, was postponed from Feb. 28 to March 7 because of the convention of Ohio Independent Theatre Owners. The dinner is being sponsored by motion picture salesmen and the local Variety Club and will be held at the Theatrical Grill. . . . The first meeting in connection with Brotherhood Week, held in the 20th-Fox screening room, was attended by branch and office mgrs., salesmen and exhibitors. Chairman for distribution is Dan Rosenthal of UA, and for exhibition, Meyer Fine of the Associated Theatre Group.



Dallas exhibitors were the guests of 20th-Fox at a cocktail party and preview showing of "The Racers" in CinemaScope, starring Kirk Douglas, Bella Darvi and Gilbert Roland. Pictured (l. to r.) are Fox's Grady Goodwin, booker; Walter Hansen, head booker, and Mark Sheridan, branch mgr.; also Vean Gregg, Interstate-Texas Consolidated Theatres booker.

DALLAS

Damage from fire which destroyed the Airway Theatre here, is estimated at $40,000. Fire-proof projection booth saved the cameras and $400 worth of film. . . . Dallas WOMPI's announced a special luncheon, with Feb. 24 as tentative date, to honor oldest and pioneer film distributors and exhibitors in Texas. In addition, all theatre men in the business 25 years or longer, in any capacity, will also be guests. . . . Neighborhood theatres, 11 included, now get a special column in the Dallas News, "Kid Matinees," listing time and place of Saturday cartoon and fun feature films.

Jerry Pickman, Paramount's ad-pub. chief, and exploi. mgr. Herb Steinberg were in town to arrange for forthcoming run of "The Country Girl" in Texas. Dallas opening is set for the Palace on Feb. 17. . . . The screen at the Tower Theatre will be given over to a telecast of the 1955 "ANTA Album," by Broadway producer Gilbert Miller, assisted by Maurice Evans, Vinton Freedley and Walter Wanger. . . . Karl Hoblitzell, pres. of Interstate, made the University of Texas custodian of a rare set of Shakespearean plays and a grant of $1,000 for preserving Texas historical material through the Hally Bryan Perry fund.

Theatres are according the ultimate in promotion for many picture openings here in the test producer-exhibitor ad campaign launched in mid-Jan. For "Vera Cruz," at the Majestic, a contest for answering 18 questions before seeing the show will reward the winner with a nine-day vacation in Mexico, including a visit to Vera Cruz. . . . E. Texas Theas. appointed Frank Gillespie of Rusk, Tex. to be city mgr. of its houses in Henderson, succeeding A. T. Boren, who resigned. James Pryor was named to succeed Gillespie at Rusk.

DENVER

The Paramount will be utilized for the CARE benefit closed-circuit telecast on March 28. Denver, one of 40 cities to see the show, is the only city in the Rocky Mountain region. The committee hopes to realize about $4,500 for the charity. . . . Hal Fuller moved his Dimension Picture headquarters from Salt Lake City to Denver. . . . Richard Ivy, formerly a salesman here for Paramount, is now asst. booker for Columbia in San Francisco. . . . Cy Lee closed his Poppers Supply, sold the remaining stock and equipment to National Theatre Supply, and is moving to Colorado Springs to enter another business.

Ralph Batschelet, who managed theatres in Denver prior to his connection with Television Theatres Inc., resigned as v.p. and gen. mgr. of that company to enter another business. . . . John Notman sold the Zia at Las Lunas, N.M. to Joe Willis. . . . Mrs. M. J. Stroup sold the Wyolin, Lingle, Wyo., to G. M. Kinnan. . . . Wm. Fitzgerald, publicity director of the Denham, underwent an emergency appendectomy at St. Luke's Hospital. . . . Mr. & Mrs. J. C. Johnson, Fairview, Mont. theatre owners, passed through Denver on their way to a Calif. vacation.

The Aladdin's first film with its new CinemaScope equipment was "Prince of Players." . . . Herb Buschmann, UA salesman in New Mex., headquartering at Albuquerque, was in Denver to pick up his new company car, a Chevrolet 8. . . . Chas. Gilmour, pres. of Gibralter Ents., and Mrs. Gilmour went to Hawaii for a three-week vacation.

DES MOINES

Dean Jones was named mgr. of the State in Cedar Rapids to succeed Heleny Davey, who is now asst. to Harry R. Moore, Tri-States city mgr. and mgr. of the Paramount in Cedar Rapids. . . . Members of the board of the Marcus Theatre in Marcus are making plans to reopen the house in the very near future. . . . For the second consecutive year, R. M. (Dick) Phillips mgr. of the Algona Theatre in Algona, was honored as "master showman of the year" by Central States. He was chosen over 50 other theatre mgrs. in Iowa and Neb. and received a gold cup and cash prize.

The Rivola Theatre in Oskaloosa was completely redecorated and is now a first-run house. . . . Two special matinee showings of "Julius Caesar" were held at the Perry Theatre in Perry for students, planned by mgr. Carl Schwanebeck to furnish background for their history and Latin studies.

Eddie Osipowicz, owner of the Ritz in Correctionville, announced the purchase of a new CinemaScope lens and screen which will be put into use the latter of Feb. when remodeling of the theatre is completed. . . . Kenneth Moore purchased the Logan Theatre in Logan from Alan Gardner, who operated it the last two years. New owner will appoint a mgr. and plans a number of improvements in the building and equipment. . . . Howard Brookings, owner of the Oakland in Oakland announced a remodeling program which will rearrange the seats for greater patron comfort.

THEATRE, 475 seats in top Northwest city. RE incl. Good profits. Established in good location. Low Price. Terms. #21387
MOTION PICTURE THEATRE, Important trade center N.W. South Carolina. 252 seats. Good profits. Well established. Popular. Low, low price. Terms. #6228
CHAS. FORD & ASSOCIATES
87 Walton, Atlanta, Ga.
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Governor G. Mennen Williams of Michigan signs a proclamation on behalf of M-G-M's "Go-To-The-Movies-Month," as Verne Sicotte, head of Michigan's Butterfield circuit, looks on. All theatres in the Butterfield circuit are displaying this giant blowup.

H. N. Schrodt, mgr. of the Drive-In near Marshalltown, is reading clerk of the Iowa House of Representatives, now in session in Des Moines. . . . Elias Garbett, Sr., 78, veteran theatreman, died of a heart ailment. He retired in 1953 as mgr. of the Avalon, neighborhood theatre in Des Moines. His son, Elias M., is one of the owners of Iowa United Theas. . . . Clifford L. Niles, 76, former owner of the Niles in Anamosa, died of cancer. He, at one time, owned a chain of eight theatres in eastern Iowa. . . . Motion pictures specifically, regarding obscenity and indecency, would be brought under Iowa law in a bill introduced by a 26-member committee on safety and law enforcement, headed by Chester A. Scheerer (Rep., Boone), to strengthen the law against showing of immoral pictures. The proposed amendment would insert the words "moving picture" after the present word "show" for purposes of clarifying the law.

DETROIT

Michigian Allied's annual convention at the Statler, Feb. 22-23, will be dedicated to ways and means of improving theatre attendance. The entire first day will be devoted to M-G-M's Ticket Selling Workship by Marion L. (Mike) Simons, director of customer relations. . . . S. Hurok, while in town in connection with "Aida," which opened at Sol Krim's Krim Theatre, talked with local promoters on his forthcoming "Midsummer's Night Dream." . . . Pierre LaMarre of Coop. Theas. of Mich. and Bob Parson of Warner's are among the original organizers of newly-formed Detroit Theatre Club, which hopes to build or acquire a theatre building of its own. . . . Openig night receipts for "Cinerama Holiday" were pegged for the Detroit Memorial Hospital.

Edward Wrona succeeded Walter Janice as mgr. of Sterling's West End Theatre. . . . Our regular scribe, Hal Reves, reports from the Coast that he visited circuiteer Alex Schreiber's big bowling alley on Sepulveda Blvd. in L. A. but missed Alex in person. . . . Joe Denniston's new 1,200-car drive-in at Monroe will be called "The Denniston." A May 1 opening planned. . . . Management of the Bogar and Garden theatres will remain in the family, following recent demise of William G. Thick. . . . Walter Zemmol was appointed student booker at U-I.

The 60th anniversary of Detroit Federation of Women's Clubs coincided with their clubhouse celebration and exposition commemorating the 60th anniversary of the motion picture, made possible through cooperation of H. H. Brown, pres. of United Detroit Theas. . . . Sol Krim installed an ultra-modern TV lounge in his Krim Theatre, Highland Park. . . . D. J. Lewis, head booker for Coop. Theas. of Mich. and Wisper & Wetsman Circuit, reports enthusiastic response to trade preview of "The Racers," shown at the Royal Theatre with complete new stereophonic sound and projection equipment. . . . Among Detroiters who attended the 2nd annual Drive-In convention in St. Louis were Robert Buermele, Jack Lockes of Grand Rapids, Nick Karis and Ralph Mardsen of Muskegon.

HOUSTON

John Winbery was transferred from the New Orleans office to head the new Columbia branch office opened in Houston to serve theatres south of Austin, between the Rio Grande and Louisiana line. Jim Hudgins from Oklahoma City was appointed asst. Other distributors who have acquired land in Houston for branch offices are Warner's, 20th-Fox, U-I and M-G-M.

KANSAS CITY

In line with M-G-M's plan, Mayor Wm. E. Kemp of K. C. and Gov. Phil Donnelly of Mo. issued proclamations designating the first four months of the year as "Let's Go to the Movies" time. . . . The K. C., Kans. Board of Review equipped its screening room

Watch These Dates!

Feb. 22-23: Detroit — Allied Theatres of Michigan convention—Statler Hotel.

Feb. 28-March 1: Oklahoma City — Allied Theatre Owners of Oklahoma convention —Skirvin Tower Hotel.

March 1: Boston — Independent Exhibitors of New England annual meeting.

March 1-2: Columbus — Independent Theatre Owners of Ohio convention—Deshler-Hilton Hotel.

March 2-3: Kansas City—Kansas-Missouri Theatre Assn. drive-in session and convention.

March 10-11: Dallas—Texas Drive-In Theatre Owners Assn. convention—Adolphus Hotel.

March 21-22: Pittsburgh — Allied Theatre Owners of Western Pennsylvania 33rd annual convention—Hotel Roosevelt.

March 28-30: Milwaukee — Allied Independent Theatre Owners of Wisconsin spring convention—Schroeder Hotel.

April 18-22: Chicago—Society of Motion Pieture & Television Engineers (SMPTE). convention—Drake Hotel.

May 2-3: Minneapolis—North Central Allied Independent Theatre Owners convention—Nicollet Hotel.

May 10-12: Lake of the Ozarks—Missouri-Illinois Theatre Owners and Kansas- Missouri Theatre Assn. joint meeting—Arrowhead Lodge.



Handshake between Gina Lollobrigida and Producer Harold Hecht concludes deal setting star for role in Hecht-Lancaster's "Trapeze," which United Artists will release. Witnessing contract signing in Rome is Gina's husband, Dr. Miko Skofic.

KANSAS CITY (cont'd.)

for CinemaScope. Mrs. Frances Vaughn, board chairman, attended censors' conference at Norfolk, Va. . . . Bill Gobel moved from Consolidated Agencies' Crawford Theatre in Wichita, Kans. to the Palace as mgr., replacing Bill Wade, who returned to St. Cloud, Minn. . . . L. & L. Popcorn Co. has added a repair shop for Buttermat machines. . . . Dr. and Mrs. John A. Marsh of K. C went to N.Y.C. for the premiere of "Cinerama Holiday," which stars them as typical European tourists.

Theatres in this area recently installing new equipment include these in Kansas: Arthur Greenwood's Ritz at Ashland Paul Wheeler's Barlow at Bird City, W. D. Bancroft's Hillcrest Drive-in at Ottawa, the Miner at Moran and Dickinson's Princess at Topeka; in Mo.: Elmer Bills' Lyric at Salisbury, El Jon at Brunswick and Commonwealth's Crest Drive-In at Hickman Mills and Regent in K. C. . . . New mgr. at the Bandbox, Mason City, Ia., is Jim Gray. . . . With Gene Snitz of the sales staff as host, Columbia screened "The Long Gray Line" at the Mary Lou Theatre in Marshall, Mo. for exhibitors and the press. . . . John Huston, former owner of the Melba, Hamilton, Mo., came from Florida to manage the Melba and remodeled Sunset ozoner for Mr. and Mrs. R. D. Fisher of Willow Springs, Mo.

Commonwealth personnel changes in K. C. and nearby towns include transfer of Bill Walter of the Crest in K. C. to Joplin, Mo. to supervise the Crest and Tristate there, with Darrel Manes moving from the Sunset at Springfield, Mo. to manage the Crest in K. C. Springfield drive-in operations will be supervised by Dale Mowrey of Joplin with Jack West as asst. Ralph Rhodes, formerly with the Ashland in K. C., will manage Highway 50 Drive-In at Sedalia, Mo., and new mgr. at the Pines in Excelsior Springs, Mo. is Milton Fletcher from the Dixie at Searcy, Ark. Bert English will manage the Great Bend Drive-In and Ken Deeter the Ellenwood Drive-In, both Great Bend, Kans. ozoners recently bought by Commonwealth. A meeting for drive-in managers has been set for Mar. 4 at the Hotel President with M. B. Smith as emcee.

MIAMI

Olympia Theatre reopened with first-run policy. . . . Sidney Meyer, co-owner of Wometco chain, in New York for surgery. . . . Robert Hilton, former asst. mgr. at the Trail, now mgr. at the Royal. Other managerial changes include Bill Goller from the Town to the Surf, replacing Dick Treccase, now at Sunset in So. Miami; Jim Frazier to Center as mgr., replacing Flynn Stubblefield, now at Tower Theatre; Del Powell, asst. at 27th Ave. Drive-In, now mgr. of North Andrews D-I, Ft. Lauderdale.

The Sunset Theatre is now a Wometco house. . . . Mrs. Edward Claughton announced annual awards for employees in the "Courtesy is Contagious" campaign to Howard Gale, doorman at the Circle; Virginia Hooks, cashier at Embassy; Mabel Borton, cashier at Royal; Marjorie Bard, concession attendant at Circle; Richard Lewis, usher at Embassy, and Sara Call, cashier at Royal.

MILWAUKEE

Gran Ents. reopened the Century Theatre here, after being closed for some time during a bankruptcy suit, with Mrs. Florence Kreischer, former mgr. of the State, as mgr. Theatre was purchased for $92,500. Wide screen and CinemaScope were installed and it is planned to show foreign films one night a week. . . . L. F. Gran, pres. of Gran Ents., which filed a formal application with the FCC for TV channel 12, now being used here by Station WTVW, advised the FCC that he would petition for a hearing to contest application of the Hearst Corp. for purchase of the station for two milion dollars.

Wisc. Allied's spring convention will be held at the Schroeder Hotel March 28-30. Pres. S. J. Goldberg announced the appointment of Angelo Provinzano, of the Alamo and Pix, as gen. chairman of the event, and completion of arrangements with Mike Simons to hold an M-G-M Workshop meeting the first day of the convention. . . . John Mednikow, National Screen branch mgr., is reported doing fairly well at Mt. Sinai Hospital after a serious operation.

National representative of Variety, John Jones, installed the new officers of Wisc. Variety at a banquet held at Miller Inn. Oliver Trampe is the new chief barker; Edward Johnson, 1st asst.; Morris Anderson, 2nd asst.; Harold Pearson, property master; Wm. J. Pierce, dough guy. New members recently initiated are: Jerry Franzen, gen. mgr., and Erwin Cinatl, booker, Cinema Inc.; Ed Nelson, Merchandise Corp.; Clifford Lorbeck, gen. mgr., Super Display, and Douglas Groenert, salesman, Theatre Equip. Co. . . . Don Perlewitz of the Parkway Theatre left for a Florida vacation.

MINNEAPOLIS

The Village Council of suburban Golden Valley decided to uphold an anti drive-in ordinance put on the books by a previous council, temporarily killing plans for a proposed $600,000 amusement center which was to include an outdoor theatre. Backer of the project, Walter F. Stepnitz, a St. Paul insurance man, thinks he can persuade the suburb's residents to approve the project. . . . Howard Gould has taken over management of the Crystal at Glencoe, Minn. for brother George, who will devote his time to other business interests. . . . Oren Williams will reopen the Audio at Colfax, Wis. on Feb. 26. . . . W. L. Diemert closed the Roxy at Steele, N.D.

CinemaScope equipment was installed in the Sherburn at Sherburn, Minn. . . . John Norgang, operator of the New Lake at Rib Lake, Wis., is vacationing in Mexico. . . . Charles Weiner, sales rep. for Buena Vista, attended the company's first regional sales conference in Chicago. . . . 20th-Fox had a screening of "The Racers" and a cocktail party for head buyers of the various circuits. . . . Ivan Fuldauer, M-G-M midwest press rep., was in showing the ropes to Norm Levinson, new regional press man. . . . Don Swartz, operator of Independent Film Dist., is sporting a nice tan after a Florida vacation. . . . C. J. (Fay) Dressell, RKO branch mgr., was in St. Mary's Hospital for check-up.

NEW HAVEN

An early April opening is planned by Jack Leito for the 503-car ozoner under construction at Glastonbury, Conn. Meanwhile, opponents of the drive-in have appealed to the Common Pleas Court a decision of the Zoning Board of Appeals which held that the building inspector had erred in refusing to grant a building permit for the project. . . . An April 10 opening is scheduled for the 850-car ozoner being built at Southington, Conn. by Ames Construction Co. of Hartford, who leased the house to Perakos Circuit. . . . Sal Adorno, Jr. also plans to open his new 800-car Middletown Drive-In early in April.

Capacity of the East Hartford Drive-In, South Windsor, is being increased from 700 to 1,000. . . . The independent Crown Theatre, Hartford, now being extensively remodeled, is reducing its seating capacity from 840 to 760. Air conditioning, CinemaScope



Charles Smadja (left) is interviewed by the trade press at New York conference announcing his election as United Artists v.p. in charge of European production. Participating in the meeting are Arnold M. Picker (center), v.p. in charge of foreign distribution, and v.p. Max E. Youngstein. In his new post, Smadja will supervise production in France, Italy, Germany and Spain and will continue to handle European distribution of UA releases.

NEW HAVEN (cont'd.)

and stereophonic sound are also being installed. . . . Thomas D. Grace of Eastwood Theatre Corp. was elected a director of the East Hartford Chamber of Commerce. . . . Liggett & Florin, N.Y. buying and booking office, is now servicing the five-unit Hartford Theatres Circuit.

Drive-In theatre applications filed by Albert M. Pickus, owner of the Stratford Theatre, and James Sniffen, Stratford businessman, have been turned down by the Planning and Zoning Board because of a 1950 ordinance which prohibits construction of a theatre without four walls and a roof. . . . Initial drive-in venture by theatre owner George LeWitt of New Britain is reported under way in Berlin. . . . James Darby, mgr. of the Paramount, New Haven, won a cash award in New Eng. Theas. "Profit and Prestige" managerial drive.

NEW YORK

Chesapeake Industries, as parent company for Eagle Lion, won its appeal from a judgment dismissing its $15,000,000 (triple damages) anti-trust suit against Loew's Inc., RO Theas. and RKO Film Booking Corp. The U.S. Court of Appeals reversed the ruling of federal dist. court and remanded the anti-trust suit for trial. . . . "Three For the Show," Columbia's Technicolor CinemaScope musical, will premiere at the Roxy Theatre on Feb. 24. . . . Motion Picture Bookers Club changed the date of its annual theatre party to April 21. The new hit show, "The Desperate Hours," was selected.

Max E. Youngstein, v.p. of United Artists has been nominated as pres. of Cinema Lodge of B'nai B'rith. Elections will be held at a meeting scheduled for the Sheraton Astor on March 24. . . . Office of Theatre Equipment & Supply Mfrs. Assn. (TESMA) was opened in the Times Tower Bldg., Rm. 1210. . . . The 2,000-seat Bronx Opera House, a landmark in the Bronx, has been acquired by Morris Goldman & Associates from the Schnaufer family. . . . Italian Films Export and IFE Releasing Corp. moved into new quarters in the Paramount Bldg. Various departments, formerly divided between the 18th and 15th floors at the same address, now occupy the entire 14th floor. . . . Loew's Theas. tenth payment to the Will Rogers Memorial Hospital of $4,711.43, brings that circuit's total contributions since the lobby plan has been in effect to $33,402.13.

OMAHA

Bernard J. Dudgeon, mgr. of Omaha's West Dodge Drive-In on U.S. Hyway 30, is donating his large roadside marquee for safe driving education until late in March. . . . Meyer L. Stern of Lippert Picts., 1508 Davenport St., will handle distribution of "Martin Luther" in the Des Moines-Omaha territory. . . . Gov. Victor Anderson and all of Nebraska's 43 state senators signed a proclamation designating Feb. as "Go to the Movies Month," which was prepared by film men Herman Gould and Bob Stone, and also inked by outgoing Gov. Robert Crosby. Gov. Ed Johnson of neighboring Colorado refused to sign a similar proclamation.

J. Robert Hoff of the Ballantyne Co. was installed for a second term as chief barker of Omaha Variety Tent 16. A highlight of the evening was presentation by International chief Marc Wolf of a painting of himself by Mrs. Walter Green, whose late husband was one of the founders of the Omaha tent. . . . Station WOW-TV started telecasting of 22 of the so-called "Million Dollar Movies" in the Omaha trade area. The class A feature films, which cost some $47,000,000 to produce, will continue Sunday nights thru July 3, starting with "Magic Town" and "Miracle of the Bells."



Biggest premiere of a motion picture ever held in Baltimore, Md. was that accorded Warner's "Battle Cry" at the Stanley Warner Theatre for benefit of the American Heart Assn. Shown here (l. to r.): Tab Hunter; Mona Freeman; ex-Marine Donald Heilman, recipient of Baltimore Heroes award; author Leon Uris and Raoul Walsh.

PHILADELPHIA

Variety Tent 13 will honor Judge Leo Weinrott new appointee to Common Pleas Court 5, at luncheon on Feb. 28 at the Bellevue-Stratford. . . . Passed away; Alexander E. Lessy, 78, former owner of theatres in Phila. and N.J.; Philip Blaustein, 60, former theatre operator in Trenton, N.J.; Daniel Negley, 60, mgr. of the Majestic, Bridgeton, N.J.

David Supowitz, architect and member of the local Variety Club, will design an additional 12 stores for the City Line Shopping Center. . . . Mel Fox plans to add a drive-in, night swimming and name dance bands to the recreation area in Olympia Lakes, N.J. . . . Office mgr. Harry Brillman reports that Screen Guild is handling distribution of "Gangbusters" as well as "The Immortal City," a religious subject suitable for Lent playdates. . . . Ed Gabriel's Capital Film Exchange is handling "King of Kings" for the 28th consecutive year. . . . Stanley-Warner reopened the New Palace. A fall wedding is planned by Carl M. Beresin, Leo Beresin's son, and fiancee Connie Goldman of Melrose Park.

Harold Eskin will not operate the Bromley after April. Theatre is scheduled for conversion to a dance hall. . . . Offices of Allied ITO of E. Pa. and Allied M.P.T. are now in the Abbott Bldg., 201 N. Broad. . . . Elmer Hollander is back in this territory as a special representative for Distributors Corp. of Am. . . . Fox in Bordentown reopened under new name of Sharon Theatre. . . . Nicholas Capone and Michael Fonde are now operating the Center Theatre in Trenton.

Mr. & Mrs. Ben Shaver are now doing their own booking and buying for the Shaver Theatre, Shavertown, Pa. . . . C. D. Weiser reopened the Palace in McClure. . . . Roy Sullender's National Service is booking and buying for the York in Williamsport. . . . Joseph Lombardi & Sons took over the Cameo in Phila. . . . Scabo Bros. plan to build a 1,000-car drive-in near Scranton and another 1,000-car project near Wilkes-Barre. . . . Jay Wren is new film buyer for the Viking Theatre.

Mel Koff's Glenside Amuse. Corp. was purchaser of the Keswick Theatre, Glenside. The house is being refurbished. . . . John Kelly is new mgr. of the Sterling Theatre in Wilkes-Barre, replacing Marcus Levan. . . . The case of Jerome Myers, former mgr. of the Adelphia, in which he protested an additional assessment of $42.78 in amusement taxes, has been taken under advisement by the Tax Review Board.

PITTSBURGH

Allied Theatre Owners of Western Penn. will hold its 33rd annual convention and showmanship forum at the Roosevelt Hotel, March 21-22, which will this year include an equipment mart and exhibit displaying the newest innovations in theatre equipment. Harry Hendel is gen. chairman of the event. Allied's registry contains 175 independent theatres in western Penn.

More than a score of leading Pittsburghers together with movie top brass attended the Variety Club's tribute to Harold Cohen, named outstanding movie critic of the year. . . . "Mr. Hulot's Holiday" broke the Squirrel Hill's all-time single-day box-office record with take of $1,400. . . . Merger of the Bert Stearn and Lou Hanna enterprises on Film Row is now complete and will operate as Stearn-Hanna Cooperative Theatre Service. Stearns and Hanna continue as top execs. and William H. Brooks as gen. mgr., with Joe Hanna as his asst. They have a registry now of 165 theatres.

PORTLAND

The Rainier Theatre, Rainier, Ore., has been purchased by Mr. and Mrs. C. R. Hess of Portland from A. D. Dahlgren. New owners plan installation of new projection equipment and a wide screen. . . . "Prince of Players," which opened for a week's run at Evergreen's New Fox Theatre, was cancelled out the third day because of poor attendance. . . . F. H. Fleur, mgr. for Adamson theatre chain, Albany, Ore., reports that receipts at his three houses in 1954 were way ahead of 1953. . . . Russell Brown, Evergreen's gen. mgr., is pinch-hitting as editor of "Showman," National Theatres' house organ, subbing for Dean Haskell who is hospitalized with a broken hip.

ST. LOUIS

Bloomer Amuse. announced plans to build two new ozoners, costing about $400,000 each, one near Cahokia Downs Race Track and one near Scott Air Force Base, to be completed by June. . . . Officers of Mo. Ill. TOA approved arrangements to hold the third annual joint meeting with Kans. Mo. Theas. Assn. at Arrowhead Lodge on Lake of the Ozarks May 10-12. . . . Exhibitors Film Plan-

ST. LOUIS (cont'd.)

ning Group, sponsored by TOA to help solve the film shortage problem, will hold its first meeting in St. L. to enroll local support for the new company. . . . Lou Ansell warned MITO of bills in the Mo. Legislature and Bd. of Aldermen in St. L., requiring employment of licensed engineers to run and service air-conditioning systems.

Andy Dietz obtained national rights to motion picture and theatrical distribution of carry-out trays that are automatic. Dietz Ents. added three new theatres to its list of clients: Airport Drive-In, Paducah, Ky.; Charleston D-I, Charleston, Mo., and House of Stars D-I under construction near Chaffee, Mo. Jack Kane, head of Concordia Picts., which is handling "Martin Luther," has taken office space with Dietz. . . . C. J. Callahan of Chicago is reported to be planning early construction of two 500-car ozoners, near Farmington and Louisiana, Mo. . . . Mike Nash, veteran exhibitor here, is a patient in St. Luke's Hospital for a glandular condition. . . . A Mo. charter was granted to Highway 39 Theatre Corp., St. L., headed by H. H. Stern, M. E. Meyer, Jr. and B. L. Liberman.

All ready to become law in St. L. is a new ordinance permitting one-man operation of local motion picture theatres and reversing a 25-year-old law requiring two operators on duty for each shift when more than one projector is used. . . . Howard Spiess, new booker-buyer for Midwest, will service the circuit's houses here, in Kansas City and Indianapolis. . . . C. K. Paisley's 350-seat Mark Twain at Perry, Mo., which reopened recently, is currently operating weekends only. . . . Closing of the old 428-seat Lyric Theatre was averted when local businessmen paved the way for continuance. Earl Dawson was elected pres. of the company; Byron Hill, v.p.; Frank Greer, secy., and Dr. O. Ott, treas. Greer is also mgr. . . . Bill Heckenkamp, Paramount booker, became the father of a third boy, named Geoffrey Scott.

The J. B. Stewarts closed their 350-seat State at McClure, Ill. for an indefinite period, as did Jesse Bizzel, Jr. his 400-seat City at Mound City, Ill. . . . The Southway, closed by the Wehrenberg Circuit because of poor business, may be reopened soon by new lessees. . . Louis deRochemont, producer of "Cinerama Holiday," will be guest speaker at a Feb. 21 luncheon here celebrating the 40th year of the Junior Chamber of Commerce movement in St. L. . . . Joe and Esther Ansell, local exhibitors, were honored at a Variety Club dance on their Golden Wedding anniversary.



Richard Egan (center), co-star of Howard Hughes' "Underwater!", during a five-day tour of six cities on behalf of the Superscope-Technicolor production, meets with George Beatty (left), exec. asst. to William Goldman and head film buyer of Goldman Theatres, Philadelphia, and RKO branch mgr. Charles Zagrans. Film also stars Jane Russel, Gilbert Roland and Lori Nelson.



Universal office managers and head bookers from nine of the company's eastern branches gather in New York for a two-day series of meetings to study more effective ways of servicing customers on prints and availability. L. to R: (seated) Al Marchetti, Albany; John Daly, Gabriel Malafronte, Tom Murray, C. J. Feldman, Ray Moon, Irving Weiner and Harold Pingree, N. Y. home office; (standing) Bill Probst, Pittsburgh; Jimmy Davidson and Donald Schwartz, N. Y. Exchange; Ernie Ziegler, h.o.; Stanley Sudman, Boston; Frank Musto, Cleveland, Ray Forman and Bob Miller, Washington; Jimmy Ley, Pittsburgh; Leo Simon, N. Y. Exchange; Eva Cooperstock, New Haven; Carl Miller, h.o.; Joe Azzarano and Fred Fortunato, Philadelphia; Jerry Yogerst, Buffalo.

Missouri-Ill. Theatre Owners Assn. officers and directors approved new quarters on the east side of Leonard Ave., large enough to accommodate monthly meetings and with facilities for serving food. . . . Komm's 900-seat New Shenandoah Theatre, recently refurbished, was renamed the Apache. . . . Carson Rodgers, pres. of Rodgers Theas. of Cairo, Ill., recovering from surgery. . . . Martin Davis, former mgr. of the Hi-Way and Rio theatres here, joined Komm-Jablonow and is assembling a staff for the new Holiday Drive-In, which he will manage. Fred Roemer is new mgr. of the Hi-Way after a short stint in the dry cleaning business. . . . Ben Beckett became mgr. of the Park in Valley Park near St. L., following purchase of the house by Joe Beckett from the Mounsa Estate.

SALT LAKE CITY

A $42,500 improvement program currently in progress at Fox Intermountain's Orpheum and Chief theatres in Pocatello, Idaho, will include large new electric signs, new carpeting, improved CinemaScope screens, repainting, and overhauling of seats, according to city mgr. Ralph Roe. . . . F-I dist. mgr. Jack McGee announced the appointment of Shelby Doty as mgr. of the Montana Theatre, Butte, Mont., and transfer of Russell Page from the Wyo Theatre in Cheyenne, Wyo. to management of the Babcock at Billings, Mont. . . . Bob Loftis was upped from shipper to booker at the Columbia exchange. . . . Mgr. Marvin George reaped capacity business at the Capitol with the stage presentation of "The Ballet Theatre" for two performances.

Film Service Corp., in charge of Sid Cohn, will handle buying and booking for the Riverdale Drive-In at Ogden, Utah, and the Motor Vu Drive-In at Blackfoot, Idaho. . . . Columbia dist. mgr. Wayne Bell is expected here for a visit with newly appointed branch mgr. S. S. McFadden. . . . Queen Theatre, Bountiful, Utah, was taken over by Irving Gillman. CinemaScope has been added and a renovation program is under way. . . . The circuit of Jack Swanson and brothers, who recently added the State Theatre to their operations, are now known as "The Swanson Showcases." . . . The new Marysvale Drive-In at Marysvale, Utah, set to open early this spring, will be operated by Mrs. Forrest King.

SAN FRANCISCO

Lew Williams, former mgr. at Fox Cinema Theatre, now at the Orpheum, with Ray Glasgow replacing him at the Cinema. . . . Brockway Theatre at Lake Tahoe is reopening. . . . Jack Lane, Delta Theatre, Brentwood, busy with a remodeling job. . . . Star Theatre, Gonzales, will be reopened by Mr. & Mrs. F. Martinez. . . . Port Chicago Theatre, Martinez, closed—reason unknown. . . . Porterville Drive-In being reopened by owners C. N. Spivy and Vern Schwin after installing CinemaScope.

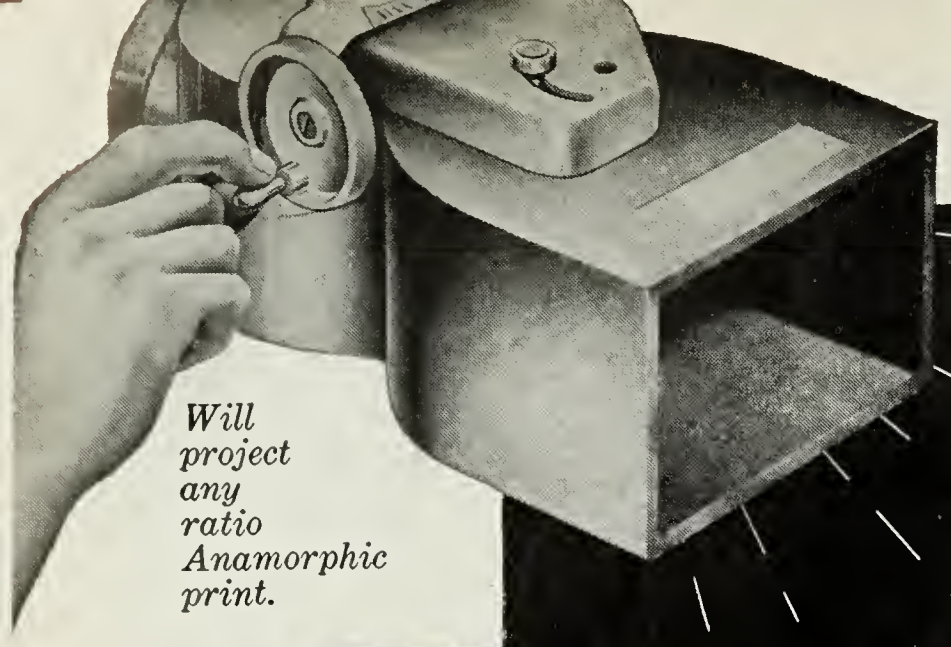
Earl Long, Paramount dist. mgr., named chairman of exhibitors luncheon for national campaign for Korean Relief. . . . Decoto Theatre, operated by Joe Gonzales, now being run by owner T. Hernandez. . . . King Trimble, Paramount salesman, fully recovered from bad knee infection, is now minus his cane. . . . Lippert ozoners scheduled for early opening. . . . Nick Laurice, operator for many years with Warner, passed away after a lengthy illness. . . . New CinemaScope screens installed in Calaveras Theatre, San Andreas, operated by Robert Paton, and at Bob Borovoy's Cortland in S.F.

Collector of Customs Chester MacPhee dashed hopes of Maury Schwartz, operator of the Bridge Theatre, that sophisticated S.F. would be more lenient toward his imported French film, "Dominica," when he decided that two of its scenes were sufficient grounds to sustain a "no show" recommendation unless deleted. . . . Local movie houses pleading with NBC to shift comic George Gobel from the 10 P.M. Sat. spots, which keeps too many people in when they should be out — at the movies, of course. . . . Bettie Gamble, head booker at U-I with a 25-year service record, returned to work after long illness.

Edward Mix, M-G-M salesman, passed away. His wife, Henrietta, is a booker with Affiliated Theatre Service. . . . Sympathy to Hugo Fratto, 20th-Fox office mgr., on the sudden passing of his young wife, Mary, who leaves two baby girls, and also to Charley Holtz, Sequoia and Colonial theatres, Sacramento, who lost his wife recently.

WASHINGTON

Times Film Corp. instituted suit in the Baltimore City Court against Maryland State Board of Motion Picture Censors, appealing the latter's rejection of "The Game of Love" in its entirety as "obscene" and demanding that the Board authorize exhibition of the film in its entirety in that state. Jean Goldwurm is pres. of the distributing company.



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THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

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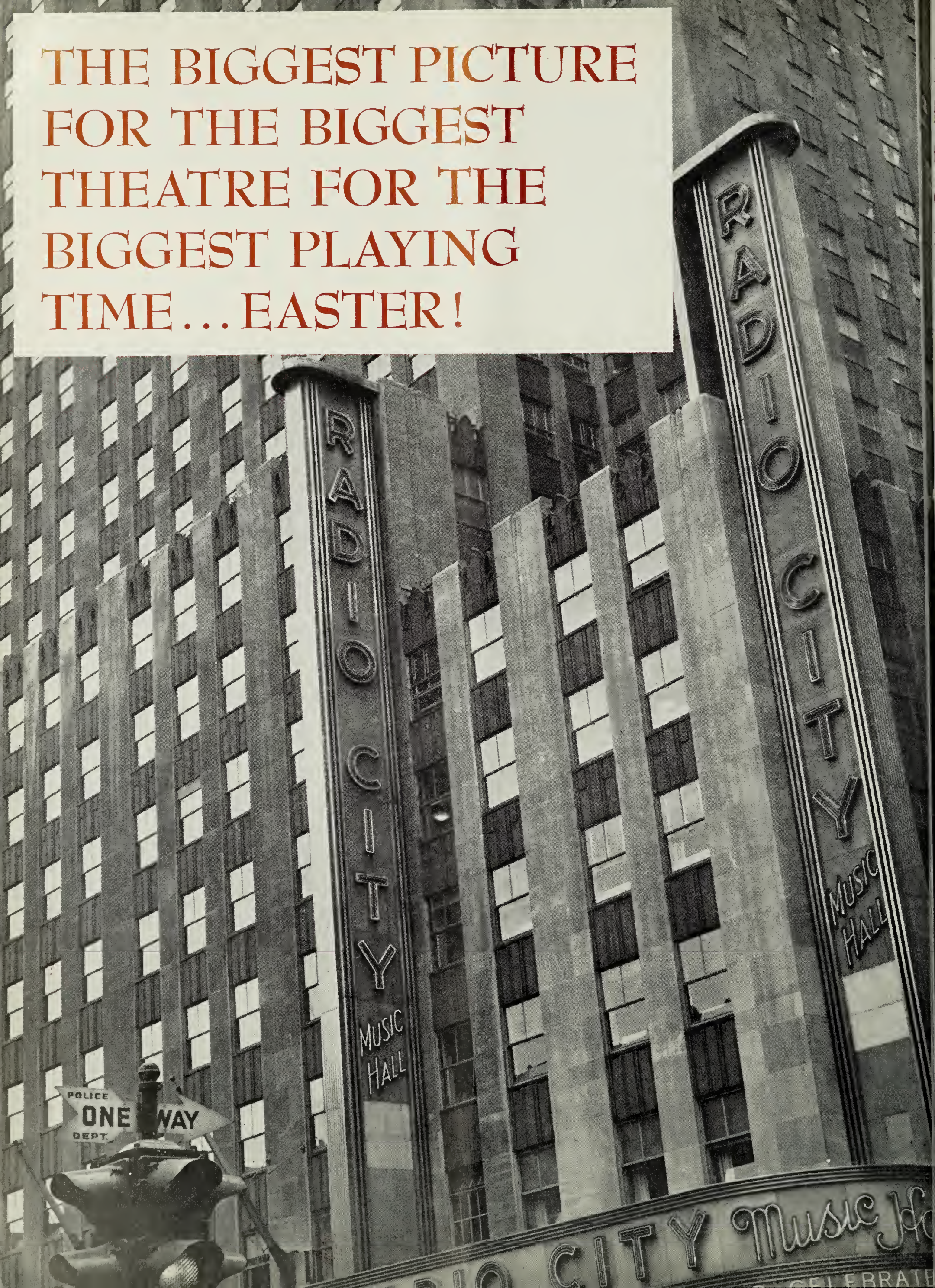
NUMBER ONE PROBLEM

EXHIBITORS, distributors and producers all have their particular problems but COMPO is currently embarked on a program to emphasize the curent number one problem of the industry — ways and means of recapturing the lost audience or gaining new patronage.

Product has improved considerably in recent years. First-run and even subsequent grosses have reached new all-time highs on top pictures. The public is talking about movies once again. The conversation is predominantly upbeat and the industry is no longer the butt of ill-timed and misleading statements by the prophets of doom. The earnings of the film companies are being maintained at high levels.

(See Page 5)

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Warners Promises 12 Productions For Release In Year's First Half

In addition to Warner Bros.' first three pictures of 1955, "Young at Heart," "A Star is Born" and "The Silver Chalice," the company has scheduled another nine pictures for release during the first half of the year. Four of these nine are in CinemaScope and WarnerColor.

Currently in release is "Battle Cry," in CinemaScope-WarnerColor. With a large cast of important roles, leads are played by Van Heflin, Aldo Ray, Nancy Olson, Tab Hunter and Anne Francis. Based on a best-selling novel, the film was directed by Raoul Walsh.

Also playing is "Unchained," based on the book and life of Warden Scudder of famed Chino Prison in California. "Unchained" was written, produced and directed by Hall Bartlett with a cast including Elroy Hirsch, Barbara Hale and Chester Morris.

The film version of John Steinbeck's "East of Eden," in CinemaScope-WarnerColor, will follow next. "Eden" was directed by Elia Kazan with Julie Harris, James Dean and Raymond Massey starred and Burl Ives featured in the cast.

"New York Confidential," produced by Clarence Greene and directed by Russell Rouse will follow later. This drama of a gangland killing stars Broderick Crawford, Richard Conte, J. Carrol Naish, Onslow Stevens and Anne Bancroft. "Confidential" will in turn be followed by "The River Changes," starring Rossana Rory and Harold Marisch and produced and directed by Owen Crump.

The Mervyn LeRoy production of "Strange Lady in Town," in CinemaScope-WarnerColor, stars Greer Garson, Dana Andrews, Cameron Mitchell and Lois Smith. Miss Garson plays a medical doctor in Sante Fe, New Mexico, in this costume turn-of-the-century drama.

"Lady" will be followed by "Jump Into Hell," sub-titled "the gallant stand at Dienbienphu." This David Weisbart production features an all-male cast, headed by Jacques Sernas, Kurt Kasznar, Arnold Moss and Peter Van Eyck. Directed by David Butler, the picture tells of the fall of Dienbienphu in the Indo-China war.

Warners' big Egyptian spectacle, "Land of the Pharaohs" will be released towards the end of the first six months of the year. A CinemaScope-WarnerColor production, the film stars Jack Hawkins, Dewey Martin, Luisella Boni and Joan Collins. "Pharaohs" was produced and directed by Howard Hawks.

Rounding out the list is "Target Zero," sub-titled "the story of the glory of the fighting GI." A David Weisbart production, "Target" topcasts Richard Conte and Peggie Castle. The Sam Rolfe screen play was directed by Harmon Jones. This production was filmed entirely on location at Fort Carson, Colorado, one of the army's largest training centers.

In the realm of studio activity, the company currently has four properties in production. Two are in CinemaScope and one is in wide screen; two are in WarnerColor and one in Technicolor.

"The McConnell Story," in CinemaScope and WarnerColor, co-stars Alan Ladd and June Allyson. This romantic biography about a Korean jet ace is being produced by Henry Blanke with Gordon Douglas directing.

"Blood Alley," also in CinemaScope and WarnerColor, co-stars John Wayne and Lauren Bacall. Picture is being filmed by Batjac Productions, in which Robert Fellows and Wayne are partnered. William A. Wellman is directing.

"I Died a Thousand Times," starring Perry Lopez and Walter Abel, is being produced by David Weisbart and directed by Walter Doniger.

"The Animal World," an unusual documentary entertainment from producer-writer Irwin Allen, is being filmed in Technicolor for wide screen projection.

"The Jagged Edge," a melodrama, is on the shooting stages with a cast headed by Jack Palance, Shelley Winters, Lori Nelson, and Lee Marvin. Stuart Heisler directs and W. C. Goldbeck produces.

Also currently before the cameras is "Illegal," a courtroom drama. Starred are Edward G. Robinson, Nina Foch and Hugh Marlowe. Lewis Allen is directing and Frank P. Rosenberg producing.



"Land of the Pharaohs" CinemaScope-WarnerColor, stars Jack Hawkins



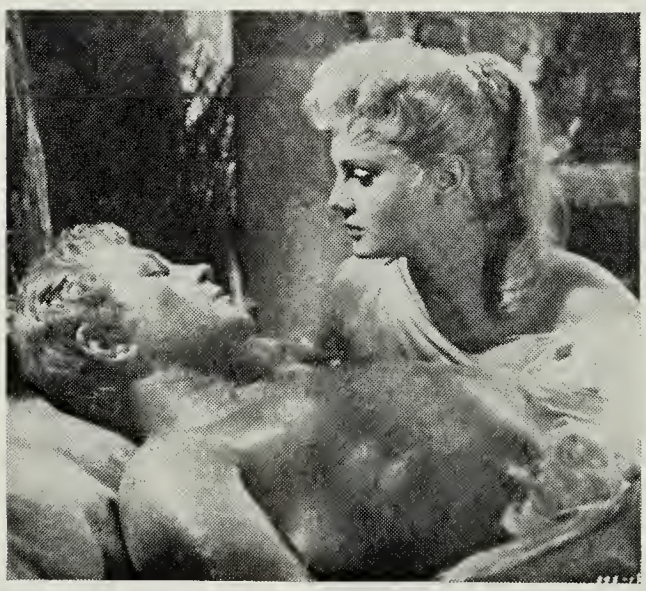
"Battle Cry," CinemaScope-WarnerColor, headlines a top name cast



"East of Eden," CinemaScope-WarnerColor, features Julie Harris and James Dean



"Strange Lady in Town," CinemaScope-WarnerColor, co-stars Greer Garson and Dana Andrews



"Helen of Troy," in CinemaScope and color, has Rosanna Podesta as one of its stars



Elroy Hirsch in "Unchained," which was produced, directed and written by Hall Bartlett

Vol. 35 No. 4

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Number One Problem

(*continued from cover*)

Many leading national magazines are carrying upbeat articles which herald the latest technological innovations and the return of good times to the motion picture industry. Each of these factors is positive in nature and undoubtedly contributes to additional movie attendance.

However, while the dollar volume has improved, largely because of higher admissions and elimination of the federal excise tax, it is disturbing to note that attendance figures are not keeping pace with other favorable industry statistics.

COMPO sources reveal that the average weekly motion picture attendance in 1946 was 82,400,000 persons. In 1947, the figure decreased to 75,000,000. By 1948, it was down to 66,300,000; 1949—63,700,000; 1950—60,500,000; 1951—55,800,000; 1952—51,400,000; and 1953—45,900,000. From 1946 to the low point of 1953 there was a 44 percent drop in the average weekly motion picture attendance.

This is equivalent to an estimated 50 percent cut in movie-going if we realize that the population has been steadily increasing from the 1940 U.S. census figure of 131,000,000 persons to last week's government estimate of 164,000,000. In the space of seven to eight years, patronage has been cut in half! This is indeed a most sobering observation and one that deserves the concerted attention of the best industry minds.

That COMPO is keenly aware of the seriousness of the situation was amply demonstrated when its executive committee authorized the appointment of an audience development committee to tackle this problem; to analyze the causes of the attendance decline and the remedies to be used to correct the situation. This is a kingsize job requiring careful planning, intensive research, analysis, and the formation and execution of programs for increasing the audience.

No single gimmick will solve this problem. Undoubtedly, there are many, many things that will help. The industry must maintain and further the healthy climate which presently exists with the public while participating in these new broad programs to stimulate attendance. In that way, the start made last year, when movie attendance figures jumped 3,300,000 patrons weekly, to begin an upward spiral with an average of 49,200,000 weekly customers, may be continued.

It is gratifying to note that COMPO intends to do something about this and that its audience development committee will meet next week to begin its herculean task. This effort is deserving of maximum industry support. The audience potential is there, waiting to be tapped, and the industry has the means with which to accomplish the result through COMPO.

Pace-Setters

Another significant development, indicative of the pace-setting trend at United Artists by the aggressive management team of Robert Benjamin, Arthur Krim and their associates, is the purchase by the company of the stock interest held by Charles Chaplin.

Since the Benjamin-Krim group assumed control in February, 1951, annual gross income of the company has soared from $19,900,000 to $43,100,000 with the company coming out of the red during the first year of operation.

A week does not pass by without the negotiation of an important production deal. In recent months, Rita Hayworth, Kirk Douglas, Henry Fonda, Pine-Thomas, Norman Krasna, Sam Goldwyn, Jr., Robert L. Jacks and Anatole Litvak have signed. Add this to the present roster including Stanley Kramer, Joseph Mankiewicz, Hecht-Lancaster, Robert Rossen, Edward Small, Paul Gregory et al.

Exhibitors are very happy with the growth of U.A. At a time when theatres are feeling the product pinch, this company is serving both quantity and quality.

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Weltner Heads Para World Sales; Schwalberg To Handle Indies?



George Weltner (right), newly-appointed head of a single world-wide Paramount Pictures sales and distribution organization covering both the domestic and foreign fields, receives the congratulations of Barney Balaban, president of Paramount Pictures.

George Weltner has been appointed as head of a single world-wide Paramount Pictures sales and distribution organization covering both the domestic and foreign fields, Paramount president Barney Balaban announced this week. Weltner, who has been associated with Paramount for the past 32 years, has been since 1945 president of Paramount International Films, the company's foreign subsidiary, and will continue in the latter capacity.

Meanwhile, A. W. Schwalberg, who resigned as president of Paramount Film Distributing Corp., will reportedly become producers' representative for Lopert Films and Gregory-Goldman Enterprises. Schwalberg, who refused to comment on the reports, merely confirmed a Balaban announcement that "he will shortly announce his new affiliation, in which he will handle distribution of a select group of important motion pictures."

The Paramount distribution chief's resignation will not take effect until the VistaVision feature "Strategic Air Command" has had its world premiere at the Paramount Theatre in mid-April. The theatre is currently undergoing conversion to permit the exhibition of pictures in the new horizontal process.

In making the announcement of Schwalberg's resignation Balaban said he did so "with a deep sense of regret, both personally and from the standpoint of the company." Balaban expressed thanks to Schwalberg for his contribution to the gains made by Paramount, and added: I feel a great loss in (his) leaving, but as a friend on both the personal and business levels, I should not stand in the way of his decision. I understand that in his new association Mr. Schwalberg will have greater scope for his unique personal qualities."

Welcoming Weltner to his new position, Balaban asserted: "In this era of speed-up of communications and the world-wide similarity of motion picture appeal, our industry has truly become a 'one-world' organization. . . . It is a particular source of gratification that we have found in our own Paramount organization as well-qualified an executive as Mr. Weltner to head our world-wide sales and distribution organizations."

TOA Meet In Coliseum?

New York City's new Coliseum, now under construction at Columbus Circle, may house the TOA 1956 convention, according to a current TOA bulletin to members. The Coliseum is scheduled to be completed in March 1956, and will be the world's largest exposition and convention hall. It is presumed that efforts also would be made to hold the annual TESMA-TEDA trade show in conjunction with the convention. TOA's 1955 convention has been set for Los Angeles, Oct. 23-27.

Close Small Houses, Kill Industry: Adams

COLUMBUS, OHIO.—Destroy the grass-roots theatres and you destroy the industry, warned Horace Adams of Cleveland, president of the Independent Theatre Owners of Ohio. at the state convention here. Adams said that product shortage and high film rentals are threatening the existence of many small town houses. "That is one reason why Allied felt it absolutely necessary to go to the Government for relief," he said. He said also that toll TV could destroy the theatre business and called on all theatremen to contribute to the Allied anti-toll TV fund.

National Allied president, Rube Shor, said that while he does not favor Government intevention the exhibitors cannot stay in business without something happening at once." Shor said there are three distributors who have "taken a realistic view of the exhibitor's plight." He added that "Allied realizes exhibitors can't be healthy with sick distribution."

Glenn Norris, 20th-Fox Eastern division manager, told the convention that "a common desire to solve our common problems could overcome all discord within the industry." Answering an inquiry from the floor regarding Fox's previous offer to sell CinemaScope pictures flat to theatres under 1,000 seats, he said, "we prefer a self adjusting percentage deal to a flat deal, but we will license a picture any way an exhibitor prefers provided it can earn a fair percentage." Adams responded by demanding a uniform established policy and asked for more pictures "so we can have a choice of product." Adams was re-elected president by the delegates, and was appointed as regional vice-president by Shor. Other officers elected were: vice-presidents F. W. Huss Jr., Cincinnati, and Peter Wellman, Girard; treasurer, Charles Sugarman, Columbus and secretary, Robert Wile.

COMPO Tackles Program To Increase Patronage

Concerned about declining theatre patronage, despite gains in dollar admissions, the three COMPO co-chairmen, Sam Pinanski, Al Lichtman and Wilbur Snaper, have called a meeting at the Sheraton Astor Hotel for Thursday, March 10, to consider plans for audience development.

Attending the meeting will be members of a recently-appointed COMPO audience development committee, the COMPO audience poll committee, and others who have expressed interest in plans for audience development. The meeting will be followed by a meeting of the co-chairmen to consider and act upon conclusions reached by the group.

COMPO Reports Gain In Theatres

The number of active U. S. motion picture theatres totaled 19,101 at the end of 1954, a gain of 1,637 from the low point reached last March just prior to the granting of Federal tax relief, according to a revised theatre tabulation made public by COMPO.

At the end of 1954, there were 15,039 active four-wall theatres and 4,062 drive-ins.

TABULATION

End of Year	*4-Wall Theatres*	*Drive-In Theatres*	*Total Theatres*
1946	18,719	300	19,019
1947	18,059	548	18,607
1948	17,575	820	18,395
1949	17,367	1,203	18,570
1950	16,904	2,202	19,106
1951	16,150	2,830	18,980
1952	15,347	3,276	18,623
1953	14,174	3,791	17,965
1954	15,039	4,062	19,101

Between the end of 1953 and 1954, there had been a net increase of 1,136 theatres of which 271 were drive-ins and 865 were four-wall theatres. At the March 1954 low point, there were 13,553 four-wall theatres and 3,911 drive-ins.

On March 1, 1954 when Congress was still considering the admission tax, there were 6,280 closed theatres. At the end of 1954, the number of closed theatres had dropped to 5,651, a shift of 665 theatres. Eleven states, including New York, had more closed theatres at the end of 1954 than at the end of 1953, but the net changes in all such cases were small.

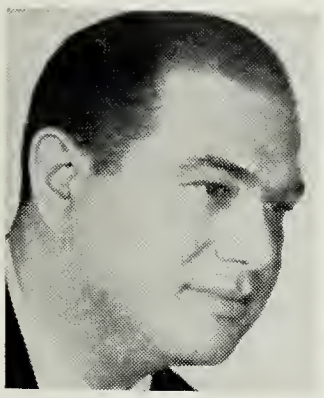
The theatre census, prepared for COMPO by Sindlinger & Co., research analysts, includes as an "active" operation any theatre which closes only seasonally, such as a four-wall theatre at a summer resort or certain drive-ins closed two to five months.

Film News Rated Tops

A survey which shows that movie news tops television-radio, sports and food news in reader interest is featured in the latest (38th) COMPO ad appearing in "Editor and Publisher." The findings were announced by the Daniel Starch research outfit, after studies of "a great metropolitan newspaper." Starch found that while interest in sports and food attracted slightly more men and women, respectively, the overall interest in movies was the highest of all four classifications studied.

UA Group Buys Chaplin Shares

Acquisition by by United Artists from Charles Chaplin of his 25 percent interest in the corporation was announced this week by Robert S. Benjamin, UA board chairman. The UA stock purchase places the Arthur B. Krim-Benjamin management group in control of 66 2-3 percent of corporation holdings. The remaining 33 1-3 is controlled by Miss Mary Pickford.



BENJAMIN

According to Benjamin, management now controls 12,000 shares and Miss Pickford, 4,000. Prior to the latest acquisition, the Krim-Benjamin group owned 8,000 shares, with a 10-year voting control over holdings owned equally by Chaplin and Miss Pickford.

During the past five years in which the Krim-Benjamin group assumed management control of UA, the corporation's gross income showed annual increases.

In 1951, $19,900,000 was recorded as gross income. In 1952, the figure was $29,300,000. In 1953, $38,600,000. In 1954, $43,100,000.

(*Continued on page* 21)

Heartening Grass Roots Response Noted For Anti-Toll TV Campaign

Support continues to mount for the campaign against toll TV from grass-roots and elsewhere, as contributions are pouring in from all over the country to the Joint Committee for Toll TV. The committee has appealed to exhibitors for amounts equal to their COMPO dues last year.

Emanuel Frisch, president of the Metropolitan Motion Pictures Theatre Association, acting as spokesman for the committee, said that the rate at which contributions are being received is "most heartening" and has given the committee reason to "look forward with optimism" to obtaining the full support of exhibitors. Frisch also confirmed reports that individual groups outside the film industry have already approached the committee, seeking to join in the fight.

The Joint Committee met to discuss a blueprint for action submitted by public relations counsel Harold Wolff, and scheduled a further meeting to be held at press-time.

Meanwhile, in Boston, at least two national figures in the motion picture industry will address the first mass meeting of exhibitors from all over New England, at a March 16th meeting to be held at 10:30 a.m. in the Empire Room of the Bradford Hotel. A general committee and state committee units have been organized and the immediate reaction is reported to be of intense interest.



New England exhibitors contributing to the Joint Toll TV Committee are (l to r): Ken Forkey, Worcester; Ray Feeley, New England Allied executive secretary; Ed Lider, Yamins Circuit general manager, and Ed Redstone, Redstone Drive-Ins.

TOA, following up their resolution adopted at the mid-winter executive board meeting in Washington last month to support the Joint Committee's activities and solicitation for funds, mentioned in their current bulletin several suggestions which were made from the floor. They are:

TOA to prepare a special bulletin immediately after the next meeting of the Joint Committee, urging the entire membership to subscribe at once; all members were to be alerted for propaganda speeches in home towns, with rebuttal material to be made available from TOA headquarters; preparation of kits for owners and managers as quickly as possible; a clinic to train speakers in every area, and development of an intelligent and hard-hitting group to work at the national legislative level.

Abe Stark, president of the New York City Council, has sponsored a resolution urging the FCC not to approve toll TV. His resolution, if approved by the entire council, will be sent in reply to the FCC request for written comments from all interested parties by May 9.

Stark's resolution was referred by the council to its rules committee, which is not scheduled to meet until Tuesday. Meanwhile, Dr. Millard C. Faught, economic consultant to Zenith Radio Corp., sponsor of Phonevision, and Arthur Levey, president of the Skiatron Electronics and Television Corp., developer of Subscriber-Vision, asked that proponents of toll TV also be heard before the City Council.

Stark labelled toll TV as an unwarranted attempt to deprive millions of families in the nation of free home television. He declared that pay-as-you-see video would defeat the spirit and intent of Section 303 (g) of the Communications Act of 1934, which directed the FCC to encourage greater and more effective use of broadcasting in the public interest.

It was claimed by Stark that efforts by a few syndicates to buy up the best TV programs for closed-circuit viewing could create many hardship among low-income groups especially, who will have "litle more than mediocre shows and third-rate movies available to them without charge." Stark contended that "better writing, acting, directing and producing, and not a toll on viewing,

(*Continued on page* 21)

World Survey Lists Theatre Seat For Every 42 Persons

WASHINGTON.—There is a theatre seat for every 42 persons on the globe, according to a Commerce Department report. In the first world-wide survey it has undertaken for the motion picture industry since 1951, the Department confirmed Hollywood's claim to dominance of world motion picture screens, but it pointed out that competition from foreign-produced films has increased since 1951 to the point where only 68 percent of feature films shown throughout the free world last year were U.S. pictures, a decrease of six percent from the 1951 estimate.

Motion picture theatres operating throughout the world as of Jan. 1 totalled 108,357, an increase of about nine percent since 1951, when there were 99,543 film houses, according to the survey. The report was prepared by Nathan D. Golden and Earl H. Young, of the Scientific, Motion Picture and Photographic Products Division, Business and Defense Services Administration, Department of Commerce.

Seating capacity of the 108,537 theatres showing 35 mm. films in some 120 countries and territories throughout the world is put at 56,745,451, compared to 54,107,671 on Jan. 1, 1951.

The theatre building boom in Canada continued throughout the past few years and some 330 theatres were added since 1951. Of these, about 160 were drive-in theatres. While the number of four-wall theatres in the U.S. declined considerably from that reported in 1951, there was a substantial increase in the number of drive-ins. In France, Germany, and Italy there has been a notable increase in the number of theatres and in total seating.

WORLD MOTION PICTURE THEATRE DATA

Region	1951 No. of Theatres	1951 Seating Capacity	1955 No. of Theatres	1955 Seating Capacity	United States Percentage of Screen Time	Percent Increase in Theatres	Percent Increase in Seating
Europe	53,659	25,389,424	63,057	28,585,953	55	17.5	12.5
South America	6,070	3,522,987	6,611	4,174,376	70	8.9	18.5
Mexico, Central Am.	2,338	1,722,305	2,829	1,864,509	68	21.0	8.2
Caribbean Area	761	492,168	779	519,969	83	2.4	5.6
Far East	7,369	4,549,663	9,735	5,540,835	53	32.1	21.7
Middle East	349	223,908	459	277,640	60	31.5	24.2
South Pacific	2,285	1,448,144	2,351	1,467,968	60	2.9	1.3
Africa	1,301	890,058	1,683	1,080,563	63	29.3	21.3
Atlantic Islands	152	69,503	181	79,373	70	19.0	14.4
Canada	1,795	930,161	1,963	1,020,000	75	17.7	20.8
Drive-In Theatres*	66	46,200	229	160,000	—	—	—
United States	19,797	12,384,150	14,301	9,000,000	90	—20.0	—20.0
Drive-In Theatres*	3,323	2,300,000	4,050	2,800,000	—	—	—
Puerto Rico	142	75,000	142	75,000	90	—	—
Alaska	28	14,000	28	14,000	90	—	—
Hawaii	108	50,000	139	85,265	90	28.7	70.5
TOTALS	99,543	54,107,671	108,537	56,745,451	68	9.0	4.8

* Seating capacity of Drive-In Theatres estimated on basis of 700 average per theatre.



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IN GORGEOUS
TRUCOLOR
BY CONSOLIDATED

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Screenplay by ALLEN RIVKIN • Directed

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Songs and Music by
Hoagy CARMICHAEL and Victor YOUNG
•
Hear The Lancers Sing "TIMBERJACK"

F THE YEAR'S GREAT BOXOFFICE PICTURES!

Independent Trade Reviews

"The Blackboard Jungle"

(M-G-M) 101 Min.

Cast: Glenn Ford, Anne Francis, Louis Calhern, Margaret Hayes, John Hoyt, Richard Kiley, Emile Meyer, Warner Anderson, Basil Ruysdael, Sidney Poitier, Vic Morrow, Dan Terranova, Rafael Campos, Paul Mazursky, Horace McMahon, Jameel Farah, Danny Dennis.

Credits: Produced by Pandro S. Berman; Directed from his own screen play by Richard Brooks; Based on the novel by Evan Hunter.

One of the most hard-hitting and outspoken motion pictures to come along in some time is "The Blackboard Jungle." The story, adapted from the timely novel of last season, is like the book in that it deals with juvenile delinquency as it affects the New York City public schools. The characters who make up the drama are teachers and students. The situations which arise spring from the conflicts between the adolescent pupils and their instructors at a vocational high school in the slums of the big city. The manner in which the story is approached is straightforward, realistic and openly frank. Beatings of a teacher by a gang of young ruffians, attempted rape of a comely female instructress by a pupil, wanton destruction of property are some of the more overtly brutal outbreaks of delinquency which this picture punches home.

Because of the no-holds-barred content and style of "Blackboard Jungle," much comment in the press and talk among audiences is bound to arise. Since "Jungle" places the weight of its dramatic emphasis on the more positive aspects of its subject, comment and talk should be favorable. Glenn Ford turns in a grand performance as the pivotal teacher of the story and is matched if not outclassed by the acting of Sidney Poitier, who plays a Negro student bordering on delinquency. Pinchy portrayals by other members of a highly competent cast help send this picture into the ranks of the "must sees" for 1955.



Glenn Ford clashes with Sidney Poitier in Metro's "The Blackboard Jungle"

Scenes of humor and brutality in the classroom form the high points of "Jungle." Director-writer Richard Brooks has fused his drama with the meat of human understanding for exceptionally compelling results. Here is high-tension personified as Ford endeavors throughout the story to achieve his goal: "getting across" practical knowledge to adolescents who live according to gang laws. A subplot, involving Ford and Anne Francis, who plays his wife, counterpoints the more violent aspects of the story with elements of romance.

"Jungle" says things about the salaries and working conditions of teachers which carry a topical weight for today. In addition, the picture makes some wry comments about the world in general, as it affects young people. "Jungle," however, is not a "message" picture in that it does no more than state some of the issues of the current and highly pertinent juvenile delinquency problem. As it should be, no answers are given in this tense and extremely moving drama of classroom life in a big city school.

"Untamed"

(20th-Fox) CinemaScope-DeLuxe 111 Min.

Cast: Tyrone Power, Susan Hayward, Richard Egan, John Justin, Agnes Moorehead, Rita Moreno, Hope Emerson, Brad Dexter, Henry O'Neill, Paul Thompson.

Credits: Produced by Bert E. Friedlob and William A. Bacher; Directed by Henry King; Screen play by Talbot Jennings, Frank Fenton and Michael Blankfort; Adaptation by Jennings and Bacher; From the novel by Helga Moray.

A sprawling romantic adventure, set in 19th Century South Africa, when the Boers were fighting to wrest a civilized Free State from the Zulu hinterlands, is recounted with visual splendor in "Untamed." This CinemaScope-De Luxe Color presentation, which packs a powerful star-name punch via Tyrone Power and Susan Hayward, should click resoundingly at box offices throughout the land. "Untamed" is pure escapist stuff. It contains strong exploitation potentials in its character clashes and plot doings. Here thousands of barbaric Zulu natives wage war on a wagonload of settlers in a South African valley; men fight for the hand of a woman in a battle of bullwhips; the woman, true only to herself, suffers a strange kind of love which is realized only after costly losses.



Tyrone Power courts Susan Hayward in 20th-Fox's "Untamed," CinemaScope-DeLuxe Color

"Untamed" was shot in portions on South African locations to achieve some semblance of authenticity. Major production trappings for interior set lend additional flavor. In plot, it largely resembles an epic western. The characters behave as one would expect and the situations in which they become involved are those which most audiences know by heart. Since 20th-Fox is pushing the film with a major sales promotional campaign, exhibitors jumping on the exploitation bandwagon can highly profit by giving "Untamed" prime running time.

Because the story encompasses a span of many years, Miss Hayward, the main character, supplies an occasional narration to string the episodes of the film together. Beginning in Ireland, where the blight ruins her father's crops, Miss Hayward marries John Justin, a neighbor, and the couple sail to South Africa in quest of fresh lands. Here Justin meets his death during a Zulu attack on their wagon train and Miss Hayward becomes the object of Richard Egan's affections. Egan, a Boer patriot, clashes with Power, leader of the Boers, over Miss Hayward and loses out. Egan's resentment breaks out in subsequent sequences to give the plot several luridly melodramatic incidents. Main situation, however, stems from the conflict between Power and Miss Hayward over their life together. She wants him to remain with her as a farmer; his desire is to lead the Boers to political successes. Eventually, a compromise is reached, due in large part to Power's realization of his responsibility to Miss Hayward, who has borne him a son.

"Hit The Deck"

(M-G-M) CinemaScope-Eastman Color 112 Min.

Cast: Jane Powell, Tony Martin, Debbie Reynolds, Walter Pidgeon, Vic Damone, Gene Raymond, Ann Miller, Russ Tamblyn, J. Carrol Naish, Kay Armen, Richard Anderson, Jane Darwell, Alan King, Henry Slate, the Jubalaires.

Credits: Produced by Joe Pasternak; Directed by Roy Rowland; Written by Sonya Levien and William Ludwig; Based on the musical play, "Hit the Deck," by Herbert Fields; Presented on the stage by Vincent Youmans; From "Shore Leave" by Hubert Osborne; Music by Youmans; Lyrics by Leo Robin, Clifford Grey and Irving Caesar; Musical numbers staged by Hermes Pan.

Many of the late Vincent Youmans' most well-remembered melodies, as rendered by the numerous principals of this musical, form the tuneful content of this CinemaScope-Eastman Color diversion. Such songs as "More Than You Know," "Hallelujah!" and "Sometimes I'm Happy" are still as fresh today as they must have been 20 years ago. Sandwiched between episodes of a standard plot about three sailors and their girls on leave and in dutch with the Shore Patrol, these Youmans gems glisten with appeal. Jane Powell, Tony Martin, Debbie Reynolds, Vic Damone, Ann Miller, Kay Armen and Russ Tamblyn do well by them. Songs and dances are frequent in "Hit the Deck," which sports a couple of nicely staged production numbers also. Comedy is brought to the fore with Miss Armen and J. Carrol Naish, playing an appealing Italian-American couple, registering as standouts.

Wrapped up in a tasteful Joe Pasternak production, "Hit the Deck" will certainly fare well in the general market. Audiences will leave the theatre humming and delighted with the high-kick dancing of Miss Miller, who stops the show with her interpretation of a red-hot production splash called "Lady from the Bayou." CinemaScope and directional sound aid in the presentation of the many musical numbers while the Eastman Color gives the film a most pleasing effect.

Life goes haywire for the three gobs of the plot when they impulsively beat up Gene Raymond, an aging civilian wolf, and wreck his apartment. The Shore Patrol gives chase, causing the gobs to scurry from one to another of their girls for succor. Via a series of coincidences the trouble is ironed out for all concerned and a grand musical finale takes place abroad the battleship to which the gobs return at the end of their shore leave. All told, "Hit the Deck" dishes up some favorite old tunes in likable manner for solid audience response.

(*Continued on page* 16)



Tony Martin and Vic Damone in M-G-M's "Hit the Deck," CinemaScope-Eastman Color

New Appointments . . .

ALFRED CROWN, formerly president of Moulin Productions, has been named vice-president of Allied Artists, and special studio representative. He will represent company with U.S. and foreign independents, and be liaison with Allied's overseas distribution offices. Crown will also advise Moulin on liquidation of projects he has been supervising.

JERRY WECHSLER, for the past year a special sales representative for J. Arthur Rank Organization film productions released by Universal-Int'l., has been named branch manager for U-I in Buffalo, replacing Dave Miller, who is retiring after 30 years with the company.

C. MORTON GOLDSTEIN, a Baltimore attorney, was appointed chairman of the Maryland State Board of Motion Picture Censors. He replaces Sidney R. Traub.

PAUL J. QUINN, formerly with Donovan, Leisure, Newton & Irvine, has been appointed attorney in charge of litigation for RKO Radio Pictures. The position was previously held by Peter F. Pugliese, who resigned to join Bell Telephone of Pa. as its attorney. Donovan office has served as special counsel to RKO for many years during which time Quinn worked on RKO cases.

WALTER S. PRUSIEWICZ and BURTON N. BASTEDO have been appointed assistant treasurers of Pathe Laboratories. Prusiewicz has been chief account of the lab since Jan. 1951, and Bastedo came to Pathe from Chesapeake Industries, where he was controller.

M. J. ("MIKE") YAHR has been appointed to the newly created post of manager, RCA Theatre and Sound Products. Formerly manager of RCA Sound Products, Yahr will coordinate all planning, promotion and sales activities for equipment and products which the RCA Engineering Products Division markets through distributors.

WILLIAM F. PECK became general manager of new motion picture products division of American Optical Company. He formerly headed the AO instruments division at Buffalo. AO's new division will be responsible for exploitation and commercial application of all products made for the film industry, and for all activities relating to commercial phases of Todd-AO.

HAROLD LEWIS was appointed studio manager of 20th-Fox's Western Avenue studios, now being converted and re-tooled for video production. Lewis was formerly manager of Pathe studios and head of RKO location department.

W. DOUGLAS MATTHEWS, formerly treasurer of Motiograph Inc., has been appointed to a newly created post of vice-president and general manager of the company. His duties will be taken over by JOHN J. BULLERS, accounting head of the firm, who will now function as secretary-treasurer.

FRANK ARENA was appointed manager of Loew's new "Twins" drive-in theatres in Oak Lawn, Ill., as they opened their season this week. FRANK MURPHY, Loew's Great Lakes division manager, will supervise the operation. Arena was formerly manager of Loew's Penn Theatre, Pittsburgh.

CLIFF LORBECK has been appointed manager of the Super Display Co. of Milwaukee, a division of the Confection Cabinet Corp. MARTY LYON, formerly with Manly Popcorn, has been named sales manager.

HENRY J. ZITTAU has joined Associated Artists Prod. as vice president and treasurer. Zittau has resigned as treasurer of Western Television Co. and Motion Pictures for Television.

VIRGINIA HIGGINS has been named casting director for Allied Artists. She has been associated with the studio's casting department for the past six years.

LEON SERIN has been appointed as city manager of Paramount's Philadelphia theatres, the Tower, Roosevelt and Nixon.

Justice Backs Uniform Trust Case Time Laws

WASHINGTON.—The Justice Department has reaffirmed its support of a uniform statute of limitations for anti-trust suits. Stanley N. Barnes, Assistant Attorney General in charge of the anti-trust division, testifying before a House Judiciary subcommittee on legislation to permit the Government to recover damages in such suits, under questioning by committee members diverted his testimony to the issue of a uniform statute of limitations. The film industry has supported such a statute, with the producer-distributors leaning towards a statute of 2 to 3 years; the exhibitors favoring a longer period—5 or 6 years. Rep. Emanuel Celler (D., N. Y.), chairman of both the full committee and subcommittee, said he would hold hearings exclusively on the statute of limitations bill later this year.

Dozen Personalities Plug Five U-I Pix

Universal used 12 personalities to promote five different pictures during the first two months of 1955, the company announced. This intensive activity in support of the studio's current "Charles J. Feldman Annual Sales Drive" was in addition to a heavy concentration of national magazine advertising on these films.

The personalities, who visited 75 cities and towns, and the pictures they plugged, were: Tony Curtis, George Nader, Claudia Hall, author Joseph Dinneen, (Six Bridges to Cross"); Rock Hudson, Barbara Rush ("Captain Lightfoot"); Rita Gam and model Jeannie Johnson ("Sign of the Pagan"); Mara Corday ("So This is Paris"); Suzan Ball, Dick Long ("Chief Crazy Horse").

Promotional activity is scheduled to be continued with a seven-city tour for Kirk Douglas (Man Without A Star") and a 13-city Indian tour already underway.

Grant Goldwyn Inspection Okay

HOLLYWOOD.—In a precedent-setting order made in San Francisco by Federal Judge Michael J. Roche, Fox West Coast Theatres Corp. and National Theatres were directed to open their books and accounts for inspection by Samuel Goldwyn in a $6,750,000 anti-trust suit brought by Goldwyn against FWC and McNeil and Naify Circuits.

Over strenuous objections of FWC attorney Arthur J. Dunne, Judge Roche ordered FWC to make available to Goldwyn all records, including corporate income tax records, for the period 1937-1950. The records will show actual house expenses for each theatre in the circuit for comparison with expenses, alleged by Goldwyn to be fictitious, charged against pictures in computing film rentals on sliding scale deals.

Claim by the FWC counsel that figures used as house expenses in film deals were "negotiated" was over-ruled by Judge Roche as grounds for keeping such figures secret. The court also granted a motion by Joseph Alioto, Goldwyn counsel, to require FWC to open its competitive bidding records for inspection and to reveal profits on real-estate operation and candy sales. The order also directed inspection of Minute Book from date of incorporation of NT, Inc., National Theatres Amusement Co., WCT, Inc., FWC Agency, Inc., from 1937-1951. The account books of NT, Inc. were also ordered open to Goldwyn's inspection from 1937-1951.

Judge Roche refused decision on a motion by attorney Theodore Roche Jr., for separate trial of action against McNeil and Naify interests. The motion was made on the grounds that trial together with FWC would be prejudice to M.&N. interests, and was opposed by Goldwyn counsel on grounds that M.&N. were co-conspirators with FWC interests and should be tried together.

The court set March 18 as date for the next hearing to consider Goldwyn motion to assign the case to a trial judge and set a trial date. Attending the hearing were James A. Mulvey, president of Samuel Goldwyn Prod., and Joseph A. Walsh, in charge of Goldwyn accounting investigation of defendants' books and records.

Censor Snubs Protest Over "Bamboo" Ban

MEMPHIS.—Lloyd T. Binford, chairman of the Memphis and Selby County Censor Board, will ignore the protest wire sent by the American Civil Liberties Union against the ban of Columbia's "The Bamboo Prison." Picture was banned on the reported grounds that a "progressive" is portrayed as a hero. "I am not paying any attention to the message," Binford said. "If the studio didn't like the ban they could appeal it to the courts."

The wire, signed by playwright Elmer Rice, chairman of the ACLU National Council on Freedom from Censorship, urged the censors to reconsider the ban, and said his group would back Columbia in an appeal to the courts. ACLU claimed that censorship was "ridiculous" in view of the picture "making it clear at the beginning of the film that the progressive prisoner is in reality a spy."

Polaroid Assures 3-D Spec Supply

CAMBRIDGE, MASS.—Exhibitors will be able to show Universal's new 3-D picture "Revenge of the Creature" without risk of running out of glasses or getting left with an over-supply, under a new service announced by Polaroid Corp. According to J. H. Mulhall, in charge of viewer sales for the company, the exhibitor "can order the number of glasses he is sure of using, to start with. Then if the picture draws better than expected, he can get more glasses overnight as he needs them."

To encourage good projection, the company is also offering new port filters of top optical quality at no charge, and a limited number of special outfits for keeping 3-D films in sync are also being made available. Mulhall stated, "Polaroid Corp. has a long-term stake in stereoscopic motion pictures. Properly shown, with good filters, good synchronization and good glasses, 'Revenge' can be another money-maker . . . and another demonstration of the drawing power of 3-D."

Exhibs Counter City TaxBreakageAppeal

New York City exhibitor lawyers will file a respondents' brief at the Court of Appeals in Albany concerning the breakage issue of the local five percent amusement tax, it was learned this week. The brief will be filed in opposition to an appeal by Assistant Corporation Counsel Stanley Buchsbaum against the recent Appellate Division ruling that the city had no authority to collect more than five percent of the established admission price.

An exhibitor lawyer revealed that the brief will also mention the city's administrative code provision which deals with ticket printing regulations. Under the present city code, admission tickets are allowed only to have the admission price and Federal tax printed on them, the attorney said. Anything else printed on the ticket, including the local levy, would have exhibitors committing a misdemeanor, he said. A hearing on the briefs will be held on March 3 in Albany.

Snaper Claims Distribs Cause False BO Claims

The sales policies of distribution are responsible for the rumored increase in false box office reporting, according to a bulletin issued by Allied of New Jersey to its membership. Signed by president Wilbur Snaper, the bulletin stated that while false reporting "is not to be condoned," it is "understandable." Snaper asserted that "when a man's livelihood is threatened and his family's security endangered by the willful practices of a few men, he will fight with every means at his command."

The bulletin suggested that exhibition's fight should be carried to each of the company presidents. "Many people say the presidents . . . have no idea of what is going on . . .," wrote Snaper. "This is hard to believe. . . . Certainly, up to now, it has been of little avail to speak with sales managers."

Washington Closeups

Army Clearance Fought

WASHINGTON.—Army and Air Force officers are not satisfied with a tentative agreement reached between Defense officials and exhibitor representatives under which theatres in nearby small towns would get 14 days' clearance over post theatres, according to word from the Pentagon. The film industry committee is scheduled for another meeting at the Pentagon at press-time, at which time they had expected to finalize the agreement.

Defense officials have agreed in principle to a proposal that post theatres must wait 14 days after the film plays in a nearby and competing private theatre. The waiting period would not apply if the private theatre fails to play a film within 30 days of its first release in the exchange area.

The industry committee in turn proposed two relaxations of present restrictions on post theatre attendance. At present retired military personnel are not permitted to attend; the committee asked that they be allowed to do so. At present dependents of active military personnel must be accompanied by a military man; the committee asked that dependents be allowed to attend unaccompanied if they can properly identify themselves.

Total Not Revealed

The number of civilian theatres involved was not revealed by TOA's A. Julian Brylawski, member of the film committee, who held a press conference following the last meeting two weeks ago, but Brylawski said that 97 post theatres are concerned. He also said that the proposals are designed to protect only small theatres, and that no big cities are on the list submitted to Defense. All situations are in the South, Southwest and on the East Coast, he said, and their operators have complained to TOA or Allied about post theatre competition.

The plan, as it finally emerges, must be accepted by the distributors, but the committee was said to be able to speak for exhibitors only. The committee, however, was confident that the distributors would approve. Besides Brylawski, Walter Reade Jr. and E. D. Martin represented the industry at the last meeting, along with John Adams of Texas COMPO and MPAA's Kenneth Clark.

New Station Ruling

The FCC's television station multiple-ownership rules have been declared invalid by the U.S. Court of Appeals. The FCC had turned down, without hearings, a TV station application submitted by Storer Broadcasting on the grounds that the company had interests in the maximum number of stations permitted under the rules. The maximum number is five. The court unanimously ruled that the FCC had no authority to fix an arbitrary numerical limit "as the boundary of public interest." The FCC will probably take the case to the Supreme Court.

Japanese Tax Okay

The Senate has approved the Japanese tax treaty under which Japanese taxes on U.S. film rentals in that country cannot exceed 15 percent.

No Probes Planned

The Senate Small Business Committee has no plans for further probes this year into film industry distribution practices, staff members revealed. A questionnaire mailed to all committee members asking about topics in which they were interested failed to turn up one mention of film industry problems.

Damages As Income?

The Supreme Court has heard arguments on the question of whether punitive damages in anti-trust cases constitute taxable income. The Tax Court, in the case of exhibitor William Goldman, ruled that only the direct damages are taxable, and the Supreme Court agreed to hear the Government appeal from this verdict. The Government argued that under the income tax law it is empowered to tax income from any source whatever, while the exhibitor argued that only the direct damages can be termed income for tax purposes.

CBS Asks No Review

Columbia Broadcasting System has asked the Supreme Court to refuse to review the Warner Bros. Pictures copyright case against CBS, Dashiell Hammett and others. Warners bought exclusive rights to the "Maltese Falcon," and charges copyright infringement in later sale to CBS of the rights to use Sam Spade and other characters from the book.

CBS told the Supreme Court that the lower courts were right in ruling that the author retains the right to his characters even though he sells a novel.

More Time For AB-PT

American Broadcasting-Paramount Theatres will get a further extension of divestiture time in which to dispose of 43 remaining theatres out of the 774 required to be divested under the consent decree, according to Justice Department officials. The deadline was Mar. 3, but AB-PT will now get another six months, or until Sept. 3. About 27 of the remaining theatres involve joint ownerships, Justice reported.

Higher Charges Blamed

Increased film theatre charges for special attractions "in several cities" were responsible for raising reading and recreation costs in January, according to the Labor Department's consumer price index.

Para Installs Big VV

The Paramount Theatre, Times Square flagship of the ABC-Paramount chain, is installing its new VistaVision projectors and a new wide screen for the mid-April opening of "Strategic Air Command," starring James Stewart and June Allyson. The screen is reported to be 70 by 40 feet in size, and theatre officials say it will be the largest in the world. Conversion work will be done at night, so that regular performances will not be interrupted.

Financial Reports...

Republic

Net income of $804,000 was realized by Republic for the fiscal year ended Oct. 30, 1954, it was announced in the company's annual financial report. Figure compares favorably with a net of $679,217 for the previous year. Gross revenue for 1954 amounted to $37,962,359 as compared with $37,265,034 for 1953. The corporation's bank indebetedness as of Oct. 30 amounted to $2,259,771 compared with a similar indebtedness of $3,066,009 the previous year.

Regarding TV production, the report signed by president Herbert J. Yates said that in order to meet the increasing demands by video producers for studio facilities, Republic has continued to expand its studio facilities and equipment. The report continued: "After prolonged litigation, the courts upheld our right to release the Gene Autry and Roy Rogers pictures to television. It is anticipated that arrangements to release these pictures to television will be concluded in the near future."

Paramount

Estimated earnings of Paramount and subsidiaries for the fourth quarter ended Jan. 1 are $2,613,000, after taxes, reported president Barney Balaban. Earnings represent $1.19 per share as compared with $.80 per share for the quarter ended Jan. 2, 1954. Consolidated earnings for the year ended Jan. 1 are estimated at $9,003,000. These earnings, excluding net profit on sales of investments, represent $3.72 per share, as compared with earnings for 1953 of $6,779,563 or $3.06 per share.

The board of directors voted a quarterly dividend of $.50 per share on the common stock, payable Mar. 15 to holders of record on Mar. 4.

Allied Artists

Allied Artists, for the 26 weeks ended Jan. 1, earned a net profit before federal income taxes of $352,696 as compared with $361,871 for the corresponding period the previous year, according to an announcement from president Steve Broidy. Net, after taxes, amounted to $174,696 as compared with $180,871 for the previous year. Gross income for the current 26 week period amounted to $5,786,784 as compared with $5,359,196 for the same period of 1954.

Allied Artists has voted a quarterly dividend of 13¾ cents per share on the company' 5½ percent cumulative convertible preferred stock, with payment to be made on Mar. 15 to stockholders of record on Mar. 4.

Eastman Kodak

Net profit of Eastman Kodak Co. amounted to a record $69,821,719 in the year ended Dec. 26, up 39 percent over 1953's $50,171,153, it was announced by Thomas J. Hargrave, chairman, and Albert K. Chapman, president. Earnings were equal to $3.99 per common share, compared to $2.86 the previous year. Largely due to a good fourth quarter, consolidated net sales for 1954 were $663,457,838, almost equal to the 1953 record sales of $633,668,918.

RCA

Net profit of RCA last year was $40,525,000, equal to $2.66 per common share, compared with $35,022,000, or $2.27 per share in 1953, it was announced by Brig. Gen. David Sarnoff, board chairman. Sales last year set a new record, amounting to $940,950,000, 10 percent better than the $853,000,000 high mark established in 1953.

GPE

General Precision Equipment Corp. reported net profit after taxes for 1954 as $5,488,089. Earnings are equal to $6.49 per common share, against $5.09 per share in 1953, when the profit was $3,436,349. Net sales last year amounted to $123,322,634, cmopared with $87,763,925 in 1953.

Agreement Foreseen On Quebec's TOA

Preliminary details of the proposed affiliation of the Theatre Owners of Quebec with the TOA are expected to be finalized on March 23. At that time, Alfred Starr, chairman of TOA's executive committee, will address the Montreal exhibitor group at its first annual convention at the Mount Royal Hotel. E. N. Tabeh, president, and J. H. Strauss, members of the executive committee of the Quebec TOA, attended the mid-winter board meeting of TOA in Washington three weeks ago to institute initial discussions on the affiliation.

An affiliation with TOA would enable to Quebec group, which consists of about 60 members operating over 100 four-wall and drive-in theatres, to benefit from TOA s help, legal advice, research activities and exchange of ideas and problems.

Change In Proposed Law Ends Menace To Airers

NASHVILLE.—A serious threat to drive-in theatre operations was removed by a change in proposed legislation which would have forced the removal of screen towers to other locations on drive-in property whenever pictures on the screen distracted passing motorists. Instead of applying to existing drive-ins, an identical state measure is expected to be enacted which would apply to drive-ins built after Apr. 1, 1955.

A committee of exhibitors pointed out to the special Governors Emergency Traffic Committee sponsoring the bill that application of such a law would cause undue hardships to existing drive-ins and would require large expenditures for moving screen towers and changing field operations.

Exhibs Elect Alden Smith

DETROIT.—The Allied Theatre Owners of Michigan elected the following officers last week: president, Alden Smith; first vice president, Pearce Parkhurst; second vice president, John Vlachos; treasurer, Wm. Wetsman and secretary, William Clark.

Texas COMPO Clarified By Cole

Answering National Allied charges that the COMPO name had been misused by state and regional units, Col. H. A. Cole, board chairman for Texas Allied and co-chairman of Texas COMPO, stated this week that "Texas COMPO has always acted as a public relations instrument for the entire motion picture industry in Texas and has never been involved in film rental arguments or other trade practices which would tend to show partiality to any one branch of the industry."

"True," he said, "Texas COMPO is financed only by exhibition in Texas but never has it been competitive either in practice or solicitations with exhibitor organizations in the state. In Texas we fully realize the need for both an exhibitor association and a public relations organization. Both Texas Allied and Texas COMPO have done their jobs well in their respective fields," he said.

Unit Cited

Cole recalled that Texas COMPO initiated the 1951 Movietime USA Campaign and took the lead in the kick-off for the National Tax Repeal Campaign at its 1952 conference. He also called attention to the Texas COMPO "Oscar Race," a current promotional plan capitalizing on the annual Academy presentations.

Recently, Pat McGee, Rocky Mountain COMPO president, also disavowed any intention to replace any exhibitor organization. It is understood that, in light of Cole's and McGee's statements, COMPO intends to take no action in regard to National Allied's resolution.

Balaban, Brandt Take Top JDA Positions

Two leading film executives have agreed to serve in key posts in the largest anti-bias campaign ever waged in this country, it was announced this week. Barney Balaban, president of Paramount, and Harry Brandt, president of Brandt Theatres, will serve as honorary chairman and vice-chairman respectively, when the 1955 Joint Defense Appeal campaign opens formally on April 3rd with a dinner at the Hotel Waldorf Astoria. JDA, the fund-raising arm of the American Jewish Committee and the Anti-Defamation League of B'Nai B'rith, seeks to raise $5,000,000 this year. AJC and ADL are the nation's oldest and largest community relations organizations promoting better relations among Americans of all races and faiths.

RKO, Disney In Deal

A distribution deal whereby RKO will handle a quartet of Walt Disney's current properties throughout all Latin America and the Far East was jointly announced by Roy O. Disney, president of Walt Disney Prod., J. R. Grainger, president, and Walter Branson, world-wide general sales mgr. for RKO. Pictures involved are: "20,000 Leagues Under the Sea," "The Vanishing Prairie," "Toot, Whistle, Plunk and Room," and "Willie, the Operatic Whale."

Independent Trade Reviews

(*Continued from page* 12)

"Three For The Show"

(Columbia) CinemaScope-Technicolor 91 Min.

Cast: Betty Grable, Marge Champion, Gower Champion, Jack Lemmon, Myron McCormick, Paul Harvey, Robert Bice, Hal K. Dawson.

Credits: Produced by Jonie Taps; Directed by H. C. Potter; Screen play by Edward Hope and Leonard Stern; Based on a play by W. Somerset Maugham.

This Technicolor musical is handicapped by a story which isn't very probable and its strong points are its exceptional choreography, lavishly staged, and expertly danced by Marge and Gower Champion and Betty Grable. As light comedy, the humorous moments are not very feathery and there isn't too much sympathy engendered by Betty, who wants two husbands because she loves them both and can't decide whether she wants Jack Lemmon or Champion as her husband. The CinemaScope in the film is some of the best seen yet, with a great deal of excellent clarity throughout. Film has been handsomely produced and captures the backstage flavor of a Broadway theatre. There are also some very good shots of in and around New York, which add to the big town flavor. Heavy selling using the star names of Betty Grable and the Champions and Jack Lemmon, who is rapidly building a following, should insure the film above average response in the general market.



Betty Grable stars in Columbia's CinemaScope-Technicolor musical comedy, "Three For The Show," with the Champions and Jack Lemmon

Miss Grable, an actress-dancer-singer, who is married to Lemmon, and thinks him killed in action, marries Champion. Lemmon returns and she tells both Champion and him that she loves them both and can't decide on which one she wants to stay married to. She proceeds to make them and Marge Champion miserable with her indecision, until the foursome along with Myron McCormick, their producer, get together in a new musical and Betty chooses Lemmon and Marge gets Champion and they all work together as a happy foursome with McCormick.

"Man Without A Star"

(Univ.-Int'l.) Technicolor 89 Min.

Cast: Kirk Douglas, Jeanne Crain, Claire Trevor, William Campbell, Richard Boone, Mara Corday, Myrna Hansen, Jay C. Flippen, Eddy C. Waller, Frank Chase, Roy Barcroft.

Credits: Produced by Aaron Rosenberg; Directed by King Vidor; Screen play by Borden Chase and D. D. Beauchamp; Based on a novel by Dee Linford; Title song by Arnold Hughes and Frederick Herbert, sung behind main title by Frankie Laine.

A vigorous and off-beat western is presented in "Man Without A Star." Packing an unusually well-motivated story, the name draws of Kirk Douglas and Jeanne Crain, plus a number of solidly dramatic and suitably violent action scenes, the picture should play off exceedingly well in the action market and pave a way for itself in the general audience also. Title character, portrayed by Douglas, is a travelling cattle hand strongly opposed to the cattle barons' practice of fencing in grazing lands with barbed wire. Miss Crain plays a cattle baronness in this case; her run-ins with Douglas make for novel romantic drama. Their story, in running true to character, cannot and does not end in the usual clinch. Douglas rides off alone at the finale, leaving a sequel almost a'begging from U-I.

Claire Trevor, as a woman of the town, furnishes Douglas with top-notch support while an adolescent type, played by William Campbell, is given a meaty role as the star's sidekick. Douglas, shown as a basically irresponsible cowpoke who is sometimes given to singing, abhors needless shows of violence and as such wins a job for himself on an expanding cattle ranch. When the owner, an absentee landlord, arrives from Back East and turns out to be Miss Crain, a strange sort of romance with Douglas begins. Latter, however, will not go along with her more aggressive plans to corner the grazing lands and warns her that violence will result. Against his will, Douglas is forced to take part in the ensuing range war. He helps justice to triumph and rides off alone, sadly bitter with the knowledge that he has helped make the frontier so much smaller.



Kirk Douglas serenades Jeanne Crain in U-I's "Man Without A Star," Technicolor

"Land of Fury"

(Univ.-Int'l.) Eastman-Technicolor 82 Min.

Cast: Jack Hawkins, Glynis Johns, Noel Purcell, Laya Raki.

Credits: A J. Arthur Rank Organization presentation; Produced by George Brown; Directed by Ken Annakin; Screen play by William Fairchild.

An absorbing account of the trials and tribulations faced by the first white settlers of New Zealand back in the early years of the 19th Century is related with a good deal of conviction in "Land of Fury." Photographed mostly outdoors on Eastman Color stock, with print by Technicolor, this picture delivers solid adventure fare, sprinkled with romance and lust in goodly doses. Figuring prominently in the tale are a couple of tribes of Maori headhunters. Their friendship and, by turns, conflicts with the whites make for exciting and often spirited action sequences. Numerous hand-to-hand combats are staged with exceptionally punchy vigor and should serve to attract action fans to this British offering. Names of Jack Hawkins and Glynis Johns, although already familiar to art house clientele, should click to some degree with a broader audience, for which this film is extremely suitable.

There are plenty of exploitation lures in "Land of Fury." Hawkins, as the white settler, partakes of a couple of adulterous moments with the beauteous wife of a Maori chief. Same girl, earlier in the picture, executes a rather torrid tribal dance in scant garments. Close-ups of shrunken heads help pepper the footage also. Much of the picture was shot on New Zealand locations, utilizing a large cast of actual Maori natives for authenticity. The natives are presented in a sympathetic light and much of their culture is examined during the proceedings. Their attempts to keep peace with the few early settlers form the nub of the melodrama. A rather grim ending, in which both Hawkins and Miss Johns, who plays his wife, are killed during a native uprising, is offset by a fadeout that points up a peaceful future.

"Chief Crazy Horse"

(Univ.Int'l.) CinemaScope-Technicolor 86 Min.

Cast: Victor Mature, Suzan Ball, John Lund, Ray Danton, Keith Larsen, James Millican, David Janssen, Robert Warwick, Paul Guilfoyle, Morris Ankrim, Stuart Randall, Robert Simon, James Westerfield, Donald Randolph, Dennis Weaver, John Peters.

Credits: Produced by William Alland; Co-Producer Leonard Goldstein; Directed by George Sherman; Screen play by Franklin Coen and Gerald Drayton Adams from a story by Adams.

"Chief Crazy Horse," a big Technicolor adventure tale about the Lakota-Sioux general who massacred General Custer, is satisfactory action fare. It should do well in the general market because of the choice of hero, plus a stimulating viewpoint and excellent use of CinemaScope. Sales assists will come from names of Victor Mature, John Lund and Suzan Ball, with the latter currently receiving a build-up from Universal.

Add this to previous films sympathetic to the Indians' viewpoint, as story deals mainly with Horse's military prowess and his futile attempts to unite his people against the whites. Custer's "last stand" is only a minor incident in this story. CinemaScope lensing is striking in showing beautiful Dakota vistas and long columns of Indians and troops preparing to engage each other in battle. Standard story devices—depicting greed, treachery on both sides, some love interest, and frequent battle clashes—all satisfy, counteracting direction that is sometimes slow-paced. During the battle scenes, customary shots of blood and horror are carefully avoided. Mature, as the Indian strategist, Miss Ball as his wife and Lund as a friendly white hunter all give good performances.

Story begins when Horse, as a child, hears a prophecy that one of his tribe will lead the Indians to victory over the whites, and then be destroyed by one of his own people. Gradually, Horse becomes convinced of his destiny to lead. Trouble starts when gold is discovered on sacred Lakota territory. Prospectors, ignoring a hands-off treaty, swarm onto Lakota land and the army is forced to defend the gold-hunters. Horse hands the over-confident troops defeat after defeat, culminating in Custer's massacre. Finally, winter comes and Horse's allies desert him. His baby dead, his wife ill and his people starving, Horse brings the survivors into Fort Laramie for shelter. There, a jealous half-breed kills him and fulfills the prophecy.

(*Continued on page* 22)



Susan Ball, John Lund, Victor Mature in U-I's "Chief Crazy Horse," CinemaScope-Technicolor

LIGHT UP YOUR MARQUEE WITH THE STAR OF "WHITE CHRISTMAS" AND "KNOCK ON WOOD"!

DANNY KAYE
IN
ASSIGNMENT CHILDREN

PRESENTED BY
THE UNITED NATIONS AND THE MOTION PICTURE INDUSTRY
A PARAMOUNT RELEASE

Color by **TECHNICOLOR**

This wonderful 20-minute featurette will do wonders for your theatre, for you and for the children of the world. Danny Kaye, with all his humor, talent, warmth and charm, was the ideal personality to be the United Nations' Ambassador-At-Large to the youngsters of India, Burma, Hong Kong, Korea and Japan. You never put on your screen a more appealing picture. And no picture ever offered you a more unique programming opportunity. Entire film rental proceeds will go toward furthering the work of UNICEF.

ALL HONORS TO DANNY...



Photoplay Magazine Achievement Award

Parents' Magazine Family Medal

California Fashion Creators Award

Foreign Press Correspondents Award

Humanitarian Award of Denver Hospital



It's an honor for all our industry to join Danny in his great work!

Fox Boosts Use Of Video Bally

Large use of television for long-range promotion has been initiated by 20th Century-Fox in a program designed to pre-sell CinemaScope productions months in advance of national release, it was announced this week by the company. The policy will be effected in three ways: filming of a variety of background material on pictures while in production; filming of interviews with stars and other personalities connected with the picture; great number of live appearances on TV by company personalities.

The initial attraction to benefit from this promotion is "Untamed." An eight-minute film clip containing unsqueezed footage of five highlight scenes from the picture is being offered free to exhibitors as a preview for video audiences. Another subject, "Zululand," which describes the background of the South African location filming, also has been produced for local TV planting. Running time of the subject is five minutes.

Spot Announcements Set

Another segment of the new policy is the creation of six TV spot announcements,—three 60-second and three 20-second messages,—on each picture, increasing by four the number of spots available to theatremen for video advertising campaigns.

For "Violent Saturday" the company is preparing a set of 10 and 20 second teaser spot announcements containing unsqueezed footage from the picture, which opens nationally in April. "Soldier of Fortune" will receive promotion via a subject showing the star arriving in leading cities of the Far East. Another view of the Orient through the eyes of the Movietone newsreels cameras will be realized for "A Many Splendored Thing."

An eight-minute subject is being prepared on "Sir Walter Raleigh," currently in production. The short will take TV viewers into the studio for a background tour of the sets and for glimpses of stars Bette Davis and Richard Todd. The picture will be released this July.

Hal Roach Purchases Studio, Films, Rights Belonging To Father

Hal Roach Jr. announced this week the outright purchase of all the assets of Hal Roach Studios. The transaction with his father, Hal E. Roach, covers the 18-acre production plant in Culver City, together with all rights to features, shorts, television productions, story materials and talent contracts. Deal has been in negotiation for about eight months and is understood to involve more than $10,000,000.

Roach Jr. said that he would immediately consolidate his several television corporations into Hal Roach Enterprises, a wholly owned corporation, with himself as president. Other officers will be: Sidney S. Van Keuran, vice-president and general manager; Charles Meacham, secretary-treasurer; Emanuel H. Goldstein, vice-president and executive assistant to the president; Herbert Gelbspan, vice-president and Eastern sales head. Roach Sr. will continue to be represented in the company as consultant.



"Doctor in the House" is in Technicolor and stars Dirk Bogarde



Vera Ralston, Sterling Hayden and David Brian in "Timberjack"

Top Republic Releasing Schedule Backed By Full Studio Activities

Republic Pictures, going into full-swing production this month with five features and a serial before the cameras, will release at least seven banner attractions during the first half of 1955. The largest number of top-budget pictures ever released by the company in any one season will roll from Republic's line-up this year.

Company now has in release "Trouble in Store," a British comedy starring Norman Wisdom and Margaret Rutherford, and "Carolina Cannonball," starring Judy Canova. Latter film lists Sidney Picker as associate producer, Charles Lamont as director and Barry Shipman as screen play writer.

Upcoming releases are keyed by "Doctor in the House," top-grossing British picture for 1954, in Technicolor, featuring Dirk Bogarde, Muriel Pavlow, Kenneth More and Donald Sinden, and "Timberjack," in Trucolor by Consolidated, starring Sterling Hayden, Vera Ralston, David Brian, Adolph Menjou, Hoagy Charmichael and Chill Wills.

"Timberjack," produced in Glacier National Park and Western Montana, is an adventure with music which Joe Kane directed from an Allen Rivkin screen play.

Additional releases include "The Eternal Sea," the story of Admiral John Hoskins, war hero, with Sterling Hayden, Alexis Smith and Dean Jagger in leading roles, and "Santa Fe Passage," in Trucolor. "Passage" stars John Payne, Faith Domergue and Rod Cameron. Sidney Picker was associate producer on this western action drama with William Witney directing from a screen play by Lillie Hayward.

William Dieterle's "Magic Fire" will round out the top presentations for Republic during the first half of this year. Picture, in Trucolor, stars Yvonne DeCarlo, Carlos Thompson, Rita Gam, Valentina Cortesa, Alan Badel and Peter Cushing. Dieterle produced and directed from a screen play based on the biography of Richard Wagner, composer. Story was filmed in Wagner's native Bavaria.

Among the features due to start production at the studio this month is Frank Lloyd's "Texas Legionnaires." Sterling Hayden, Anna Maria Alberghetti, Richard Carlson and J. Carrol Naish head the cast.

Another entry is Ray Milland's "The Gunman." Scheduled as the third film is "Lay That Rifle Down," starring Miss Canova, with Charles Lamont directing and Sidney Picker as associate producer. "The Big Whisper," a project of Virginia Van Upp, will roll in Germany and Rudy Ralston will serve as associate producer on a fifth and as yet untitled feature which Bud Springsteen will direct.

Franklin Adreon will be associate producer and director on "King of the Circus," first of two serials Republic has in the works.

(*Continued on page* 22)



"Magic Fire" features Yvonne DeCarlo and Carlos Thompson



Alexis Smith and Sterling Hayden in "The Eternal Sea"

WIRE FROM ALBANY:

BATTLE CRY STRAND ALBANY BROKE ALL FIRST WEEK RECORDS BAR NONE. YESTERDAY HUNDREDS TURNED AWAY. HAD TO CLOSE BOX OFFICE AT 7 P.M. ALSO CALLED POLICE TO REGULATE CROWDS.

WIRE FROM BOSTON:

OPENING DAY METROPOLITAN GREATEST IN HISTORY.

Everywhere and every day outgrossing every attraction in Warner Bros. history!

"Battle Cry"



CINEMASCOPE
WARNERCOLOR
STEREOPHONIC SOUND

IT RUNS AND RUNS!

130 DATES—130 HOLDOVERS!

5th WEEKS— 4th WEEKS

NOW UNDER WAY!



STARRING VAN **HEFLIN**



ALDO **RAY**



MONA **FREEMAN**



NANCY **OLSON**



JAMES **WHITMORE**



RAYMOND **MASSEY**



TAB **HUNTER**



DOROTHY **MALONE**



ANNE **FRANCIS**

SCREEN PLAY BY **LEON M. URIS** · DIRECTED BY **RAOUL WALSH**
ORIGINAL MUSIC BY MAX STEINER

Fox Campaign Rolls

Major Promotional Drive Heralds Premieres Of "Man Called Peter"

A widespread promotional campaign for "A Man Called Peter" has been launched by 20th Century-Fox. Aspects of the drive include screenings for clergy of all faiths, unusual premiere activities, massive magazine and newspaper advertising and a tie-up with a book publishing concern.

The move to enlist support from clergymen for the filmization of the recent best-seller was begun at a special conference of the National Council of Churches. Suggested procedures were advanced by Arthur deBra, MPAA community relations director, for getting the word out on the picture.

Outlining the advance campaign were the Rev. S. Franklin Mack, executive director of the Broadcasting and Film Commission of the National Council of the Churches of Christ, and Mrs. Jesse Bader, National Council secretary.

Mrs. Bader, who saw a rough cut of the film in Hollywood, noted that in her belief "all Protestantism will thank 20th-Fox for giving us this stimulating and beautiful film. Also I think non-Protestants will want to see this moving story." She called the film "wonderfully impressive" and "magnificent."

Special brochures and other literature on the film were distributed and the entire Council membership was alerted via a series of letters describing the picture. Participating in the conference were Rodney Bush, 20th-Fox exploitation manager, representing Charles Einfeld, company vice-president; Edward E. Sullivan, publicity manager, and Mac Eichler, who is heading up the field exploitation campaign for the film.

As a result of the conference, various clergy screenings were set up and the reactions were quoted by 20th-Fox as very enthusiastic. All-out support of the film was pledged by representatives of the Protestant, Catholic, Jewish and Episcopalian faiths and journalists representing religious periodicals as well.

Simultaneous international world premieres of the film will be held in the U.S. and principal cities of Europe to which members of royalty, heads of governments, stars of the entertainment field and principal figures from all walks of life will be invited.

The film will make a simultaneous domestic bow at the Roxy Theatre, New York, and in Atlanta and Washington, D.C. Latter pair of cities play a major part in the film's background, and served as location spots for the shooting.

For the Washington opening, President and Mrs. Eisenhower are expected to head an attending delegation of top government figures including cabinet, Senate and House members plus diplomats from every Washington embassy.

Internationally, the picture will be launched in Glasgow, Scotland, where Peter Marshall, subject of the biographical film, was born and spent his early years.

In that Scottish city, Sir Alexander King, prominent producer and theatreman, is serving as head of a special premiere committee which is mobilizing citizens from all walks of life to participate in honoring the memory of Marshall, the native son who rose to international prominence as chaplain of the U.S. Senate.

Official recognition of the premiere is anticipated with a proclamation from the mayor along with a host of other events heralding the picture. Included in campaign plans are a series of radio, television and newspaper salutes to Marshall with special features to be carried in the press and on the air beginning the early part of March.

Roxy Debut Set

Stars and cast members will attend the Roxy opening where preparations for a swank, high-fashion premiere are being made. Video, radio, newsreel, wire service and metropolitan press coverage are in the works.

Heralding the domestic launching is a $500,000 national advertising, publicity and exploitation drive utilizing virtually every mass media fully three months in advance of the Easter openings scheduled for the feature.

Full-page and page-dominating color insertions in 25 top publications are scheduled for placing in general consumer publications, Sunday supplements, leading religious journals, women's club magazines and locally printed newspaper magazine sections during March and April.

An audience penetration of 274,000,000 is expected for the ads with the combination of newspaper and magazine space insuring eight to 10 impressions per person during the run of the campaign, 20th-Fox estimated. A newspaper readership in excess of 56,000,000 will be reached by the series of teasers planned for at least 21 days in advance of first bookings in more than 81 key centers, the company noted.

Meanwhile, a tie-up drive has been set by the film company with McGraw-Hill Book Co., publishers of the Catherine Marshall best-seller on which the picture is based. The campaign will introduce a special movie edition of the book, priced at $1.98, and will be serviced to thousands of department and book stores.

Kick-off will take place on Sunday, March 13, when large-size ads on the book and the picture run in leading newspapers in numerous big cities across the land. Ads on the book have been set also to appear regularly through May in newspapers and book publications to achieve a major impact as well as to inform the book trade of campaign developments.

Promotional material, including posters, streamers and book bands, are being developed for window, in-store and theatre lobby decorations. Displays will be featured for a minimum of two weeks in advance and current with playdates of the picture.

McGraw-Hill also is sending special literature to its dealers urging full co-operation with theatremen on the film and suggesting co-op campaigns, stunts and contests.

A full set of promotional posters and varied other material will be displayed in theatres in 60 cities during the week of March 21, when special morning showings of the film will be held for leading clergymen, prominent lay members of churches and important opinion makers.

Additional showings of the picture in grass roots situations across the country are planned. The increased screening program, expected to cover some 200 situations, will have an audience penetration ranging from 60 to 70 million persons. Showings will get underway early in April. Previews will be arranged through the local film exchanges in co-operation with church and civic officials. Programs will be held in theatres before the start of regular film performances.

"Peter" has meanwhile been named the Picture of the Month for March by the Protestant Motion Picture Council which hails it as "an epochal production, visually magnificent and deeply impressive, with a spiritual quality rarely attained."

Copies of the December issue of "The Reader's Digest," which featured as lead article a special Christmas sermon by Peter Marshall, were sent to exhibitors by 20th-Fox.



One of the ads prepared by 20th-Fox for "A Man Called Peter"

Speaking Tours Set In "Peter" Campaign

A group of 11 industry figures, headed by Arthur DeBra, MPAA community relations director, will hit 60 key cities between March 21-25 to speak at special screenings of 20th-Fox's "A Man Called Peter." The showings have been arranged for leading clergymen, prominent lay members of churches and important opinion makers.

Program has been divided into eight geographical regions—Empire State, New England, Atlantic, Central, Chicago, Mid West, Southern and Western—with each of the 11 figures to cover from four to seven cities. Visitors will speak at theatre showings and hold meetings with local representatives of the National Council of Churches and other religious and civic leaders to formulate co-operation for the production.

Metro Workshops Boast 2,500

More than 2,500 exhibitors have attended the first nine M-G-M Ticket Selling Workshops to date, as the latest session—a special capsule version—was set for the membership of the Associated Motion Picture Advertisers, on March 23 in the Georgian Room of the Piccadilly Hotel. AMPA president David A. Bader announced that Mike Simons, M-G-M director of customer relations, will bring scenery and props to the



SULLIVAN



MILDER

New York demonstration. The room will be decorated as it would be for one of the Metro meetings, and those attending will assume the role of exhibitor guests.

Approximately 350 exhibitors from the Columbus territory attended the ninth M-G-M workshop this week at the Deshler-Hilton Hotel. There were eight panel speakers in addition to Emery Austin, exploitation director for M-G-M, who revealed the 33 promotion aids employed to assist exhibitors in making the public aware of Leo's trademark and output.

Specialists on the panel included James W. Gaylord, Jr., of the Star-Lite Drive-In, Troy, Ala.; Conrad Brady, ad-publicity director for Interstate Theatres, Houston; Ed Roskelly, producer of tape recordings for drive-ins; Al Reynolds, of the Claude Ezell & Associates circuit; Ivan D. Anderson, Liberty No. Wilkesboro, N. C.; Jack Bruno, Cooper Foundation, Pueblo; Nate Milder, sales director for WHIZ and WHIZ-TV, Zanesville, O., and Jack Lake, ad manager for the Lancaster, O. Eagle-Gazette.

The tenth meeting took place this week at the Continental Hotel, Kansas City, and was the first workshop conducted as part of two exhibitor organization conventions. The Kansas-Missouri Theatre Assoc., a TOA unit headed by Ed Harris, and Allied of Kansas and Missouri, headed by Beverly Miller, worked hand-in-hand with M-G-M.

Another workshop—the eleventh—is scheduled for the Adolphus Hotel, Dallas, on March 9, the first day of the Texas Drive-In Theatre Owners' Association Convention. Jack Farr, association president, has assured M-G-M that the entire first day of the convention will be devoted to the workshop. One of the guest panelists will be Andrew M. Sullivan, Jr., city manager for Dixie Drive-In Theatres in Savannah.

A workshop has been scheduled for May 6 at the Savory Hotel, Des Moines, in connection with the annual Spring convention of the Allied of Iowa of Nebraska; another will meet at the St. Francis Hotel, San Francisco on June 20.

Buy Chaplin Holdings

(*Continued from page* 9)

According to the company, the 1954 world gross represents a new UA 35-year high.

The Krim-Benjamin group entered the UA situation when the company was at its lowest ebb. In less than six months, a profit was shown and by the end of the first year the company had completed its first annual earnings calendar since 1946.

Result of the group's success was that 8,000 UA shares were awarded management. The stock turnover was made in accordance with an agreement entered into between management and Miss Pickford and Chaplin.

'Breakage' Law Promised City

ALBANY.—Republican leaders agreed this week to speed the enactment of a law assuring to New York City its full five percent from the amusement tax. The agreement was made at a luncheon conference attended by Republican and Democratic leaders. Under present plans it will be rushed through the Senate and Assembly next week and presented to Governor Harriman for signature.

The main purpose is to give the city the right to collect "breakage," or a full cent in all cases where the tax includes a fraction of more than half a cent. Under a recent decision by the Appellate Division of the Supreme Court in Brooklyn, the city cannot collect the full cent in such cases. An appeal from this ruling is to be argued in the Court of Appeals next week, and New York City exhibitor lawyers will file a respondents' brief at the same time.

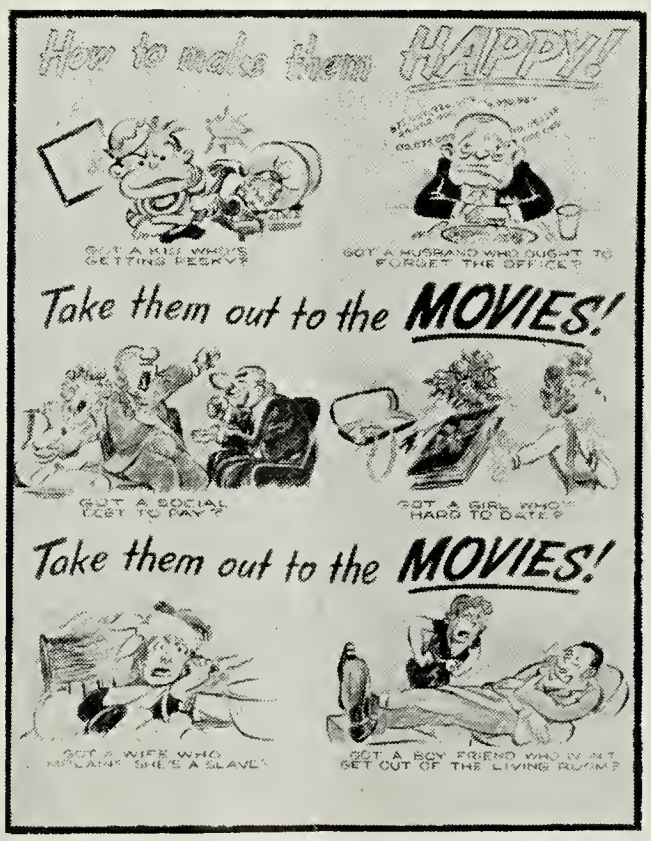
The city of Albany has the support of the Conference of Mayors for the proposed legislation. Unless the law is clarified, a decision adverse to New York City could impair the rights of other localities to collect "breakage."

New National Screen Posters Accent Movie Attendance

"How to Make Them Happy—Take Them Out to the Movies!" is the ticket-selling theme of a pair of new and unusual 30 x 40 and 40 x 60 full-color cartoon displays created by National Screen Service to stimulate movie attendance, it was announced by George F. Dembow, vice-president in charge of sales.

Familiar everyday situations such as these are amusingly caricatured and answered with "Take Them Out to the Movies!": the pesky kid, a nuisance around the house; the husband who brings his office worries home; the wife who complains she's a drudge; the boring couple from next door who are killing your evenings; the girl who is hard to date, and the boy friend who parks in the parlor and won't go home.

The bright displays were developed for out-front and away-from-theatre exploitation to capture passerby attention. They can be used with window and inside-store displays for specific film attractions, with contests, as institutional displays by cooperative merchants, and in and around the theatre itself. To further implement the "Go to the Movies" buildup, National Screen plans to supply allied and independent theatre groups throughout the country with black-and-white stills of the display cartoons, at no charge, for planting in local newspapers.



Comedy is combined with to-the-point selling copy to make National Screen Service's "Take Them Out to the Movies" display among the most unusual services yet offered to theatremen who want to boost their box office receipts. Bright 30 x 40 and 40 x 60 full-color cartoon displays were developed for out-front and away-from-theatre exploitation.

NEWS BRIEFS

Discover "Lost" Tax

PHILADELPHIA.—City Controller Foster A. Dunlap has "discovered" that the city lost nearly $300,000 last year because it did not collect a two-cent a patron license fee authorized by a 1931 ordinance. He declared that city officials knew about the ordinance and failed to enforce it. Walter S. Pytko, commissioner of the Department of Licenses and Inspections, answered that previous administrations had not enforced it either. He asked whether the additional charge should be paid by the movie industry or the public. "I want the theatres to pay the freight as much as they are able," he said, "but if it closes them up, then what's the use."

UA Pacts Hayworth-Haymes

Rita Hayworth and Dick Haymes have formed Crystal Bay Productions and will release their first two pictures through United Artists, it was announced, following completion of Miss Hayworth's two-picture obligation to Columbia. Arrangements entered into with Arthur Krim, UA president, call for financing and distribution by UA of the first two Crystal Bay films, to star Miss Hayworth with Haymes acting as producer. They also contemplate finding a story that will serve as a co-starring vehicle.

Lider, Others Elected

BOSTON.—Edward Lider of Yamins Enterprises is the new president of Independent Theatres Inc. of New England. Lider was elected at the annual meeting held this week at the Hotel Bradford, together with Melvin B. Safner, first vice-president; Lloyd Clark, second vice-president; Julian Rifkin, treasurer; Albert Lourie, secretary; Nathan Yamins, National Allied delegate, and Norman C. Glassman, board chairman.

Independent Trade Reviews

(*Continued from page* 16)

"Wages Of Fear"

(John G. McCarthy) FRENCH 106 Min.

Cast: Yves Montand, Vera Clouzot, Charles Vonel, William Tubbs.

Credits: A Filmsonor Production; Produced and directed by H. G. Clouzot.

In its first portions a study in economic and moral degeneracy and in its latter sequences a brilliantly executed drama of nerve-wracking suspense, "Wages of Fear" registers as one of the most unusually powerful French-language films to arrive here in years. This is strong stuff all the way, and, as such, worthy of art house booking. Although the English titles are helpful in explaining the dialogue, the visual impact of this film is all too clear. Situation concerns the fates of four down-and-outers in a South American hell hole who desperately grasp at the chance of making easy money by driving truckloads of nitroglycerine over bumpy mountain roads. Their exploits while on the convoy, which occupy the final hour of the picture, are excruciatingly suspenseful and all too deadly to make for entertainment. Seeing "Wages of Fear" is, rather, a raw and brutal experience.

H. G. Clouzot, who produced and directed, displays a masterful talent at generating suspense to the ultimate degree in this film. Once M. Clouzot gets started, there is no stopping, no relenting in the nervous tortures he inflicts on his characters and, in turn, on the audience. The truck drivers are shown as completely degenerate in most every respect and unsympathetic as well. They cheat, murder and lie; one constantly debases his girl. Their character traits rapidly show up in more deadly fashion once the perilous nitroglycerine convoy gets underway. Crisis after crisis unfolds to leave the audience completely drained of its emotions by the time the climax, an ironic episide, delivers the final punch.

"Tarzan's Hidden Jungle"

(RKO) 73 Min.

Cast: Gordon Scott, Vera Miles, Peter Van Eyck, Jack Elam, Zippy, Charles Frederichs, Richard Reeves, Don Beddoe, Ike Jones, Jester Hairston, Madie Norman, Rex Ingram, Lucky.

Credits: Produced by Sol Lesser; Directed by Harold Schuster.

Latest entry in the popular "Tarzan" series, "Tarzan's Hidden Jungle" will show good grosses as a general programmer, as audiences retain their interest in the venerable jungle hero. Patrons will like the new Tarzan, Gordon Scott, although he has little to do besides swim and show off his muscles. Sales assist will come from Scott's current personal appearance tour. Crowd-pleasers, as usual, are shots of playful chimpanzees, a wounded baby elephant, and other animals (although some footage is poorly matched) and scenes played in quicksand and in a lion's pit. A good chase scene quickens the action towards the end. Femme lead, Vera Miles, is attractive and plays her part well, although Tarzan is interested in action, not romance.

As the film begins, a trio of white hunters is furious because Tarzan is driving their game to safety across a river to Sukulu land, where the primitive Africans worship animals and protect them. The Sukulus' only contact with white men is with a U.N. doctor. When the doctor is tricked by the hunters into taking them across the river, the hunters stampede the beasts back to the other side. The natives, convinced that the doctor and his nurse have betrayed them, prepare to feed them to the lions. However, Tarzan turns back the horde of animals with his famous call. The hunters are crushed under the hoofs of the returning elephants, as Tarzan rescues the captives and saves the day.

"Stranger On Horseback"

(United Artists) Ansco Color by Pathe 66 Min.

Cast: Joel McCrea, Miroslava, Kevin McCarthy, John McIntire, Emile Meyer, Nancy Gates, John Carradine.

Credits: A Leonard Goldstein Production; Produced by Robert Goldstein; Directed by Jacques Tourneur; Screen play by Herb Meadow and Don Martin; Story by Louis L'Amour.

From the late Leonard Goldstein comes this remarkably well-made outdoor drama, the story of how a Federal circuit court judge brings a murderer to trial in the old west. Photographed in Ansco Color and processed in Pathe Color, the film stars Joel McCrea and Miroslava for marquee attraction and runs a neat 66 minutes for perfect supporting feature slotting. Good direction and smooth scripting give "Stranger of Horseback" smart pacing and convincing characters. Performances are top-draw, with John Carradine, John McIntire and Kevin McCarthy especially fine in the support cast.

Romance takes a back seat as McCrea, the judge, arrives in the town of Bannerman, named after the principal landowner, and begins to investigate a hushed-up murder case in which the Bannerman heir is the key suspect. McCrea's attempts to arrest the suspect, together with his endeavors at arranging for a fair trial in the face of local dissent, make up the drama. Plotting is direct, to the point and vigorous. A well turned climax provides the ending with a refreshing, if not too logical, surprise.

"Jungle Gents"

(Allied Artists) 64 Min.

Cast: Leo Gorcey, Huntz Hall, Laurette Luez, Bernard Gorcey, Patrick O'Moore, Rudolph Anders, Harry Cording, David Condon, Bennie Bartlett, Eric Snowden, Joel Fluellen, Roy Glenn.

Credits: Produced by Ben Schwalb; Directed by Edward Bernds; Screen play by Elwood Ullman and Bernds.

This is a typical Bowery Boys programmer which has a goodly share of laughs and will please their fans. This time, they are on a safari hunting for a jewel treasure hoard and meet up with beautiful Laurette Luez, who is a female Tarzan. The picture will get the same response as all the previous entries in the series have in the past. Stock footage has been used wisely and gives the effect of the African jungles.

Huntz Hall develops the ability to smell diamonds, due to some pills he has been taking on doctor's orders. When this feat is discovered, he is hired by Patrick O'Moore to go to Africa with Leo Gorcey, David Condon, Bennie Bartlett and Bernard Gorcey, to find a fortune in stolen diamonds. Hall mistakenly burns their map and they wander around lost, until Hall happens on shapely jungle queen Laurette Luez, who leads them to the diamonds, despite the many traps set up by Rudolph Anders to stop them. After foiling Anders and obtaining the diamonds, they head for home.

"Wyoming Renegades"

(Columbia) 72 Min.

Cast: Phil Carey, Gene Evans, Martha Hyer, William Bishop, Douglas Kennedy, Roy Roberts, Don Beddoe.

Credits: Produced by Wallace MacDonald; Directed by Fred F. Sears; Screen play and story by David Lang.

"Wyoming Renegades" is a strong supporting feature that will fit in any category in the general market and can also be hoisted to the top of the bill in neighborhood and small town situations. A very realistic western, well produced, it details the exploits of Butch Cassidy and his famous Wild Bunch, who inhabited the "Hole In The Wall" country. The screen writer has twisted the history of the gang a great deal, but he has come up with a strong, earthy story, which depicts the members of the gang as they probably really were, hard, bitter men with no sense of value and no regard for human life. Gene Evans is excellent as Cassidy with Phil Carey extremely good as the outlaw who tries to go straight. Supporting players are well chosen and all deliver performances which are assets to the film. The Technicolor photography is very good and shows the picturesque locations used in the film to advantage.

Carey, a member of Evans' gang, gets out of prison and sends word to Evans that he plans to go straight. He returns to his home town, reopens his father's blacksmith shop and is about to marry Martha Hyer, when the townsfolk make it known that they would appreciate his leaving town. Douglas Kennedy, who is in reality a Pinkerton man, sticks up for Carey and provides money for a partnership. When Evans decides to rob the town's bank, Carey is turned on and accused of plotting the bank job with Evans, and forced to return to Evans and his gang with Kennedy in tow. When Evans discovers Kennedy's true identity, he beats him to death, and the outlaws return to town to get some money that they were forced to leave behind. The women of the town gun them down.

"The True And The False"

(Helene Davis Pictures) 79 Min.

Cast: Signe Hasso, William Langford, Michael Road, Ragnar Arvedson.

Credits: Produced by Signe Hasso; Directed by Michael Road; Written for the screen by Bob Condon; Based upon stories by Honore de Balzac and Guy de Maupassant.

A modern situation dealing with the anxieties of a girl about to be married is employed as a springboard for the telling of two period pieces, short stories by Balzac and de Maupassant, in this English-language import from Sweden. Signe Hasso stars in all three episodes and acquits herself well therein as an actress. Creaking plots and hackneyed dialogue, however, gear "The True and the False" toward mid-week program slots. A more polished production could have imparted the picture with a higher box office potential.

Best sequence in the film is based on a de Maupassant tale called "The Old Maid," in which Miss Hasso falls in love with an Army officer in 19th Century France, only to find disillusionment in the fact that he wants to marry for money. The first tale, Balzac's "La Grande Breteche," is weaker dramatically but stronger in exploitation potential. Carrying a similar background, it relates how a jealous husband builds a brick wall in front of a closet in which the wife's lover is concealed. A heavy and repetitious musical score, plus confusing editing, hamper the effect of this sequence.

Full Studio Activities Back Republic Lineup

(*Continued from page* 18)

Company has some package deals in preparation. One, "Come Next Spring," will be filmed by Robert Alexander Productions, an independent company headed by Steve Cochran, who will also star. Picture, based on an original story by Monte Pittman, will be shot in Trucolor and wide screen and prepared for fall release. It is to be filmed on location in some sequences in Arkansas in early May. Springsteen will direct.

Additional projects on the company's calendar include "Man from Texas," starring John Payne, Mona Freeman and Lee J. Cobb, in Trucolor; "Rebel Island," with Yvonne De Carlo, Zachary Scott and Howard Duff, in Trucolor; "The Long Watch," in Trucolor; "Three Leaves of A Shamrock," from John Ford, with Tyrone Power, Maureen O'Hara and Barry Fitzgerald, and "Annie Jordan," in Trucolor, a story of the Seattle waterfront.

SuperScope Aids Noted For Exhibs

"SuperScope is an anamorphic process by which we are able to create anamorphic prints from regular photography," Joseph Tushinsky, head of SuperScope, explained in his RKO Radio Office.

"In the first instance, the use of regular photography is more desirable than any other type, for the reason that over the years of use, lenses of the finest quality and in great variety have been perfected and developed. Therefore, through normal photography, we capture more photographic quality than by shooting anamorphically. To the average viewer of a picture, the fact asserts itself particularly in connection with depth of focus."

Tushinsky went on with, "Just as normal photography achieves the highest quality, so has the industry determined that anamorphic prints for projection achieve the highest quality for the new wide screen, irrespective of whatever aspect ratio an exhibitor employs for his wide screen.

"The wide screen is achieved either with an anamorphic print or by 'cropping' a so-called standard print," he added. "In the ratio of 2-1, the anamorphic print provides a 50 percent greater screening area per frame, and accordingly 50 percent more light is transmitted to the screen. Two-to-one is the ideal screen ratio."

Intensifier Discussed

He discussed the SuperScope intensifier, known as the SuperScope definition intensifier, which he states is for the exhibitor interested in clarity. The intensifier is only necessary in instances of theatres with short throws. Anamorphic lenses work with two different points of focus, one for the vertical lines and a different point of focus for the horizontal lines, which is similar to astigmatism, and the intensifier works on the lens as eyeglasses would on a person and corrects the astigmatism. In the case of long throws, the "astigmatism" cures itself.

Tushinsky cited the fact that SuperScope is doing everything to help the little exhibitor. He mentioned his price cut from $700 for a pair of lens to $395, which is a cut of 43 percent. He also pointed out that SuperScope's complete engineering staff is at the disposal of all exhibitors who have problems. All they have to do is write him a letter care of his RKO Radio Studios office.

"The bulk of the theatres that have not equipped for the new anamorphic wide screen process are those who have found that they can't make the investment, unless it is a permanent investment. SuperScope is their answer due to its flexibility. The fixed cylindrical lenses will not be able to project anamorphic prints that are in different squeeze ratio than the present 2-1 squeeze. Such films are on the horizon and the SuperScope lens will handle them all," he stated.

He also announced that he and his brother, Irving, have received confirmation that 25 Italian producers will make approximately 50 features in SuperScope in the next 12 months and that they are concluding a deal for the establishment of a SuperScope distributor in Italy. He also stressed that a great many independent producers are planning SuperScope productions.

HOLLYWOOD ...on the wire

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A deal is being worked out for the re-association of David Selznick and M-G-M, which will give the producer a cash guarantee. The contract provides for Selznick to make two pictures on an autonomous basis, with the starting time and properties yet to be disclosed. Sources in Hollywood say that Selznick will receive $100,000 against a 50 percent participation in the net profits for each of the two pictures. Selznick's last tie-up with M-G-M was "Gone With The Wind" in 1938.

* * *

Arrangements have been concluded in London, according to Agent Kurt Frings, for Paramount and Associated British Pictures Corp. to co-finance and co-release "Ondine," a Audrey Hepburn-Mel Ferrer co-starrer, which will be written, produced and directed by Michael Powell and Emeric Pressburger. Paramount will release the film world-wide with the exception of the United Kingdom which has been reserved for ABPC distribution. Powell and Pressburger will shortly wind up production on "Rosalinda," musical production starring Mel Ferrer, Ludmila Techerina, Anton Walbrook and Michael Redgrave.

* * *

Anne Jeffreys and Robert Sterling have been offered the co-starring roles in "On Wings of Song," Technicolor musical to be filmed in London by Marcel Heliman in June. Hellman produced "Happy-Go-Lovely," starring Vera-Ellen, Cesar Romero and David Niven for RKO release last year.

* * *

"All Our Tomorrows," an original drama of young love's mistakes and middle-aged retribution, by Ralph Wheelwright, will be brought to the screen by M-G-M with James Cagney and Helen Hayes being the first to sign for starring roles.

* * *

Audie Murphy was set by U-I to star in "Apache Agent," based on the best-selling non-fiction book by Woodworth Clum. "Apache Agent" is the true story of a young man, Clum's father, who in 1874 was sent to the Apache Reservation at San Carlos as agent in charge. He pursued a policy of treating the Indians fairly and allowing them to govern themselves without interference from the U.S. Army. Clum's record at the reservation reached its height when he captured the famed Indian warrior Geronimo. Aaron Rosenberg will produce the feature, which is scheduled to start shooting next month.

* * *

Barry Sullivan has been signed to play the lead role of Joan Crawford's husband in "The Queen Bee," based on Edna Lee's best-selling novel of the same name, which Jerry Wald will produce and which Ranald MacDougall will direct from his own screen play. Brian Keith has already been announced as the other male lead in the picture.

* * *

Andre de Toth has been set to direct "The Indian Fighter," the first film Kirk Douglas' new company, Bryna Productions, will make for United Artists release. William Schorr will produce, with Douglas starred. Production will begin in April on location.

* * *

Thomas Carr was signed to direct "Hold Back The Night," which Hayes Goetz will produce for Allied Artists with Richard Basehart and Neville Brand in the star roles. The production will be launched next month. William Broidy Pictures Corp. also announced that it will roll "Women's Reformatory," Mar. 14 for AA release with Robert Nunes producing and Edward Cahn directing.

* * *

"Great Day In The Morning," the best-selling novel by Robert Hardy Andrews, has been purchased by independent producer Edmund Grainger, who will produce the story as a Edmund Grainger Productions feature for RKO release. Grainger plans to do his principal shooting around Denver, and will film the feature in color and SuperScope.

* * *

James Dean, who stars in Warner Bros.' "East of Eden," has been set as the male lead in "Rebel Without A Cause," which David Weisbart will produce and Nicholas Ray will direct for WB. The story deals with teen-age juvenile delinquency.

* * *

Alfred Hitchcock announced at Paramount that James Stewart and Doris Day



Discussing "The Cockelshell Heroes" are (l to r): Brian Forbes, who will write the screen play; Jose Ferrer, star; Colonel Hassler, about whom the story revolves, and Cubby Broccoli, co-producer of the Warwick production, which Columbia will release.

Inside Production

Fred Brisson Calls "Girl Rush" Non-Problem Las Vegas Musical

By Richard Bernstein

"When I was in Las Vegas, I realized that no one had yet done a slam-bang musical about that town," Producer Frederick Brisson said in his office at Paramount Studios. "Being that my wife, Rosalind Russell, was so successful on Broadway in 'Wonderful Town,' I decided to star her in such a musical feature film dealing with Las Vegas."

The film, of course, is "The Girl Rush," which Brisson produced with Paramount for Paramount release. Brisson heads his own independent production company, Independent Artists.

The film is Rosalind Russell's first screen musical. Her co-stars in the film are Fernando Lamas, Eddie Albert and Gloria DeHaven. Robert Pirosh directed.

"The budget is about three and a half million dollars," the producer explained. About 14 months of preparation went into the film. Ken Englund wrote the original story, which was developed by Henry and Phoebe Ephron with Robert Pirosh doing the final screen play."

Brisson got the idea for his title from the fact that years ago Nevada was a site for gold rushes. Today, there is a girl rush with hundreds of beautiful femmes descending on Las Vegas every day.

"Las Vegas has an international flavor," Brisson said. "It is internationally known, just like Monte Carlo."

"Exhibitors will be pleased to get a non-problem musical about Las Vegas," the producer stressed. "The film can be called a modern western musical."

The producer pointed out that all the exteriors were shot in Las Vegas. The picture, filmed in Technicolor, was also lensed in VistaVision.

Brisson, who produced "The Velvet Touch" and "Never Wave At A WAC" for RKO release, helped produce the Broadway musical hit, "The Pajama Game." He believes that being both a Broadway theatrical and a Hollywood film producer is a very healthy thing; that it keeps a person's ideas fresh. He is currently prepping "Damn Yankees," based on the book, "The Year The Yankees Lost The Pennant," by Douglas Wallop, for the Broadway stage.



FREDERICK BRISSON

In regard to the current heavy bidding by Hollywood and the recent purchases of Broadway hits, Brisson had this to say: "Hollywood has been saying that it needs more original material. A Broadway stage success is proven material that can be developed and broadened for motion pictures. Competition is so stiff today that Hollywood is paying top prices for Broadway shows again."

Brisson, back to discussing motion pictures and his plans for his Independent Artists company, explained that he will only film specialized subjects that appeal to the public and which people can identify themselves with. The company will not do any specific number of pictures a year; it will go into production only when it finds the proper story and ingredients for a motion picture.

"You have to get the proper vehicles," Brisson said. "The Girl Rush" has 12 musical numbers and eight gigantic production numbers. As Brisson puts it; "it brings an elaborate Broadway musical right to the movie-goer."

In his casting, Brisson has taken another different tack, bringing such new people to the screen as Marion Lorne, who is so well known from her work on TV's "Mr. Peepers" show; New York dancers Bob Fortier, Matt Maddox and Don Crichton. He also cast Larry Douglas, Broadway performer.

"This is a way to bring Hollywood new faces for which it has been asking and which it continually needs," Brisson stressed. "Today audiences want entertainment. I have learned that the exhibitors know how to sell it to the public once you've made an entertaining picture."



Gene Walden, manager of Durwood's Roxy Theatre, Kansas City, Mo., and Mrs. Walden visit the M-G-M set of "The King's Thief," in CinemaScope, and Ann Blyth, star.

Broidy Signs Herman

William Broidy announced that he has signed Ace Herman to produce three films a year for William Broidy Pictures Corp., which Allied Artists will release. Herman's first production effort will roll in late April.

HOLLYWOOD...

will be co-stared in his VistaVison production, "The Man Who Knew Too Much," which will start in May. The story, a suspense spy mystery, casts Stewart as a doctor and Miss Day as his wife, a former singer. It is based on the picture of the same title that Hitchcock directed in England in the mid-thirties. Placed in London and French Morocco, producer-director Hitchcock will film part of the picture in these locales.

* * *

George Stevens has left for a location scouting trip in Texas to set up sites for his film version of "Giant," the Edna Ferber story which he will direct and produce in association with Henry Ginsberg for Warners.

* * *

Producer Robert L. Lippert Jr. has begun shooting "Charge of the Rurales," in Ansco Color on Mexico-Guatemala border locations, with Louis King directing a cast headed by Dane Clark, James Craig and Martha Roth. . . . The Hollywood contingent on the feature, the first U.S.-Guatemala coproduction, includes Gil Warrenton, cinematographer, Henry Hartman, assistant director, John Kawalak, Ansco color consultant, and Gil Marchant, assistant to Lippert, Jr.

* * *

Ted Edwards, executive associate producer of Cambridge Productions in New York and Miami, announced in Hollywood that the company will do three features this year. The company will start re-shooting on its feature, "Pan-American Highway," in Mexico in early March and also announced that it will shoot "Deep Six" this Spring and another feature.

* * *

Walter Pidgeon has been selected to portray the scientist in M-G-M's "Forbidden Planet." Previously cast in the film as Pidgeon's daughhter was Anne Francis. This will be Metro's initial entry into the science-fiction film field. Nicholas Nayfack is producing and Fred Wilcox directing.

* * *

Ray Milland, who will direct and star in "The Gunman" for Republic, flew to Gallup, N. M., to scout location sites for the film, which will be filmed in Trucolor by Consolidated starting March 30.



Dr. Herbert T. Kalmus (right), president and general manager of Technicolor Motion Picture Corp., receives the Pioneer Award in Cinematography of the Foreign Press Association from Merian C. Cooper, producer.

REGIONEWS

ALBANY

A Supreme Court jury trial would be open to any distributor whose release had been denied a license by the M.P. Div. of State Education Dept., under provisions of a bill sponsored by Senator Fred G. Moritt of Bklyn. The measure sets up an alternative to present appeal to the Board of Regents and directs issuance of a license if a film be ruled not indecent, obscene or inhuman. . . . Fabian's 1,000-car Mohawk Drive-In on Albany-Schenectady Rd. will relight Apr. 2. The circuit's Saratoga, on Albany-Saratoga Rd., which will have a 123' screen and concession stand doubled to permit cafeteria operation, should be ready by Apr. 15, according to supervisor Irwin Ullman. George Lourinia, mgr. of the Saratoga, recently had a minor operation.

Alan V. Iselin's Auto Vision at E. Greenbush has also undergone a screen widening and concession stand expansion for cafeteria purposes. . . . Charles Stevens, ad mgr. for Normans Kill Dairy, and Jack Hamilton, branch mgr., are new Variety members, also Ken Farrar, asst. mgr. of Tri-State Automatic Candy; George B. Chelius, Jr., mgr. of the Sheraton-Ten Eyck. Chief barker Geo. H. Schenck reports that the club's new air-conditioned quarters at the Sheraton-Ten Eyck should be ready by the end of July. Former chief barker Jules Perlmutter will be honored at a dinner-dance by Tent 9 on April 23. . . . Chick Milnarik of Columbia has been renamed pres. of B-43 Local.

ATLANTA

W. W. Hammonds, Jr., pres. of Marshall Drive-In, Inc. of Guntersville, Ala., announced plans for construction of a 600-car ozoner south of the city which will feature a completely enclosed playground for children, free picnic area, and a huge CinemaScope screen. . . . An April 1 opening is planned by Larry McClure for his new 300-car drive-in at Lawrenceville, Ga. . . . Construction of a $170,000 ozoner at Hallendale, Fla. is planned by E. M. Loew. . . . Elite Theatre, Decatur, Ala., closed for want of business. . . . Atlanta WOMPI's will hold a gala dance at the Variety clubrooms on April 1. . . . Tennessee outdoor exhibitors are preparing to oppose a proposed bill which would require that drive-in screens be obscured from the road by 1960. . . . Maurice Magnan continues as owner-mgr. of the Lakeshore Theatre in Jacksonville, Fla. It was erroneously reported here that Milton Moore is the new owner. Moore has not been connected with the theatre since last Nov. 1.

New ownerships: #1 Drive-In, Apalachicola, Fla., P.J., N.J. and J.J. Nichols; Cecil Drive-In, Troy, Ala., Jimmy Gaylard, who will change name to Coffee Drive-In, with Mack Clark as mgr.; Trail Drive-In, Sarasota, Fla., from Hugh Thomas, Jr. to Jack Hunt and Ray Carsky, who will change name to Airport Drive-In; Star Theatre, Cedar Bluff, Tenn., from J. W. Powell to Robert L. Baker and Ralph A. Meades; Desoto Theatre, Valley Head, Ala., Lowell Garmon, Jr.; Ruskin Theatre, Ruskin, Fla., from Hal Willis to Wm. Kneip. . . . Bill Wolfson, Wilby-Kincey city mgr. in Montgomery, Ala., back at work after an eye operation in Ft. Worth, Tex. . . . Vivian Miller, new booker at M-G-M, replaces Dot Stephens. . . . Skyview Drive-In, Sylvania, Ga., closed permanently.

Norris Hadawy, mgr. of the Alabama Theatre, Birmingham, was nominated local "man of the year." . . . J. W. Hill, appointed mgr. of the Victory Drive-In, Savannah, Ga. . . . T. A. McDougald new mgr. of the Clay and Cove at Green Cove Springs, Fla., to replace M. B. Argo, transferred to Eustis, Fla. . . . Louis Rosenbaum, pres. of Muscle Shoals Theatres in Ala., was presented certificate of distinguished service by the Ala. Society for Crippled Children and Adults. . . . Murray Stohl, who recently purchased the five theatres in Tampa, Fla. from Claughton, installed CinemaScope in the Cinema, State, Northtown and Palma Ceia, also the Roxy in St. Pete.

Winston Huddleston, former circuit solicitor in Wetumpka, Ala., purchased the late Ed Clark's interest in the Coosa Theatre there. . . . The annual joint convention of MPTOO of Ga. and Ala. Theatre Assn., is to be held at the Biltmore Hotel, Atlanta, May 15-17. . . . Dean Morris, RKO booker, moved up to post of sales representative. . . . Georgia Theas. closed the Augusta Drive-In at Augusta, Ga. . . . J. W. Hill appointed mgr. of the Victory Drive-In, Savannah, Ga. . . . Residents of Forsyth, Ga. voted two to one in favor of allowing Negroes to use the balcony of the local theatre.

Drive-In proposed for a 10-acre tract near Gulfstream Park, Hollendale, Fla., is running into trouble with the state road dept. which claims location would distract passing motorists. . . . Lakeland Drive-In, Lakeland, Fla., recently damaged by fire, being rebuilt by Mrs. C. W. Murrell and mgr. L. E. Hendrix. Likewise Martin Theas. drive-in at Port St. Joe. . . . Paramount in Palm Beach, Fla., reopened with Robt. Williamson as mgr. . . . New mgr. at the Miracle, Coral Gables, is Carl Jamroga, to replace Mel Haber, now at the Carib, Miami. Harry Parmenter appointed asst. mgr. at the Daytona, Daytona Beach.

BOSTON

Smith Mgmt. took a long-term lease on the new 2000-car Meadow Drive-In under construction in Hartford, Conn. by A. J. Bronstein and to be ready for spring opening. Wm. Riseman Assoc. is erecting a huge ozoner in Jersey City, N. J. for the Smith interests also. . . . Maine & N. H. Theas. Inc. signed Altec contracts for maintenance and service of the circuit's sound equipment. . . . Jean DuBerry, mgr. of S-W's Art Theatre, Springfield, tied up with the local Motion Picture Council for co-sponsorship of the March 9 area premiere of "Romeo and Juliet." Sale of the first ticket to Mayor Brunton by SMPC representatives got good newspaper space with photo. . . . Hy Fine, New Eng. Theas. dist. mgr., is recuperating at home after surgery.

Ernie Warren has taken a long-term lease on the Lexington Theatre, Lexington, which has been closed since last summer. He will reopen it in mid-March after extensive renovations, including remodeling of the front, and installation of CinemaScope with full sterophonic sound. Warren also operates the Paramount, Needham, and the Strand, Canton. . . . "The Country Girl" broke all existing records in its first week at the Astor Theatre, Boston; ditto for "Battle Cry" on opening day (Washington's Birthday) at the Metropolitan for any program without a stage show. . . . Receiving congratulations on additions to their families are Francis O'Neil, mgr. of the Paramount, Rutland, Vt., a son; exhibitor Raphael Sandlow, a daughter; Samuel Feldman, Winchendon exhibitor, a son.

First Bay State drive-ins to open for the season were Joe Levine's Round Hill near Springfield, Ned Eisner's Quaker at Uxbridge, Redstone's Neponset, and Rifkin & Loew's Meadow Glen, Greater Boston. . . . Sam Haase placed six new accounts for the Goodwill Awards plan. . . . Irving McDonald, former Springfield exhibitor who broadcast over WEEI for the past 14 years, resigned and plans to retire on Cape Cod. . . . Island Theatre, Portsmouth, R. I., was gutted by a $60,000 fire attributed to defective wiring connected with a soft drink machine.

John J. McAvoy leased the Somerset Theatre, Somerset, from the Yamins interests and will open it with a summer stock policy in late June. . . . Lloyd Mills, mgr. of the



James J. Lyons, Borough President of the Bronx, is greeted by United Artists president Arthur B. Krim (right) and distribution v.p. William J. Heineman (left) at special screening of Hecht-Lancaster's "Marty," forthcoming UA release filmed on location in that legendary borough.

BOSTON (cont'd.)

Cinema at the suburban Shoppers World near Framingham, has invited 4,000 Girl Scouts from districts covering eight nearby towns to a program celebrating the 43rd anniversary of their organization on March 12. Mrs. Christian A. Herter, wife of the Governor, will be guest of honor. Mrs. Herter has also accepted the honorary chairmanship for a fashion show to be put on by Elizabeth Arden on March 18 at the Sheraton Plaza for benefit of Variety Club's Jimmy Fund. Wives of Mayor John B. Hynes, Lt. Gov. Sumner Whittier, Atty. Gen. George Feingold, Motor Vehicle Registrar Rudolph F. King and Ambassador to Uruguay Thomas Pappas are included in the list of an active committee which is sponsoring the show. . . . Mr. & Mrs. Samuel Pinanski enjoying a month's holiday in Florida.

CHARLOTTE

After several days of picketing, the Visualite Theatre's mgr. Robert Shrader and IATSE Local 322 business agent W. H. Fowler decided to split the cost of two hours in question. The theatre had refused to pay a minimum of four hours to the projectionist for Wednesday matinees which run only two hours. . . . J. O. Wills is adding a 100′ screen and CinemaScope to his Concord Drive-In at Concord, N. C., which he enlarged to 650-car capacity. . . . George Ebersole, 20th-Fox special sales representative, is back on the job after a spell of illness. . . . Drive-In Castle Haynes closed for balance of winter with early spring opening planned. . . . Gaston Drive-In, Roanoke Rapids, N. C., which was demolished by Hurricane Edna, is being rebuilt. . . . Bill Henderson of Theatre Booking and Theatre Promotions took his little daughter to Warm Springs, Ga. for a checkup.

CHICAGO

Seven theatres of the H&E Balaban circuit have become members of Allied Theatres of Ill. They are the Bryn Mawr, Commercial, Esquire, Milford, Surf and Windsor in Chicago and the Des Plaines in Des Plaines. Another recent member is the Melrose at Melrose Park, owned by John L. Billish. . . . Raytone Screen Corp's midwest offices are now located at 401 W. Charles Rd., Lombard, with Milt Sherman, formerly of Radiant Screen, as ad mgr. . . . B&K's Chicago houses are now all CinemaScope equipped having just completed its 35th installation at the Luna Theatre. . . . Joseph Vogel, John Murphy and Ernest Emerling, Loew's execs, were in town for closing of the Twin Outdoor Theatre deal.

Tampico Theatre, 1611 Roosevelt Rd. seriously damaged by fire, with loss estimated at $25,000. Owner Abraham Gomez was elected pres. of the newly organized Mexican Chamber of Commerce here. . . . Best and Kaplan have sold the Amo Theatre property to Dudley Real Estate Co. However, Jack and Ben Cooney will continue to operate the house. . . . Essaness, according to gen. mgr. Ralph Smitha, acquired the ABC Outdoor Theatre at 147th & Western Ave., giving the circuit four ozoners to manage. . . . Jack Hunt, former mgr. of the Oriental, and Ray Carsky, former B&K exec., have taken over the Trail Drive-In at Sarasota, Fla.

Installation of new Variety Club officers will take place at the Congress Hotel on March 7. . . . Sidney Fields named west coast representative for DaLite Screen, with headquarters in Hollywood. . . . Edward Cassin joined B&K's State Lake managerial staff. . . . William M. Platt, Evanston, Ill. mgr., passed away; also John J. Calvey, 84, Chicago theatre mgr., and Otto Peska of Operators Union. . . . "Illicit Interlude," Swedish import, had its midwest premiere at the World Playhouse on March 5, following 10-week run of "Aida."

Martin Sweeney and Murry Dickson in town for inspection of the Chicago Theatre as showcase for the Todd-AO film "Oklahoma." . . . First week of "The Country Girl" at B&K's United Artist Theatre broke house records. . . . Atty. Aaron Stein has withdrawn McVickers Theatre anti-trust suit from Milwaukee Federal Court and it is reported he will file same in Newark, N. J. . . . J. F. Helmers, of Curtis Circulation Co., Philadelphia, in town for the NAWA exposition, reported that books like the one brought out to tie in with "20,000 Leagues" will be published in connection with other leading films. . . . Greg Koerner, film delivery exec., home from the hospital recuperating from a leg injury.



The third in a series of four coast-to-coast meetings of Universal office mgrs. and head bookers, to map the most efficient service for exhibitor customers, was held in Los Angeles, with asst. sales mgr. Ray Moon and branch operations mgr. F. T. Murray presiding. L to R: (seated) Irving Weiner, print dept. head; G. J. Malafronte, asst. to Murray; Murray; Moon; Foster M. Blake, western sales mgr.; Barney Rose, dist. mgr., San Francisco; (standing) Harold Whitman, L.A.; Al Chiarpotti, S.F.; Ed Cooke, L.A.; Herbert Lane, New York; Betty Gamble, S.F.; Ed Bramwell, Portland; Rene Amter, L.A.; Dale Haslam, Salt Lake City; John Rickert, N.Y.; Ed Smythe, S.F.; Phil Stanton, Seattle; Oscar Gallanter, Denver.

CINCINNATI

Edward McGlone, who came here from New York to manage RKO's Palace, will take over management of the RKO Palace in Columbus. J. Elwood Jones will move from the Grand to replace McGlone at the local Palace. Robert Horton, asst. at the Albee, goes to Columbus to manage the Grand, and the Grand in Cincinnati will be managed by Robert Rehme, assistant to McGlone at the Palace. Edward Beckman, back to RKO after military service, will take over as asst. at the Albee. J. J. Shinbach, RKO dist. mgr. with headquarters in Chicago, resigned to become pres. & gen. mgr. of Monarch Theas., which operates two ozoners in Louisville, Ky. and is building one in Columbus.

Maple Drive In at Zanesville, which was owned by Herman Boedecker, has been sold to exhibitor Nate Schultz of Cleveland. . . . Mrs. Julia Cummins, 89, mother of Mark Cummins, local drive-in circuit owner, died after a short illness. . . . Mid-West is widening screens of Nat Kaplan's Woodlawn Drive-In, Glendale, O., and the Dixie Gardens Drive-In, Covington, Ky., also installing CinemaScope equipment. Mid-West is also installing CinemaScope in Earle Eveland's Twin Opera House, McConnelsville.

G. D. Saylor of Wallins Creek, Ky. is building a new 400-car ozoner in Manchester, Ky., completely furnished by National Thea. Supply, who also installed CinemaScope in the Western Plaza Theatre, owned by Mrs. M. M. Weinig. . . .Ray Russo, Kentucky salesman for 20th-Fox, receiving congratulations on the arrival of a baby girl.

CLEVELAND

The Pearl Road Drive-In, now under construction in Middleburg Hts., which will accommodate 600-cars, is expected to be open for early summer business. Two of the owners are Jack and Harold Ochs, Cleveland bookers. . . . Frank Gilfilen plans to open his new Tri-Vale Drive-In in Coshocton early this spring. Located on the Louisville River Road, the Tri-Vale will replace Gilfilen's old Skyway Drive-In which had to be torn down due to highway construction in that area. The new project will be equipped with wide screen and CinemaScope, and hold some 700 cars. . . . Loew's State here will offer the closed circuit TV theatre CARE-ANTA show, produced by Gilbert Miller, on March 28.

DALLAS

"Birth of a Nation" was shown for the last time in Dallas at the Plaza Theatre since rights to the picture were recently purchased by a film syndicate for a modern version of the story. . . . Rialto Theatre initiated a new opening policy, changing from Friday to Thursday and using a double re-release bill. . . . Exec. Dir. Kyle Rorex announced that the Academy Award Oscar Race campaign, prepared and patented by Texas COMPO for theatres in this district, would be made available to theatres throughout the country. It enables the public to compete in a contest to guess the winners before the awards are announced.

Frank Gillespie is the new city mgr. at Henderson for East Texas Theas. At Rusk; the chain has installed James Pryor as city mgr. . . . Variety Boys Club in Houston announced plans to add two new buildings—one for Latin-American boys and one for Negro boys. The present clubhouse on Houston's north side is to get a swimming pool, pres. R. E. (Bob) Smith disclosed. Floyd Karsten was elected board chairman and Smith reelected pres. Mack Howard is chief

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DALLAS (cont'd.)

barker of the sponsoring Variety Club, which opened new quarters in the Montagu Hotel last week.

Claude Ezell is to be honored March 9 for his 50 years in show business with a banquet at the Dallas Variety Club headquarters. Ezell is founder of the International Drive-In Assn. and a member of the executive board of Texas COMPO. . . . Recent Texas exhibitor deaths include Weldon Parsons of the Jefferson Theatre, Beaumont, and Pete Blackshear of the Queen Theatre, Aspermont. . . . Empire Theatre, San Antonio, set adult prices at 50¢ and children at 15¢ for two first-runs, "Hell's Outpost" and "The Shaughai Story." . . . Loew's, Houston, got big crowd with showing of "Cartoonarama" —12 old cartoons made for a 16x24 screen and shown on 50' CinemaScope screen with all kinds of amusing distortion. Special showing was followed by regular run of feature. . . . Trail Drive-In, Houston, took space equal to ad on double feature to publicize its giant theatre restaurant.

DENVER

According to gen. mgr. Dave Davis, Atoz Theatres will build an 800-seat house in a new shopping center in Littleton, Colo. . . . Five downtown theatres, the Centre, Denver, Orpheum, Paramount and Tabor, simplified their parking problems by offering patrons a 25¢ discount on evening prices upon presentation of a parking ticket. . . . M. Y. Nygren and Herman Koeppen are building a 300-car ozoner at Hulesburg, Colo. . . . The News is offering $350, along with numerous passes, to those coming nearest to picking Oscar winners. Top prize is set at $250 but increases to $350 if contestant has included a Brotherhood Week donation.

Tom Bradley, member of the family which owns the Paramount, Cheyenne, will operate the theatre in the future. It had been operated by Fox Inter-Mountain for years and for the past few weeks by Carlin Smith. . . . Howard Manzhaf, city councilman and projectionist at the Tabor, is again running for the office. . . . Ed Mapel, owner of the Gem and a city councilman for 12 years, previously announced he would run again. . . . Mr. & Mrs. Stanley Dixon, owners of the Motor-Vu in Delta, Colo., went east on vacation. . . . Frank Green, Universal salesman, became a granfather for the first time with arrival of Frank III. . . . Frank H. Ricketson Jr., Fox I-M prexy, and Joe Dekker, Civic Theas. partner, were reelected pres. and v.p. of Roundup Riders of the Rockies.

Pueblo, Colo. City Council started a move which, if successful, would tax all amusements 2% on admissions. . . . L. J. Albertini, dist. mgr. for Wolfberg drive-ins, vacationed in St. Louis, New Orleans and Mexico City. . . . Archie Goldstein installed CinemaScope in his 310-seat World. . . . Robert Selig, Fox I-M v.p., was named to the board of directors of Rocky Mountain Corp., which will work to bring more industries to the state. . . . Variety Tent 37 will hold a dinner March 30, on occasion of the Oscar awards. . . . Ethel Merman, who now lives in Denver, will act as chairman of the Easter Seal campaign here. . . . John Dervin, U. S. mgr. for Stratford Picts. in N. Y., was in Denver conferring with Jack Felix, Allied Artists branch mgr.

DES MOINES

Jim Gray, formerly employed by Pioneer Theatre Corp. of Minneapolis, has taken over operation of the Band Box in Mason City for the C. A. Schultz interests and Consolidated Agencies of Kansas City. Gray managed houses in Webster City, Carroll, Jefferson and Sac City. He succeeds Robert Budlong, who was serving temporarily but is now associated with Gretchen's Sweets, another Schultz interest. . . . About 50 drive-in mgrs., assts. and partners from 27 Iowa and Nebraska towns attended a meeting of Central States in Des Moines. Speakers included Frank B. Rubel, Myron Blank and Stephen Olerich, and chief topic was public relations. . . . The Amuzu Theatre in Fonda gave passes to squad members of Fonda High and OLGC High basketball teams for the fine showing they made during the season. . . . Legion Theatre in Bagley announced end of the winter schedule of Sunday matinees. Weekend shows will now be on Sunday and Monday nights. During the winter there were no Monday shows.

More than 800 youngsters packed the Algona Theatre at Algona to see a free show sponsored by the theatre, six Algona dentists and the county nurse recently. Only requirement for admission was a card signed by the child's dentist. A similar show was held at the Croft Theatre at Bancroft. . . . E. H. (Lucky) Luchsigner, operator of the Elite in Laurens, has purchased the Laurens Reminder from Dean W. Alderman. Luchsinger will continue to manage the Elite. . . . West Theatre in West Bend is undergonig remodeling, including installation of a new wide screen. . . . Bob Gray of Des Moines, who took over the Collins Theatre in Collins, hopes to have the house open for business soon. Repairs to the heating system held up an expected earlier opening. Prices will be 40¢ for adults and 20¢ for children.

DETROIT

M. F. Gowthorpe, pres. of W. S. Butterfield Theas., announced that construction of the new theatre planned for Ann Arbor will soon get under way. Plans have been completed by Crane, Kiehler & Kellogg for a 1,400-seater, equipped with all the latest developments. . . . Fred Walton, formerly mgr. of the Broadway-Capitol and later pres. of Cambridge Picts. in Hollywood, returned to town as mgr. of the downtown Loop. . . . "Aida," which opened at the Krim Theatre, set a gate record double the figure set for "Romeo and Juliet." The Art Herzog office is trying to clinch a long run with secondary promotion which includes a foreign language campaign. Incidentally, the TV waiting room lounge installed at the Krim is attracting favorable comment.

Harry Leins left Universal to form his own company for distribution of imported Italian films. . . . Al Krencher, Dexter projectionist, has a new granddaughter. . . . E. H. Forbes, pres. of Ernie Forbes Theatre Supply, sporting a healthy suntan after six weeks in Hollywood, Fla. . . . Herbert Rosen, young son of the pres. of Confection Cabinet, will not follow in his father's footsteps. He just passed his CPA exam. and will enter a non-theatrical type of business. . . . Betty Robbins, elevator operator at the Film Exchange bldg., will return to her post in mid-March following a battle with severe illness.

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Watch These Dates!

March 10-11: Dallas—Texas Drive-In Theatre Owners Assn. convention—Adolphus Hotel.

March 21-22: Pittsburgh — Allied Theatre Owners of Western Pennsylvania 33rd annual convention—Hotel Roosevelt.

March 28-30: Milwaukee — Allied Independent Theatre Owners of Wisconsin spring convention—Schroeder Hotel.

March 30: Los Angeles—Oscar Awards at Pantages Theatre.

Apri. 3-5: Biloxi—Allied Theatre Owners of Gnlf States annual convention—Edgewater Gulf Hotel.

April 18-22: Chicago—Society of Motion Picture & Television Engineers (SMPTE) convention—Drake Hotel.

May 2-3: Minneapolis—North Central Allied Independent Theatre Owners convention—Nicollet Hotel.

May 10-12: Lake of the Ozarks—Missouri-Illinois Theatre Owners and Kansas- Missouri Theatre Assn. joint meeting—Arrowhead Lodge.

May 15-17: Atlanta—Joint convention of Motion picture Theatre Owners & Operators of Georgia and Alabama Theatres Assn.—Biltmore Hotel.

INDIANAPOLIS

Lou Siebert, Allied Artists rep., reports great interest in the Billy Graham short, currently in release. . . . Republic is moving to 444 No. Illinois St. . . . J. B. Sconce sold his Community Theatre, Greenwood, to Carl G. Carter. . . . The Royal Theatre, Evansville, closed. . . . Charles Bowles, is now operating the Drive-In and Logan Theatres in Russellville. . . . Charles J. Niesse, 86 years old, formerly active in management of several local theatres died in a nursing home after a long illness. . . . Virgil Brutcher, 56, also passed away.

Star Theatre, Indianapolis, is now operated by R. O. Clark. . . . Branch mgr. R. L. Conn, 20th-Fox was re-lected chief barker of Indianapolis Variety Club. Conn has been designated distributor chairman of local exchanges, for worthy causes sponsored by the industry, such as Brotherhood Week, Will Rogers Memorial, etc. . . . Mgr. Leonard Spiers, Allied Artists has returned to his desk after a stay in Methodist Hospital.

States Film Service has taken over shipping and inspection for Republic. . . . Tony Wiley was named steward for Indianapolis Variety Club. . . . Pete DeFazio, Paramount salesman, has been transferred to the Pittsburgh territory. . . . Dale McFarland, gen. mgr. of Greater Ind. Amuse. Co. gave a dinner party at the Hotel Lincoln, for Richard Egan, visiting star from the cast of "Underwater." James Smith resigned from Paramount and joined Twin-Drive-In here as buyer and gen. mgr. Harry Layne, formerly with Twin-Drive-In, is now with Cantor

INDIANAPOLIS (cont'd.)

Amuse. . . . Joseph Bohn, Realart mgr., is back at his desk after several weeks on the sick list.

KANSAS CITY

Matt Plunket, mgr. of the RKO Colonial in Dayton, O., transferred to K. C. as mgr. of the Missouri, replacing Lawrence Caplane, who resigned to go into advertising in Cleveland. . . . Henry Sonday upped from head booker to salesman at Universal succeeding Dwight Borin. . . . Alex Shniderman and Louis Sutter of E. & S. Theatre Ents. plan to open their new 63rd St. ozoner on May 1. . . . Fox Midwest theatres in this area joined the Oscar Race promotion sponsored in 38 states by Texas COMPO. . . . To attract shoppers, businessmen in Adrian, Mo. reopened the Adrian Theatre for Sat. matiness, managed by J. O. Phillips, druggist.

F. L. Lowe opened the new Civic at Brookfield, Mo. . . . The Cozy at Geneseo, Kans. was reopened by Mrs. Betty Bond of Newton. . . . Mark Twain Theatre at Perry, Mo., closed since Dec., reopened with Mr. and Mrs. C. K. Paisley as owners. . . . Plaza Theatre bldg. in Independence, Mo. was leased for a clothing store. . . . Roscoe Cook closed Shelby Theatre at Shelbyville, Mo. . . . Walter Buchholtz remodeled the Walt at New Haven, Mo., installing new carpets, chairs and CinemaScope. . . . Carthage, Mo. has a new Fox Theatre rebuilt from fire-damaged Tiger. . . . Walter Fletcher of Meade, Kans. bought the Plains at Plains, Kans. from Fred Harrison to reopen with CinemaScope.

Commonwealth Amuse. joined the International Popcorn Assn. . . .New equipment has been installed in these Missouri theatres: Sunset Drive-In, Carthage: Durwood's Orpheum, St. Joe; Lyric, Salisbury; Holiday at Seneca; Shawnee, K. C. and Parkdale Drive-In owned by Herbert Jeans at Columbia. Kansas theatres with new equipment include: Augusta Theatre, Augusta; Dickinson, Mission; Ray Winch's Isis, Marysville; Aldon Holthus' Atwood ozoner at Atwood; Goveland at Quinter; Roxy, Newton; Roxy, Waterville; Aztec, Shawnee; Howard, Arkansas City; and the Starlite ozoner and and Meade Theatre at Meade. . . . Richard Brous, pres. of Motion Picture Assn. of K. C., appointed these committee co-chairmen: Public Relations & Publicity—Ben Shlyen and Bernie Evans; Legislation—C. A. Shultz and Dick Biechele; Charity & Welfare—Arthur Cole, chair; Membership & Finance—Lou Patz and Russell Borg; Ways & Means—Ben Marcus and Hardy Hendren; Entertainment & Activities—Ralph Amacher and Harry Gafney.

MIAMI

Wally Becker, who is pres. of Wometco's Home Guard, played host to 21 employees of the chain at breakfast and lunch as a token for helping to build up the Blood Bank. . . . George Hornstein visiting his brother Hal—they supply the theatres along the east coast. . . . Susan Hayward making personal appearances on TV and Radio in advance of world premiere of "Untamed" at the Carib, Miami and Miracle theatres. . . . Claughton's Embassy has the first showing of "Glass Slipper" set for Easter. . . . Crag Collins now mgr. of the Strand. . . . Tony Martin host to local celebrities at a special screening of "Hit The Deck." Night



Shown (l to r) at a dinner held in Minneapolis in honor of Elroy (Crazylegs) Hirsch, star of Warner's "Unchained," are: John Branton, Minnesota Amuse. Co. chief booker & buyer; Edward Hyman, United Paramount v.p., and Charles Winchell, MACO v.p.

letters were sent for the 2 a.m. screening at the Beach Theatre—public not invited. . . . Flamingo Theatre, managed by John Calio, opened the Garbo oldie "Camille" without fanfare and business was good.

MILWAUKEE

Reservation blanks for Variety International Convention, May 4-7 in Los Angeles, may be obtained from Oliver Trampe. . . . The opening of CinemaScope at the Savoy Theatre here was announced by Howard J. Gleason. . . . Estelle Steinbach is managing the downtown Strand. . . . Harold J. Fitzgerald was re-elected pres. of the civic progress commission of Milwaukee. . . . John Adler and the Ray Trampes are enjoying a Florida vacation. . . . Film Service Inc., had all their drivers in for a day's meeting and dinner. A bonus plan was announced for a safe driving campaign.

The Fox-Princess, managed by Robert Brill, is now showing first-run films. . . . Ben Marcus was selected by Wisconsin Allied as its exhibitor chairman for Brotherhood Week. Showmanship kits were sent to all theatres by National Screen. . . . The theme for this year's Wisconsin Allied Spring Convention is "Let's Look Alive In '55," a campaign designed to bring about a more vigorous "Back to The Theatre Movement." The convention and campaign will stress aggressive showmanship plus ways and means to improve the physical properties of theatres.

MINNEAPOLIS

The Wisconsin Assembly turned down a bill which would put the state on daylight saving time this summer. . . . Charles Creamer, Robert Lahti and Robert Lundquist of Minneapolis Theatre Supply are partners with Leonard Steele in a new drive-in being built at Pluma, S. D. to be called the Mile High, which Steele will manage. The theatre will be located below Deadwood's Homestake Mine, on the only piece of flat ground in the immediate area, and will be a deulxe operation with 600 speakers. It will be epuipped for CinemaScope and other widescreen projection. An early spring opening is planned.

Al Fritz, owner of the Lyric at Watertown, S. D., is building a drive-in at Watertown. The 500-car outdoor stand will be equipped for CinemaScope. . . . C. J. (Fay) Dressell ,RKO branch mgr., is back at work after being hospitalized for a checkup. . . . The 400-seat Lyric at Fergus Falls, which was closed for some time, has been sold for commercial use. Theatre formerly was operated by Berger Amuse. . . . An experiment at the Austin Theatre, Austin, Minn., with art pictures is running behind expectations, according to mgr. Karl Lindstaedt. Policy will probably be discontinued when present schedule is completed. . . . Paul Bacon, engineer at Radio City, collapsed and died at the theatre while on duty. . . . A series of screenings to raise funds for Brotherhood Week was planned by Sol Malisow, 20th-Fox branch mgr., and Bob Karatz, operator of the Gopher and various drive-ins in the territory.

NEW HAVEN

Senator Louis A. Lemaire, Jr., Norwalk Republican, has introduced a measure that would authorize creation of a State Board of Review "to aid local authorities in reviewing movies and theatricals," into the current session of the State Legislature.

The 2070-car Meadows Family Drive-In being built in Hartford for A. J. Bronstein, has been leased to Midwest Theas. of Boston, headed by Phil and Richard Smith, who plan a May 15 opening with first-run product. Bronstein will continue to operate the E. Hartford Family Drive-In. . . . Pike Drive-In, Newington, managed by Paul W. Amadeo, opened for the season. . . . Albert M. Pickus, owner of the Stratford Theatre, Stratford, and a national TOA v.p., was elected chairman of the local Civil Defense Committee.

Decision has been reserved on a rezoning application filed by Francis H. Holmes, landowner, to change a 40-acre tract in Berlin, Conn. to allow for construction of a drive-in by George LeWitt, New Britain theatre owner. . . . The 850-seat Crown in downtown Hartford, owned by Post-Thompson Estate, has been leased to the Crown Co., a new local corporation headed by E. Pomeroy of Hartford, who is completely modernizing the theatre. House mgr. will be Joseph L. Giobbi. . . . Peter and Milton LeRoy are increasing screen size at their Blue Hills Drive-In, Bloomfield. . . . The 500-seat Mayfair in Bridgeport, operated by Strand Amuse., has been sold to a furniture company, which will convert the building for its own use.

S-W has resumed a Tues. thru Thurs. art film policy at the Capitol, Willimantic, with regular product to be shown balance of the week. . . . A new policy of 9:30 a.m. openings on Saturdays was instituted at the Star, Hartford, a sub-run situation. Partners Bernie Menschell and John Calvocoressci have scheduled 20 cartoons on children's morning and matinee programs plus regular double bill. . . . Arthur and Sarita Jennings have leased the Music Box Theatre, New Britain and operating Fri. thru Mon. only. . . . M. J. Daly, pres. of Daly Thea Corp., Hartford, recuperating at home from surgery

NEW YORK

Berk & Krumgold, real estate brokers, have consummated a long term lease for the 1400-seat State Theatre in Middletown, N.Y. for Strata Theas. Inc., a Fabian subsidiary. The lessee is a corporation headed by Harry Brandt, who plans complete rehabilitation of the house immediately. . . . Sam Shain

NEW YORK (cont'd.)

Publications, Inc. has been formed to conduct a printing and publishing business at 15 E. 40th St. . . . The Eastern Regional Popcorn Conference is scheduled for March 8 at the Park-Sheraton Hotel.

Remodeled, enlarged, and featuring a new giant CinemaScope screen, Walter Reade's Woodbridge Drive-In on Rt. 1 at the Cloverleaf in Woodbridge, will reopen for its eighth season on St. Patrick's Day. The capacity has been increased to nearly 1200 cars, the Refreshery building almost doubled and completely remodeled, and the large children's free play area improved. It will again be managed by Frank Dean.

The New York film industry, which has a goal of $45,000 in the 1955 American Red Cross campaign, was urged to double that figure by Spyros P. Skouras, 20th-Fox president, who is again serving as industry chairman. Speaking at a luncheon meeting atended by some 75 industry leaders at the Metropolitan Club this week, Skouras urged that metropolitan theatre owners consider "passing the hat" among their audiences during the campaign. Besides bringing in collection dollars, he said, it would serve to accelerate interest on the part of the public, and hence increase the canvass contributions.

OMAHA

Neil Danberg, regional director of the National Conference of Christians and Jews, was guest speaker at Iowa-Nebraska theatre division's Brotherhood Week luncheon. Vince Flynn, M-G-M mgr., and Iz Weiner, U-I mgr. were co-chairmen for the event. . . . The Armed Forces Committee of the local Chamber of Commerce is trying to land one of the four "Strategic Air Command" film premieres for Omaha late in April or early in May, and James Stewart has been invited to attend the showing. Headquarters of the U. S. Strategic Air Command and its chief, General Curtis Le May, are at Omaha. . . . A bill to raise the state tax on boxing and wrestling matches from 5 to 7% was passed by the Nebraska legislature and signed into law by Gov. Victor Anderson. The measure also permits championship 15-round matches for the first time in nearly 35 years.

PHILADELPHIA

A percentage underreporting suit was filed in Northampton County Court by RKO, Loew's, 20th-Fox, U-I, Paramount and Warner against Wm. D. Beck, Berlinsville, Pa., owner of a drive-in there, which seeks an accounting and a judgment as well as punitive damages. . . . The Bromley Theatre in Philadelphia has been leased to Wagner's Ballroom and will be converted into a huge ballroom and also have facilities for banquets and other social functions. . . . Edward Gallner and Donald P. Kahn are new members of Variety Tent 13. . . . Moe Verbin, Charles Stiefel Theas., was recuperating at home following surgery.

George A. Hamid and his son George Jr. have become Absecon Island's biggest exhibitors through adquisition of four major theatres. They are the Warner and Colonial on Atlantic City's boardwalk, which were sold outright by the Stanley Co., and leaseholds to the Stanley and Virginia, also on the boardwalk. They also gained control of a block of six stores adjoining the Stanley and five stores on either side of the Colonial.

Reported that Harry Sley, parking lot mogul and theatre operator, is planning to build another cinema palace at 16th & Chestnut. . . . Wilkes-Barre theatre owners attended a session seeking reduction or elimination of the admissions tax. . . . Samuel D. Schwartz, former head of Stanley Co. of Am.'s real estate dept., was a surprise witness for plaintiffs in the $5,775,000 Sablosky anti-trust suit against the major distributors. Schwartz testified that plaintiff's theatres were not in substantial competition with first-run Philadelphia.

S-W's Commodore has given up its art policy and returned to regular film fare. . . . DeLuxe is now buying and booking for the Florence Theatre, Florence, N. J., and the Manor in Wilmington Manor, New Castle, Del. . . . Variety Tent 13 honored Leo Weinrott at a dinner on his appointment as Judge in Common Pleas No. 5. . . . Max Chasen, operator of the Shore and Hollywood in Atlantic City, has a new son named Stephen Allen. . . . Arthur Kerns, mgr. of the Randolph Theatre, passed away. He was 45 and had been with the Goldman chain 11 years.

Tri-State, Sandy Gottlieb's booking outfit, is now servicing Celeste Rossi Jr.'s Hazleton Drive-In at Hazleton. . . . Elizabeth Marrandine, UA booker, became a grandmother for the second time with the arrival of a baby girl at the home of her son. . . . John Daly, Warner booker, is recuperating at home from surgery. . . . Warner Bros. will celebrate "Norman Moray Month" starting May 2, on the occasion of Moray's 25th anniversary with the company.

PORTLAND

The 200 Oregon exhibitors made extensive plans for "Go to the Movies" during month of March. The majority have modernized their theatres and booked the recent popular features. . . . Wide arc lamps, CinemaScope and stereophonic sound are being installed at the Amphitheatre, Portland. . . . Al Lartenteur was recently named Oregon salesman for Northwest Releasing Co., which announces a re-sale of "Karamoja" for Salem's drive-in theatres. Their next big effort will be on "Garden of Eden," already shown in some 70 Calif. theatres.



For his work in the production of "Assignment: Children," which Paramount is releasing for the United Nations, Danny Kaye is presented a Brotherhood Award by Dr. William Lindsay Young (right), v.p. of the National Conference of Christians and Jews, on set of "The Court Jester," in the presence of Y. Frank Freeman, Paramount v.p. and studio head.

ST. LOUIS

Hurdy Boyd, operator of the 450-car Tommie's Drive-In near Kennett, Mo., announced plans for a new and larger ozoner in the district, to be located on a 16-acre tract. It will be operated on a first-run basis, and Tommie's as a second-runner. . . . Starlite Drive-In near Salem, Mo. will be opened on March 11 by Hugh Graham for week-end operation, with full week policy to start in April. . . . Aftr being closed for some time, the Southway Theatre here reopened under managerent of Lloyd Weston with new scale of 35¢ for adults and 15¢ for children. . . . Geraldine Twitty and Earl Farrell plan to put their Delta Drive-In at Skikeston, Mo. and the East Prairie at E. Prairie on a full week basis starting March 12.

Frisina's 350-seat Capitol at Bridgeport, Ill. closed for an indefinite period. Other reported closings include A. V. Shearman's 285-seat Rialto at LeBelle, Mo.; Roscoe Cook's 343-seat Shelby at Shelbyville, Mo.; C. H. Frobase's 480-seat Frobase at Benton, Mo.; the 230-seat Lyric at Moweaqua, Ill., after part-time operation by Verne Coffman; the 375-seat Louise at Louiseville, Ill., operated by Norma Woods, W. R. Woods and Naomi Goldsmith. . . . Leon Jarodsky, Paris, Ill. exhibitor, was in St. John's Hospital for complete checkup. . . . New members of MITO, TOA affiliate, include Leo Keiler of Columbia Amuse., Paducah, Ky., and Dick Fitzmaurice, Rivoli Theatre, St. L.

The stage version of "Caine Mutiny," cancelled for St. L. because of alleged cracks about the South, will be presented here after all. . . . Ray Colvin, exec. dir. of TEDA, became an editor with the first appearance of "The TEDA Spotlight," which will be published periodically from national headquarters here. . . . Lawrence McDonald is installing a giant silver screen at his 300-seat Prairie Theatre at Prairie du Rocher, Ill. . . . Carson W. Rodgers, pres. of Rodgers Theatre at Cairo, Ill., is convalescing at home after surgery. . . . Paul Hamaker, owner of Starlite Drive-In at Paris, Mo., recovered from his recent illness.

Herbert Jeans, owner of Parkdale Drive-In at Columbia, Mo., announced plans for widening the screen and installation of equipment to show the new processes. . . . Doby Stout reopened his Airport Drive-In at W. Paducah, Ky. and the Charleston D-I at Charleston, Mo. . . . P. F. Whitcraft has given up the presidency of Pepsi-Cola bottlers of St. L. to become board chairman. The business will be operated by an executive committee consisting of his three sons and a son-in-law. . . . Rearlart, owned and operated by Herman Gorelock and Geo. Phillips, booked "They Were So Young" in Bloomer's Ritz, Belleville, Ill., Fox Midwest's Broadway at Cape Girardeau, Mo.; Roxy, W. Frankfort, Ill.; the Stadium, Mt. Vernon, Ill., and Herman Ferguson's Liberty at Malden, Mo. . . . A new Walker screen was installed in Chas. Beninati's Capitol, Carlyle Ill., and at the Elmo, St. Elmo, Ill.

SALT LAKE CITY

Queen Theatre of Bountiful, Utah, was recently taken over by the ARTCOR, a group of local film men reportedly headed by Irving Gillman of the Gillman chain in Salt Lake and Denver. . . . Carl Anderson is back at his Liberty, Strand, Roxy and

SALT LAKE CITY (cont'd.)

Sundown theatres in Kallispell, Mont. after a vacation in Calif. . . . A new snackbar has been added to the downtown State, under general management of Jack Swanson. . . . Barbara Rush, star of "Captain Lightfoot" was scheduled to stop off here for some personal appearances at the Villa Theatre, managed by James Needham, in connection with the "Look Like Contest," on which $200 in prizes will be awarded to contestants who most resemble Miss Rush and Rock Hudson.

Wm. H. Oldknow of Sero Amuse. Co. of Los Angeles, the parent company of Utah Drive-In Theas., is in town preparatory to opening of their drive-in siutations in the territory. . . . The annual Heart Award of Variety Tent 38 was presented to D. K. Edwards, gen. mgr. of the Village theatres. . . . A. Kolitz, dist. rep. for RKO, is at the local exchange conferring with branch mgr. Giff Davison on new product. Also visiting their exchanges are Roy Brewer, UA exploiteer, with branch mgr. W. W. McKendrick, and Pete Bayer, Paramount publicist, with mgr. F. H. Smith for opening of "Country Girl." . . . RCA wide are screen lamps and full CinemaScope equipment were installed at the Sunset Drive-In, Miles City, Mont.

SAN FRANCISCO

John Boles installed CinemaScope in his Firebaugh Drive-in near Fresno. . . . Point Theatre, Point Richmond, will open in March under the name Cine Art Theatre. . . . "Mr. Hulot's Holiday," in its 17th week at the Larkin, played to more repeat customers than any show in many years, according to mgr. Henry Pincus. . . . A two-week holdover for "Romeo and Juliet" at the Stage Door had mgr. Jack Allen enthusiastic over succes of the 50¢ student rate which "brought them in by the hundreds." . . . Ted Galanter, pub. dir. for MGM, pleased with the reception of Garbo in "Camille" at the Rio Theatre. . . . In cooperation with local industry leaders, Irving Levin, pres. S.F. Theatres, made his Coliseum Theatre available for the special Brotherhood Week showing—all proceeds earmarked for the drive.

A CinemaScope screen and remodeled snack bar were installed at the Delta Theatre, Brentwood, reports mgr. Jack Lane. . . . Lloyd Lamb, gen. mgr. Redwood Theatres, back from inspecting final CinemaScope installations in five theatres and four drive-ins. . . . During 1954, 11,105 lbs. of copper drippings were converted into $2,083 for Variety's (Tent 32) Blind Baby Foundation, made possible through cooperation of the Gilboy Company, providing free delivery, and B. F. Shearer Co., handling sale of the copper.

Norman Jurvic recently moved from asst. mgr. at the Alexandria to mgr. at the Harding. . . . Arch Booking & Buying has taken over the Vallejo-San Pablo accts. of Ray Syufy Ents. . . . Joe Blumenfeld, pres. Blumenfeld Theas., is in Europe on business. . . . Ed Smythe, U-I office mgr.; Bettie Gamble, head booker, and Al Chiarpotti attended a regional meeting in L.A. recently. . . . The Amazon Theatre lost $50 in a recent holdup—Floyd Ford is mgr. . . . Mark Alling, mgr. Golden Gate Theatre, pleased over promotional tie-in with "Courtesy Driver" contest sponsored by S. F. News and Nat'l. Safety Council, which netted a five-day front-page box advertising a free ticket to "The Sign of the Pagan" plus $5 as prizes.

The Vogue Theatre is plugging a 50¢ student rate for "Pickwick Papers." . . . Don Anderson, former organist at the Fox and Orpheum, expects to matriculate as a mortician soon. . . . Don Fuller, rep. Buena Vista Dist. Co., announced his permanent location at 255 Hyde St., tel.: OR. 3-1334. . . . Andy Anderson, Paramount salesman, is back on the job after attending his father's funeral in N.Y. . . . M-G-M head office rep. Irving Helfont, asst. West Coast sales mgr., and William Zollner, sales mgr. for short subjects, in town for meetings with local mgr. S. J. Gardner. . . . Homer Tegtmeier, membership chr. for N. Calif. Theatre Assn., announced the appointment of Harry Weaverling of National Screen as field rep. to recruit new members. . . . Scott four-year-old son of Paramount sales mgr. Ward Pennington, suffered a broken collar bone recently.

SEATTLE

Plans for an all-industry testimonial dinner at the Olympic Hotel on March 29 were under way for the late James M. Hone, who had resigned as exec. secy. for Theatre Owners of Wash., No. Idaho and Alaska because of his advanced age and ill health. . . . B. F. Shearer Co. announced that optical CinemaScope has been booked for Pauline Hevell's Empire Theatre at Tekoa, Wash. for the middle of March. . . . John Sullivan left Modern Theatre Supply here to join the staff of Western Theatrical Equip. Co. in San Francisco. . . . Jack Barber, mgr. of Modern Theatre Supply reports that CinemaScope equipment was installed in the Nifty Theatre at Waterville, Wash.

Skyline Drive-In at Richland has been taken over by Mid-State Amuse. Corp. Ray DiLorenzo will continue as mgr. under the new ownership. . . . Wide screen, new draperies and anamorphic lenses have been installed in the G Theatre at Mossyrock. . . . Stanley L. Groshong purchased the Olympic at Arlington from Jack Sisk. . . . New RCA wide are lamps were installed in the Top-Hi at Toppenish. . . . Widened screen towers are being constructed by Merle Songstad & Co. at the Park-Y Theatre, Kennewick. . . . Enlarged screen towers and CinemaScope installed at the Prosser Drive-In, Prosser.

FILMS TELEVISED FEB. 5 TO MAR. 4

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original release date
All For Love	Daniel Darrieux	
Battle For Music		Four Continents 11-2-45
The Big Blockade	Michael Redgrave	
The Big Bonanza	Richard Arlen	Rep. 1-10-45
Bulldog Drummond's Bride	John Howard	Par. 7-5-38
Bulldog Drummond's Secret Place	John Howard	Par. 4-12-39
Bungalow 13	Tom Conway	Fox 11-23-48
The Capture	Lew Ayres	RKO 4-12-50
Caught	James Mason	MGM 4-1-49
Cry Danger	Dick Powell	RKO 2-2-51
Dead Man's Gold	Lash LaRue	
The Fabulous Dorseys	Paul Whiteman	UA 3-3-47
Four Faces West	Joel Marea	UA 5-10-48
The Frightened Bride	Mai Zetterling	Hoffberg Prod. 11-2-45
Frontier Revenge	Lash LaRue	Screen Guild 12-17-48
The Great Dan Patch	Dennis O'Keefe	UA 7-17-49
The Great Rupert	Jimmy Durante	Eagle Lion 1-3-50
Hidden Enemy	Johnny Mack Brown	Monog. 12-5-48
I Love Trouble	Franchot Tone	Col. 1-1-48
I'm A Stranger	Greta Gynt	
King of the Bullwhip	Lash LaRue	
Lassie From Lancaster	Marjorie Brown	
Ma Pomme	Maurice Chevalier	Discinia Int. 10-24-51
Mark of the Lash	Lash LaRue	Screen Guild 10-15-48
Murder in the Music Hall	Nancy Kelly	Rep. 2-18-46
Oklahoma Blues	Jimmy Wakeley	Monog. 3-14-48
Outlaw Country	Lash LaRue	Screen Guild 1-7-49
Pancho Villa Returns	Leo Carrillo	
Piccadily Incident	Anna Neagle	MGM 1-1-49
Range Renegade	Jimmy Wakeley	Monog. 6-6-48
Range Rogue	Johnny Mack Brown	
Red Rock Outlaw		
The Rat		RKO 1-31-38
Rendezvous With Annie	Eddie Albert	Rep. 8-12-46
Rhythm Inn	Jane Frazee	Monog. 2-11-51
Riders of Cheyenne	Sunset Carson	
SOS Submarine	Semi-Documentary	Screen Guild 9-17-48
Scatterbrain	Judy Canova	Rep. 7-11-40
See Naples and Die	Renato Baldwin	
The Seven Raven		
Sir Adrian Fault	Constant Lambert	
16 Fathoms Deep	Lloyd Bridges	Monog. 6-11-48
So This Is New York	Rudy Vallee	UA 5-10-48
Son of Billy The Kid	Lash LaRue	Screen Guild 4-2-49
Spaceways	Howard Duff	Lippert 8-7-54
Theatre Royal		
The Torch	Paulette Goddard	Eagle Lion 6-1-50
Tunisian Victory	Documentary	MGM 3-8-44
Worm's Eye View	Ronald Shiner	

Anti-Toll TV Drive

(*Continued from page* 9)

are what television needs today." He held that "these ends can be achieved under existing commercial and foundation sponsorship." On the other hand, "subscription TV merely creates and additional and unjustifiable burden upon countless families of moderate means without any real benefit accruing to the public."

In Washington, meanwhile, the possibility arose that a third Congressional committee—the House Commerce Committee—would study subscription TV. Committee Chairman Priest (D., Tenn.) asking the House Rules Committee for broad investigative powers, cited toll TV as a possible subject for study. Previously the Senate Commerce Committee and the Senate Judiciary Committee had announced plans for toll TV investigations.

FEATURES—Calendar of 1953-54 / 1954-55 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
Aug. 8th	5417	Security Risk	69	John Ireland, Dorothy Malone, Keith Larsen
Aug. 22nd	5412	Killer Leopard	70	Johnny Sheffield, Beverly Garland
Sept. 5th	5420	Jungle Gents	64	Leo Gorcey, Huntz Hall
Sept. 12th	5427	Two Guns And A Badge	69	Wayne Morris, Beverly Garland
		1954-55		
Oct. 3rd	5501	The Human Jungle	82	Gary Merrill, Jan Sterling
Oct. 24th	5502	The Bob Mathias Story	80	Bob Mathias, Melba Mathias, Ward Bond
Nov. 7th	5503	Target Earth	75	Richard Denning, Virginia Grey
Nov. 21st	5504	Cry Vengeance	83	Mark Stevens, Martha Hyer, Joan Vohs
Dec. 5th	5505	Port of Hell	80	Dane Clark, Wayne Morris, Carole Mathews
Dec. 19th	5506	Tonight's The Night	88	Barry Fitzgerald, Y. De Carlo, David Niven
Jan. 2nd	5421	Bowery to Bagdad	64	Leo Gorcey, Huntz Hall
Jan. 23rd	5507	Treasure of the Ruby Hills	71	Zachary Scott, Carole Mathews, Dick Foran
Feb. 13th	5508	Big Combo	89	Cornel Wilde, Jean Wallace, Richard Conte, Brian Donlevy
Feb. 27th	5510	Murder Is My Beat	70	Barbara Payton, Paul Langton
Mar. 13th	5509	Dial Red O	62	Bill Elliott, Helene Stanley, Keith Larsen
Mar. 20th	5511	The Big Tip Off	77	Richard Conte, Constance Smith, Bruce Bennett
Mar. 27th	5512	Seven Angry Men	90	Raymond Massey, Debra Paget, Jeffrey Hunter
Apr. 10th	5513	Annapolis Story (Tech.)	81	John Derek Diana Lynn, Kevin McCarthy
Apr. 17th	5514	High Society	61	Leo Gorcey, Huntz Hall
Apr. 24th	5515	Shot Gun (Tech.)	80	Sterling Hayden, Yvonne De Carlo, Zachary Scott
May 8th	5516	Las Vegas Shakedown	77	Dennis O'Keefe, Coleen Grey
May 22nd	5517	Dark Venture	79	Frank Lovejoy, Forrest Tucker, Peggie Castle

BUENA VISTA DISTRIBUTING CO.

November '54	The Vanishing Prairie (Technicolor)	71	
January '55	20,000 Leagues Under the Sea (Technicolor)	127	Kirk Douglas, James Mason, Peter Lorre and Paul Lucas
June '55	Lady and the Tramp (Technicolor)	75	Cartoon feature
October '55	The Littlest Outlaw (Technicolor)	75	Pedro Armendariz and Joseph Calleia

COLUMBIA

June	633	Saracen Blade (color)	76	**Ricardo Montalban, Betta St. John**
June	707	Jungle Man-Eaters	68	Johnny Weissmuller
June	—	Black Eagle (Story of a Horse)	76	**William Bishop, Virginia Patton Gordon James**
July	636	**Indiscretion of An American Wife**	63	**Jennifer Jones, Montgomery Clift**
July	649	**Hell Below Zero (Technicolor)**	91	**Alan Ladd, Joan Tetzel**
July	705	**The Outlaw Stallion (Color)**	64	**Phil Carey, Dorothy Patrick, Billy Bray**
		1954-55		
Special Release	701	**The Caine Mutiny (Technicolor)**	125	**Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn**
Aug.	704	Pushover	88	Fred MacMurray, Kim Novak, Phil Carey
Aug.	711	The Law Vs. Billy The Kid (Color)	73	Scott Brady, Betta St. John
Aug.	.....	Gun Fighters (Reprint)	87	Randolph Scott, Barbara Britton
Aug.	.....	Coroner Creek (Reprint)	90	Randolph Scott, Marguerite Chapman
Sept.	712	Bullet Is Waiting (Tech.)	82	Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne
Sept.	710	Human Desire	90	Glenn Ford, Gloria Grahame, Broderick Crawford
Sept.	721	The Black Dakotas (Technicolor)	65	Gary Merrill, Wanda Hendrix, John Bromfield
Oct.	702	On the Waterfront	108	Marlon Brando, Karl Malden, Lee J. Cobb
Oct.	720	Three Hours to Kill (Technicolor)	77	Dana Andrews, Donna Reed
Nov.	.....	The Detective	91	Alec Guiness, Joan Greenwood
Nov	716	Fire Over Africa (Technicolor)	84	Maureen O'Hara, Macdonald Carey
Dec.	715	Phffft	88	Judy Holliday, Jack Carson, J. Lemmon
Dec.	717	They Rode West (Color)	84	Robert Francis, Donna Reed

Release Date	Release No.	Production	Time (min.)	Cast
Jan.	731	The Bamboo Prison	80	Robert Francis, Diane Foster
Jan.	.....	Masterson of Kansas (Technicolor)	73	George Montgomery, Nancy Gates
Jan.	735	The Violent Men (CinemaScope-Tech.)	96	Glenn Ford, Barbara Stanwyck, Edward G. Robinson
Feb.	.....	Pirates of Tripoli (Tech.)	72	Patricia Medina, Paul Heinrid
Feb.	.....	Ten Men Wanted (Tech.)	80	Randolph Scott, Jocelyn Brando
Feb.	726	Women's Prison	80	Ida Lupino, Howard Duff

FILMAKERS

Sep. 15	6067	Private Hell 36	81	Ida Lupino, Steve Cochrane, Howard Duff
(not set)	6068	Mad At The World	72	Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell
Feb. 15	6069	Crashout	90	William Bendix, Arthur Kennedy, Beverly Michaels

I. F. E.

American Dialogue

August '54	Hell Raiders of the Deep	93	Eleonora Rossi Drago, Pierre Cressoy
September '54	Bread, Love and Dreams	90	Gina Lollobrigida, Vittorio ,De Sica
October '54	Girls Marked Danger!	75	Vittorio Gassman, Silvana Pampanini
November '54	Aida (in Ferraniacolor) (in association with S. Hurok)	95	Sophia Loren, Afro Polli, Lois Maxwell
November '54	Mademoiselle Gobette	78	Silvana Pampanini
December '54	Theodora, Slave Empress (Pathecolor	88½	Gianna Maria Canale, Georges Marchal,
February '55	"Mademoiselle Gobette"	78	Silvana Pampanini
March '55	Wayward Wife	95	Gina Lollobrigida
April '55	"Love in the City"	90	Enalish commentary & subtitles.

LIPPERT PRODUCTIONS

June 18th	5327	The Big Chase	60	Lon Chaney, Glenn Langan, Adele Jergens
June 25th	5326	Paid To Kill	70	Dane Clark
July 16th	5329	River Beat	73	Phyllis Kirk, John Bentley
Aug. 20th	5405	Thunder Pass	76	Dane Clark, Dorothy Patrick, Andy Devine
Sept. 3rd	5330	Terror Ship	72	William Lundigan
Sept. 17th	5404	Silent Raiders	65	Richard Bartlett, Earle Lyon, Jeannette Bordeaux
Sept. 24th	5401	The Unholy Four	80	Paulette Goddard
Oct. 8th	5402	Deadly Game	63	Lloyd Bridges, Simone Silva, Finlay Currie
Nov. 26th	5323	The Siege	63	Special Cast
Dec. 10th	5403	Race for Life	69	Richard Conte, Mari Aldon, George Coulouris
Dec. 24th	5407	The Black Pirates (Color)	74	Anthony Dexter, Lon Chaney, Martha Roth
Jan. 7th	5406	They Were So Young	80	Scott Brady, Raymond Burr, Johanna Matz
Jan. 28th	5411	The Silver Star	73	Edgar Buchanan, Marie Windsor, Lon Chaney
Mar. 11th	5415	Thunder Over Sangoland	73	Jon Hall, Ray Montgomery, Marjorie Lord
Apr. 8th	5409	The Glass Tomb	.....	John Ireland

METRO-GOLDWYN-MAYER

Aug.	429	Her Twelve Men (Color)	91	Greer Garson, Robert Ryan, Barry Sullivan
	426	Seven Brides for Seven Brothers (Color-CinemaScope)	102	Jane Powell, Howard Keel
		1954-55		
Sept.	501	Betrayed (EastmanColor)	108	Lana Turner, Clark Gable, Victor Mature
	504	Brigadoon (Color-CinemaScope)	108	Van Johnson, Cyd Charisse
Oct.	503	Rogue Cop	92	Robert Taylor, Janet Leigh
	502	Beau Brummell (EastmanColor)	111	Elizabeth Taylor, Stewart Granger
Nov.	507	Athena (EastmanColor-CinemaScope)	95	Jane Powell, Vic Damone, Debbie Reynolds
Nov.	510	Last Time I Saw Paris (Technicolor)	116	Elizabeth Taylor, Van Johnson, Donna Reed
Dec.	511	Crest of the Wave	90	Gene Kelly, Jeff Richards
	513	Battleground (Re-Issue)	118	Van Johnson, John Hodiak, Ricardo Montalban, George Murphy
	514	The Asphalt Jungle (Re-Issue)	112	Sterling Hayden, Louis Calhern, Jean Hagen

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Release Date	Release No.	Production	Time (min.)	Cast
	512	Deep In My Heart (EastmanColor)	132	Jose Ferrer, Merle Oberon, Helen Traubel, Walter Pidgeon, Paul Henreid
Jan.	515	Bad Day at Black Rock (Color CinemaScope)	81	Spencer Tracy, Robert Ryan, Anne Francis, Walter Brennan
	516	Green Fire (Color CinemaScope)	100	Stewart Granger, Grace Kelly
Feb.	517	Many Rivers to Cross (Color CinemaScope)	83	Robert Taylor, Eleanor Parker
	518	Jupiter's Darling (Color CinemaScope)	96	Esther Williams, Howard Keel
March		Hit The Deck (Color CinemaScope)	112	Jane Powell, Tony Martin
		Blackboard Jungle	101	Glenn Ford, Anne Francis, Louis Calhern
April		Glass Slipper	94	Michael Wilding, Leslie Caron
		Bedevilled (Color CinemaScope)	89	Anne Baxter, Steve Forrest
May		The Prodigal (Cinema-Scope-Eastman Color)		Lana Turner, Edmund Purdom
		Invitation to the Dance (Tech.)		Gene Kelly, Nora Raye

PARAMOUNT

July	R5325	The Greatest Show on Earth (Re-Release)	153	Charlton Heston, Betty Hutton, James Stewart, Cornel Wilde, Dorothy Lamour, Gloria Grahame
July	5319	Knock On Wood (Technicolor)	103	Danny Kaye, Mai Zetterling
August	5320	Living It Up (Technicolor)	101	Dean Martin, Jerry Lewis, Janet Leigh
August	5321	About Mrs. Leslie	104	Shirley Booth, Robert Ryan
		1954-55		
September	5401	Rear Window (Technicolor)	112	James Stewart, Grace Kelly
October	5402	Sabrina	113	Humphrey Bogart, Audrey Hepburn, William Holden
October	R5403	Reap the Wild Wind (Technicolor) Re-release	124	John Wayne, Susan Hayward, Ray Milland, Paulette Goddard
November	5430	White Christmas (Vista-Vision-Technicolor)	120	Bing Crosby, Danny Kaye, Rosemary Clooney, Vera-Ellen.
Jan.	5404	Three Ring Circus (Vista-Vision-Technicolor)	104	Dean Martin, Jerry Lewis
Feb.	5405	The Bridges At Toko-Ri (Technicolor)	103	William Holden, Grace Kelly, Frederic March, Mickey Rooney
Mar.	5407	Conquest of Space (Technicolor)	80	Produced by George Pal
Mar.	5409	The Country Girl	104	Bing Crosby, William Holden, Grace Kelly
April	5410	Run For Cover (VistaVision-Technicolor)	92	James Cagney, Viveca Lindfors, John Derek.
Apr.	5406	Mambo		Shelley Winters, Silvana Mangano, Vittorio Gasman, Katherine Dunham and Dancers

RKO-RADIO

September	502	Africa Adventure	64	Documentary
Sept.	572	She Wore A Yellow Ribbon	104	John Wayne, Joanne Dru, John Agar
September	570	Every Girl Should Be Married (Reissue)	85	Franchot Tone, Diana Lynn, Cary Grant, Betsy Drake
September	571	The Window (Reissue)	73	Barbara Hale, Bobby Driscoll, Arthur Kennedy
October	503	Passion (Tech.)	84	Cornel Wilde, Yvonne de Carlo, Raymond Burr
Nov.	504	This Is My Love (PatheColor)	91	Linda Darnell, Rick Jason, Dan Duryea, Faith Domergue
Nov.	505	Cattle Queen of Montana (Technicolor)	88	Barbara Stanwyck, Ronald Reagan, Gene Evans, Lance Fuller, Tony Caruso
Dec.	508	Hansel & Gretel (Tech.)	75	The "Kinemins"
Jan.	509	The Americano (Technicolor)	85	Glenn Ford, Ursula Thiesa, Frank Lovejoy, Cesar Romero
Jan.	510	Quest for the Lost City (color)	60	Dane & Ginger Lamb
Feb.	506	"Underwater!" (Technicolor-Superscope)	99	Jane Russell, Gilbert Roland, Richard Egan, Lori Nelson, Robert Keith, Joseph Calleia
Feb.	507	Tarzan's Hidden Jungle	73	Gordon Scott, Vera Miles
March		Escape to Burma (Tech.-Superscope)	87	Barbara Stanwyck, David Farrar, Robert Ryan
April		Rage at Dawn (Technicolor)	87	Randolph Scott, Mala Powers, Forrest Tucker
		Jet Pilot (Technicolor-Superscope)	119	John Wayne, Janet Leigh
		"Son Of Sinbad" (Technicolor-Superscope)	90	Dale Robertson, Sally Forrest, Lili St. Cyr, Vincent Price, Mari Blanchard
		The Conqueror (Cinemascope-color)		John Wayne, Susan Hayward, Pedro Armendariz

REPUBLIC

Aug. 1st	5306	Make Haste to Live	90	Dorothy McGuire, Stephen McNally, Mary Murphy
Aug. 15th	5308	The Outcast	90	John Derek, Joan Evans
Aug. 23rd	5307	Johnny Guitar	110	Joan Crawford, Sterling Hayden, Scott Brady, Mercedes McCambridge
Aug. 25th	5310	Roogie's Bump	71	Robert Marriot, Ruth Warwick, Robert Simon
Sept. 1st	5309	Tobor The Great	77	Charles Drake, Karin Booth, Arthur Shields, Billy Chapin
Sept. 1st	5311	The Shanghai Story	90	Ruth Roman, Edmond O'Brien, Richard Jaeckel
Nov. 15th	5312	The She Wolf	93	Kerina, Ettore Manni, May Britt
Dec. 1st	5313	Trouble In Glen	91	Margaret Lockwood, Orson Welles, Forrest Tucker
Dec. 8th	5314	The Atomic Kid	86	Mickey Rooney, Robert Strauss, Elaine Davis
Dec. 15th	5315	Hell's Outpost	90	Rod Cameron, Joan Leslie, Chill Wills
Jan. 5th	5430	African Manhunt	65	Myron Healey, Karen Booth, John Kellogg
Jan. 12th	5431	Trouble In Store	86	Norman Wisdom, Margaret Rutherford, Moira Lister
Jan. 28th	5326	Carolina Cannonball	72	Judy Canova, Ross Elliott, Andy Clyde
Jan. 28th	5342	The Square Ring	73	Jack Warner, Robert Beatty, Maxwell Reed
Feb.		Doctor in the House (Rank)	92	Dirk Bogarde, Muriel Pavlow, Kenneth More
Feb. 28th	5402	Timberjack	94	Sterling Hayden, Vera Ralston, David Brian
		The Eternal Sea		Sterling Hayden, Alexis Smith, Dean Jagger
		A Day to Remember		Stanley Holloway, Joan Rice, Odile Versais

TWENTIETH CENTURY-FOX

1954

Aug.	419	Broken Lance (CinemaScope-DeLuxe Color)	96	Richard Widmark Spencer Tracy, Jean Peters
Aug.	408	The Raid (Panoramic Prod.-Tech.)	83	Van Heflin Ann Bancroft
Sept.	420	The Egyptian (Cinema-Scope DeLuxe Color)	140	Gene Tierney Edmund Purdom, Victor Mature, Jean Simmons
October	421	Woman's World (CinemaScope Print by Technicolor)	94	Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Arlene Dahl, Fred MacMurray and Cornel Wilde
October	418	Flight of the White Heron (CinemScope-Tech.)	52	Documentary
October	424	The Adventures of Hajji Baba (CinemaScope Color by De Luxe)	94	John Derek, Elaine Stewart
October	422	Carmen Jones (CinemaScope-Color by De Luxe)	105	Harry Belafonte, Dorothy Dandridge, Pearl Bailey
November	423	Black Widow (CinemaScope-Color by De Luxe)	95	Gene Tierney, Van Heflin, Peggy Ann Garner
November	425	Desiree (CinemaScope-Color by De Luxe)	110	Marlon Brando, Jean Simmons
November	428	Black Thirteen	75	Peter Reynolds, Rona Anderon
November	427	Outlaw's Daughter (Color)	75	Bill Williams, Kelly Ryan

FEATURES—Calendar of 1953-54 / 1954-55 Releases

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Release Date	Release No.	Production	Time (min.)	Cast
December	426	There's No Business Like Show Business	117	Marilyn Monroe, Ethel Merman, Dan Dailey, Donald O'Connor, Mitzi Gaynor, Johnnie Ray
December	430	The Other Woman	81	Hugo Haas, Cleo Moore
December	429	Devil's Harbor	71	Richard Arlen, Greta Gynt
		1955		
January	422	Carmen Jones (CinemaScope-Color by De Luxe)	107	Pearl Bailey, Dorothy Dandridge, Harry Belafonte, Joe Adams
January	502	Prince of Players (CinemaScope-Color by De Luxe)	102	Richard Burton, Maggie McNamara, John Derek, Raymond Massey, Charles Bickford, Elizabeth Sellars
January	540	Twelve O'Clock High (Re-Release)	132	Gregory Peck, Hugh Marlowe, Gary Merrill, Millard Mitchell, Dean Jagger
February	503	White Feather (CinemaScope-Tech.)	101	Robert Wagner, John Lund, Debra Paget, Jeffrey Hunter, Eduard Franz
February	505	The Racers (CinemaScope-Color by De Luxe)	112	Kirk Douglas, Bella Darvi, Gilbert Roland, Cesar Romero
March	507	Untamed (CinemaScope-Color by De Luxe)		Tyrone Power, Susan Hayward, Richard Egan, John Justin, Agnes Moorehead, Rita Moreno, Hope Emerson
March	511	Angela		Dennis O'Keefe, Mara Lane
April	508	The Adventures of Sadie	88	Joan Collins, Kenneth More, George Cole
April	509	A Man Called Peter CinemaScope-Color by De Luxe)		Jean Peters, Richard Todd, Gill Esmond, Robert Burton
April	510	Violent Saturday (CinemaScope-Color)		Victor Mature, Sylvia Sidney, Stephen McNally, J. Carroll Naish
May	506	Life in the Balance	74	Ricardo Montalban, Anne Bancroft, Lee Marvin, Jose Perez
May	512	The Living Swamp		Documentary
May	513	The Magnificent Matador (CinemaScope-Tech.)		Maureen O'Hara, Anthony Quinn
May	514	Soldier of Fortune (CinemaScope-Color by De Luxe)		Clark Gable, Susan Hayward

UNITED ARTISTS

Aug.	5429	Malta Story	98	Alec Guinness, Jack Hawkins
Aug.	5334	Crossed Swords (PatheColor)	86	Errol Flynn, Gina Lollobrigida
Aug.	5432	The Diamond Wizard	83	Dennis O'Keefe, Margaret Sheridan
Aug.	5430	Victory At Sea	96	Documentary
Aug.	5433	Down Three Dark Streets	84	Broderick Crawford, Ruth Roman
Sept.	5437	The Golden Mistress (Technicolor)	82	John Agar, Rosemarie Bowe
Sept.	5435	Jesse James' Women (Technicolor)	83	Peggie Castle, Jack Beutel
Sept.	5419	Khyber Patrol (Color)	71	Richard Egan, Dawn Addams
Sept.	5436	Suddenly	77	Frank Sinatra, Sterling Hayden
Oct.	5440	The Barefoot Contessa (Technicolor)	128	Humphrey Bogart, Ava Gardner
Oct.	5434	Sitting Bull (CinemaScope, color)	105	Dale Robertson, Mary Murphy
Oct.	5439	The Little Kidnappers	93	Duncan Macrae, Jean Anderson
Oct.	5441	Operation Manhunt	77	Harry Townes, Jacques Aubuchon
Nov.	5446	Twist of Fate	89	Ginger Rogers, Jacques Bergerac
Nov.	5438	Shield for Murder	80	Edmond O'Brien, John Agar, Marla English
Nov.	5444	The White Orchid (PatheColor)	81	William Lundigan, Peggie Castle
Nov.	5447	Snow Creature	70	Paul Langton, Leslie Denison
Nov.	5445	You Know What Sailors Are (Technicolor)	89	Akim Tamiroff, Donald Sinden
Dec.	5448	Vera Cruz (Technicolor, Superscope)	94	Gary Cooper, Burt Lancaster
Dec.	5443	The Steel Cage	80	Paul Kelly, Maureen O'Sullivan
Dec.	5449	Romeo and Juliet (Technicolor)	140	Laurence Harvey, Susan Shentall
Jan.	5450	Black Tuesday	80	Edward G. Robinson, Jean Parker
Jan.	5501	The Beachcomber (Technicolor)	82	Robert Newton, Glynis Johns
Jan.	5502	Battle Taxi	82	Sterling Hayden, Arthur Franz
Feb.	5504	Sabaka (Technicolor)	74	Boris Karloff, Reginald Denny
Feb.	5505	The Good Die Young	100	Laurence Harvey, Gloria Grahame
Feb.	5506	Canyon Crossroads		Richard Basehart, Phyllis Kirk
Mar.		Big House, U.S.A.	82	Broderick Crawford, Ralph Meeker.

Release Date	Release No.	Production	Time (min.)	Cast
Mar.		Stranger On Horseback (Ansco-Pathe)	66	Joel McCrea, Miroslava.
Mar.		Marty		Ernest Borgnine, Betsy Blair.
April		The Purple Plain (Tech.)	100	Gregory Peck, Win-Min-Than.
April		A Bullet For Joey		Edward G. Robinson, George Raft, Audrey Totter.
April		Lilacs In The Spring (Eastman color)	94	Errol Flynn, Anna Neagle.

UNIVERSAL

Aug.	427	Francis Joins The Wacs	94½	Donald O'Connor, Julia Adams
Aug.	428	Magnificent Obsession (Technicolor)	108	Jane Wyman, Rock Hudson
Sept.	429	Black Shield of Falworth (Technicolor-Regular)	99	Tony Curtis, Janet Leigh
Sept.	436	Black Shield of Falworth (Tech.-CinemaScope)		Tony Curtis, Janet Leigh
Sept.	430	Dawn At Socorro (Technicolor)	80½	Rory Calhoun, Piper Laurie
Oct.	431	The Naked Alibi	86	Sterling Hayden, Gloria Grahame
		1954-55		
Nov.	501	Bengal Brigade (Tech.)	87	Rock Hudson, Arlene Dahl
Nov.	502	Four Guns To The Border (Tech.)	83	Rory Calhoun, Colleen Miller
Nov.	504	Ricochet Romance	80	Marjorie Main, Chill Wills, Rudy Vallee
Dec.	510	Yellow Mountain (Technicolor)	78	Lex Barker, Mala Powers, Howard Duff
Dec.	505	Sign of the Pagan (CinemaScope-Tech.)	92	Jeff Chandler, Jack Palance, Rita Gam
Dec.	506	Sign of the Pagan (Regular-Technicolor)	92	Jeff Chandler, Jack Palance, Rita Gam
Jan.	507	So This Is Paris	96	Tony Curtis, Gloria DeHaven, Gene Nelson, Corinne Calvert
Jan.	508	Destry	91	Audie Murphy, Marj Blanchard
Jan.	503	West of Zanzibar	83	Anthony Steel Sheila Sim
Feb.	511	The Far Country (Technicolor)	97	Jim Stewart, Ruth Roman
Feb.	512	Six Bridges to Cross	99	Tony Curtis, Julie Adams
Feb.	513	Abbott & Costello Meet The Keystone Kops	79	Bud Abbott, Lou Costello
Mar.	509	Land Of Fury	82	Jack Hawkins, Glynis Johns.
Mar.	514	Captain Lightfoot	92	Rock Hudson, Barbara Rush.
Mar.	516	Smoke Signal		Dana Andrews, Piper Laurie.
Apr.	517	Chief Crazy Horse (Tech.-CinemaScope)	86	Victor Mature, Susan Ball, John Lund
Apr.	518	Chief Crazy Horse (Standard Version)		
Apr.	519	Ma & Pa Kettle at Waikiki	79	Marjorie Main, Percy Kilbride, Lori Nelson
Apr.	520	Man Without a Star (Technicolor)	89	Kirk Douglas, Jeanne Crain, Claire Trevor

WARNER BROS.-FIRST NATIONAL

Aug.	7th	331	King Richard and the Crusaders (CinemaScope-WarnerColor) 113	Virginia Mayo, Rex Harison
Aug.	21st	332	Duel in the Jungle Technicolor 102	Dana Andrews, Jeanne Crain
			1954-55	
Sept.	4th	401	Dragnet (WarnerColor) 89	Jack Webb, Ben Alexander
Sept.	25th	402	The Bounty Hunter (WarnerColor) 79	Randolph Scott, Marie Windsor
Oct.	16th	403	A Star is Born (CinemaScope-Tech.) 154 (Special Engagements only)	Judy Garland, James Mason, Jack Carson
Nov.	13th	404	Drum Beat (CinemaScope-WarnerColor) 111	Alan Ladd, Audrey Dalton
Nov.	27th	405	Track of the Cat (CinemaScope-WarnerColor) 102	Robert Mitchum, Diana Lynn, Teresea Wright
Dec.	11th	406	Saratoga Trunk 135 (Re-release)	Gary Cooper, Ingrid Bergman, Flora Robson
Dec.	11th	407	The Big Sleep 114 (Re-release)	Humphrey Bogart, Lauren Bacall, Martha Vickers.
Jan	1st	409	Young at Heart (Color by WarnerColor) (Print by Technicolor) 117	Doris Day, Frank Sinatra, Gig Young, Ethel Barrymore, Dorothy Malone, Robert Keith
Jan.	22nd	403	A Star is Born 154 (In CinemaScope) (Color by Technicolor)	Judy Garland, James Mason, Jack Carson, Charles Bickford, Tom Noonan
Feb.	5th	408	The Silver Chalice 137 (In CinemaScope) (Color by WarnerColor)	Virginia Mayo, Pier Angeli, Jack Palance, Paul Newman, Walter Hampden
Feb.	26th	412	Unchained 75	Elroy Hirsch, Barbara Hale, Chester Morris
Mar.	12	411	Battle Cry 148	Van Heflin, Aldo Ray, Mona Freeman.
Mar.	12	413	N. Y. Confidential 87	Broderick Crawford, Anne Bancroft.

Hollywood Production

ALLIED ARTISTS

Shooting

TIMESLIP
(ToDon Productions)

Cast: Gene Nelson, Faith Domergue, Joseph Tomelty, Vic Terry, Donald Gary.
Producer .....A. C. Snowden
Director .....Ken Hughes

LORD OF THE JUNGLE

Cast: Johnny Sheffield, Wayne Morris, Paul Picerni, Nancy Hale, Harry Lauter.
Producer-Director .....Ford Beebe

Cutting

WICHITA
(CinemaScope) (Technicolor)

Cast: Joel McCrea, Vera Miles, Keith Larsen.
Producer .....Walter Mirisch
Director .....Jacques Tourneur

THE BIG COMBO
(Security Pictures-Theodora Productions)

Cast: Cornel Wilde, Richard Conte, Jean Wallace, Brian Donlevy, Helen Walker.
Producer .....Sidney Harmon
Director .....Joseph H. Lewis

THE WARRIOR
(CinemaScope)

Cast: Errol Flynn, Joanne Dru, Peter Finch.
Producer .....Walter Mirisch
Director .....Henry Levin

TWILIGHT ALLEY

Cast: Richard Conte, Constance Smith, Bruce Bennett, Cathy Downs, James Millican.
Producer .....William F. Broidy
Director .....Frank McDonald

DARK VENTURE

Cast: Frank Lovejoy, Forrest Tucker, Peggie Castle, Marjorie Garretson.
Producer .....Lindsley Parsons
Director .....Harold Shuster

LAS VEGAS SHAKEDOWN

Cast: Dennis O'Keefe, Coleen Gray, Charles Winninger, Thomas Gomez, Mary Beth Hughes, James Millican.
Producer .....William F. Broidy
Director .....Sidney Salkow

SPY CHASERS

Cast: Leo Gorcey, Huntz Hall, Lisa Davis.
Producer .....Ben Schwalb
Director .....Edward Bernds

COLUMBIA

Shooting

THE GENTLE WOLFHOUND

Cast: Aldo Ray, Mitsuko Kinura, Phil Carey, Dick York, Chuck Connors.
Producer .....Fred Kohlmar
Director .....Richard Murphy

Cutting

MY SISTER EILEEN
(CinemaScope) (Technicolor)

Cast: Janet Leigh, Betty Garrett, Jack Lemmon, Aldo Ray, Kurt Kasznar, Bob Fosse, Tommy Rall.
Producer .....Fred Kohlmar
Director .....Richard Quine

"REBOUND"
(Shooting in London)

Cast: Stewart Granger, Jean Simmons, Finlay Currie, William Hartnell, Belinda Lee, Bill Travers.
Exec. Producer .....Mike Frankovich
Producer .....Maxwell Setton
Director .....Arthur Lubin

THE PRISONER
(Shooting in London)

Cast: Alec Guinness, Jack Hawkins, Wilfred Lawson, Ronald Lewis, Jeanette Starke.
Producers .....Sidney Box and Vivian Cox
Director .....Peter Glenville

MASSACRE AT MOCCASIN PASS

Cast: Phil Carey, Audrey Totter, Charlita.
Producer ..... Wallace MacDonald
Director ..... Fred S. Sears

A PRIZE OF GOLD
(Warwick Productions; Technicolor)
(For Columbia Release; Shooting in Berlin)

Cast: Richard Widmark, Mai Zetterling, Nigel Patrick, George Cole, Donald Wolfit.
Producers .....Irving Allan and A. R. Broccoli
Director .....Mark Robson

THE MAN FROM LARAMIE
(CinemaScope) (Technicolor)

Cast: James Stewart, Arthur Kennedy, Cathy O'Donnell, Aline MacMahon, Donald Crisp, Alex Nicol, Wallace Ford, James Millican, Gregg Barton, Jack Elam, John War Eagle.
Producer .....William Goetz
Director .....Anthony Mann

BRING YOUR SMILE ALONG
(Technicolor)

Cast: Frankie Laine, Keefe Brasselle, Connie Towers, Lucy Marlowe, William Leslie, Ruth Warren, Bobby Clark, Jack Albertson, Bob Hopkins.
Producer .....Jonie Taps
Director .....Blake Edwards

CALICO PONY
(CinemaScope) (Technicolor)

Cast: Van Heflin, Joan Woodward, Phil Carey, Raymond Burr, Allison Hayes, Richard Webb.
Producer .....Ted Richmond
Director .....George Sherman

INDEPENDENT

Shooting

THE BEAST OF HOLLOW MOUNTAIN
(Nassour Studios)

Cast: Guy Madison, Sarita Montiel.
Producers.William and Edward Nassour
Director .....Edward Nassour

THE LONESOME TRAIL
(Lyon and Bartlett Prods.)

Producer .....Earl Lyon
Director .....Richard Bartlett

Cutting

THE LITTLE RED MONKEY
Anglo-Guild-Tony Owen Production
(Shooting in London)

Cast: Richard Conte, Russell Napier, Rona Anderson, Sylva Langova.
Producer .....Alec Snowden
Director .....Ken Hughes

RETURN OF COLUMBUS
Paal-Real Film Productions
(Shooting in Germany)

Cast: Paola Loew, Eva Kerbler, Sydney Chaplin, Charles Chaplin, Jr., Ursula Herking.
Producer .....Alexander Paal
Director .....Alexander Paal

OKLAHOMA
(CinemaScope) (Todd-AO)

Cast: Gordon MacRae, Shirley Jones, Gene Nelson, Gloria Grahame, Charlotte Greenwood, Eddie Albert, James Whitmore, Rod Stieger, Barbara Lawrence, J. C. Flippen, Roy Barcroft.
Producer .....Arthur Hornblow
Director .....Fred Zinnemann

GENTLEMEN MARRY BRUNETTES
(Russfield-Voyager Productions)
(Technicolor) (Shooting in Paris)

Cast: Jane Russell, Jeanne Crain, Scott Brady, Alan Young, Rudy Vallee.
Executive Producer.....Robert Bassler
Producers .....Richard Sale and Robert Waterfield
Director .....Richard Sale

Lippert PICTURES, Inc.

Cutting

THE BLACK PIRATES
(Lippert Release)
(Shooting in El Salvador)

Cast: Anthony Dexter, Karen Wilde, Lon Chaney, Robert Clarke.
Producer .....Robert L. Lippert, Jr.
Director .....Allen Miner

THE GLASS TOMB
(Executive Films for Lippert release)

Cast: John Ireland.
Producer .....Anthony Hinds
Director .....Montgomery Tully

SHOCK

Cast: Brian Donlevy, Margia Dean, Jack Warner.
Producers .....Michael Carreras and Anthony Hinds
Director .....Val Guest

METRO-GOLDWYN-MAYER

Shooting

IT'S ALWAYS FAIR WEATHER
(CinemaScope) (Color)

Cast: Gene Kelly, Dan Dailey, Cyd Charisse, Michael Kidd, Dolores Gray.
Producer .....Arthur Freed
Directors Gene Kelly and Stanley Donen

THE BAR SINISTER

Cast: Jeff Richards, Jarma Lewis.
Producer .....Henry Berman
Director .....Herman Hoffman

Cutting

LOVE ME OR LEAVE ME

Cast: Doris Day, James Cagney, Cameron Mitchell, Robert Keith, Harry Bellaver.
Producer .....Joe Pasternak
Director .....Charles Vidor

THE COBWEB
(CinemaScope) (Color)

Cast: Richard Widmark, Lauren Bacall, Gloria Grahame, Charles Boyer, Lillian Gish, John Kerr, Oscar Levant.
Producer .....John Houseman
Director .....Vincente Minnelli

THE KING'S THIEF
(CinemaScope) (Color)

Cast: Ann Blyth, Edmund Purdom, David Niven, George Sanders, Roger Moore, John Dehner, Isabel Elsom.
Producer .....Edwin H. Knopf
Director .....Hugo Fregonese

Paramount Pictures

Shooting

THE TEN COMMANDMENTS
(VistaVision) (Technicolor)

Cast: Charlton Heston, Yul Brynner, Anne Baxter, Yvonne De Carlo, Debra Paget, Nina Foch, Edward G. Robinson, Sir Cedric Hardwicke, Vincent Price, John Carradine, John Derek, Olive Deering.
Producer-Drector ....Cecil B. DeMille

THE COURT JESTER
(VistaVision) (Technicolor)

Cast: Danny Kaye, Glynis Johns, Angela Lansbury, Basil Rathbone.
Producers-Directors ..Norman Panama and Melvin Frank

THE VAGABOND KING
(VistaVision) (Technicolor)

Cast: Kathryn Grayson, Oreste Kirkop, Sir Cedric Hardwicke, Walter Hampden, Rita Moreno.
Producer .....Pat Duggan
Director .....Michael Curtiz

ARTISTS AND MODELS
(VistaVision) (Technicolor)

Cast: Dean Martin and Jerry Lewis. Shirley MacLaine.
Producer .....Hal Wallis
Director .....Frank Tashlin

Cutting

THE DESPERATE HOURS
(VistaVision)

Cast: Humphrey Bogart, Fredric March, Martha Scott, Arthur Kennedy.
Producer .....William Wyler
Director .....William Wyler

TO CATCH A THIEF
(VistaVision) (Technicolor)
(Shooting in France)

Cast: Cary Grant, Grace Kelly, Jessie Royce Landis, John Williams, Charles Vanel, Brigitte Auber, Georgette Anys.
Producer-Director ....Alfred Hitchcock

WE'RE NO ANGELS
(VistaVision) (Technicolor)

Cast: Humphrey Bogart, Peter Ustinov, Aldo Ray, Joan Bennett, Leo G. Carroll, Basil Rathbone, Gloria Talbott, John Baer.
Producer .....Pat Duggan
Director .....Michael Curtiz

THE SEVEN LITTLE FOYS
(VistaVision) (Technicolor)

Cast: Bob Hope, Linda Bennett, Jimmy Baird, Tommy Duran, David Kasday, Lee Erickson.
Producer .....Jack Rose
Director .....Melville Shavelson

YOU'RE NEVER TOO YOUNG
(VistaVision) (Technicolor)

Cast: Dean Martin, Jerry Lewis, Diana Lynn, Raymond Burr, Nina Foch, Mitzi McCall.
Producer .....Paul Jones
Director .....Norman Taurog

THE ROSE TATTOO
(VistaVision)

Cast: Burt Lancaster, Anna Magnani, Marisa Pavan, Virginia Grey, Ben Cooper, Jo Van Fleet, Flossie Sundstrom, Dorritt Kelton.
Producer .....Hal Wallis
Director .....Daniel Mann

Hollywood Production

THE GIRL RUSH
(VistaVision) (Technicolor)

Cast: Rosalind Russell, Fernando Lamas, Eddie Albert, Gloria De Haven, Jimmy Gleason.
Producer .....Frederick Brisson
Director .....Robert Pirosh

RKO RADIO PICTURES

Shooting

PEARL OF THE SOUTH PACIFIC
(SuperScope) (Technicolor)

Cast: Virginia Mayo, Dennis Morgan, David Farrar, Lance Fuller, Mervyn Vye, Lisa Montell.
Producer .....Benedict Bogeaus
Director .....Allan Dwan

Cutting

RAGE AT DAWN
(SuperScope) (Technicolor)

Cast: Randolph Scott, Forrest Tucker, Mala Powers, J. Carrol Naish, Edgar Buchanan, Ken Tobey.
Producer .....Nat Holt
Director .....Tim Whelan

Republic

Shooting

A FOREIGN ADVENTURE
(Trucolor)
(Shooting in Nassau, Bahamas Islands)

Cast: Yvonne De Carlo, Howard Duff, Zachary Scott.
Associate Producer-Director
Edward Ludwig

Cutting

SANTE FE PASSAGE
(Trucolor) (Shooting in Utah)

Cast: John Payne, Rod Cameron, Faith Domergue.
Assoc. Producer .....Sidney Picker
Director .....William Witney

THE ADMIRAL HOSKINS STORY

Cast: Sterling Hayden, Alexis Smith, Dean Jagger, Ben Cooper, Virginia Grey, Douglas Kennedy, Hayden Rorke.
Assoc. Producer-Director. John H. Auer

MAGIC FIRE
(Trucolor) (Shooting in Munich)

Cast: Yvonne De Carlo, Carlos Thompson, Rita Gam, Valentina Cortesa, Alan Badel.
Producer-Director ....William Dieterle

20th CENTURY FOX

Shooting

HOUSE OF BAMBOO
(CinemaScope) (Technicolor)

Cast: Robert Ryan, Robert Stack, Shirley Yamiguchi.
Producer .....Buddy Adler
Director .....Samuel Fuller

HOW TO BE VERY, VERY POPULAR
(CinemaScope) (Color)

Cast: Betty Grable, Robert Cummings, Sheree North, Charles Co-Burn.
Producer .....Nunnally Johnson
Director .....Nunnally Johnson

SIR WALTER RALEIGH
(CinemaScope) (Color)

Cast: Bette Davis, Richard Todd, Dan O'herlihy, Herbert Marshall, Jay Robinson.
Producer .....Charles Brackett
Director .....Henry Koster

Cutting

MAGNIFICENT MATADOR
(CinemaScope)
(National Pictures Corp.
for 20th Century-Fox release)
(Shooting in Mexico City)

Cast: Maureen O'Hara, Anthony Quinn, Richard Denning, Lola Albright.
Exec. Producer....Edward L. Alperson
Producer .....Carroll Case
Director .....Budd Boetticher

UNTAMED
(CinemaScope) (Color)

Cast: Tyrone Power, Susan Hayward, Victor Moreno, John Justin.
Producers .....Bert Friedlob and William Bacher
Director .....Henry King

SOLDIER OF FORTUNE
(CinemaScope) (Color)

Cast: Clark Gable, Susan Hayward, Michael Rennie, Alex D'Arcy.
Producer .....Buddy Adler
Director .....Edward Dmytryk

UNITED ARTISTS

Shooting

THE BRASS RING
(Edward Small Productions)

Cast: Farley Granger, Anthony Quinn, Anne Bancroft, Peter Graves.
Producer .....Edward Small
Director .....Maxwell Shane

DESERT SANDS
(Technicolor)
(Bel Air Productions)

Cast: Ralph Meeker, Marla English, J. Carrol Naish.
Exec. Producer .....Aubrey Schenck
Producer .....Howard W. Koch
Director .....Lesley Selander

Cutting

THE KENTUCKIAN
(Technicolor)
(Hecht-Lancaster Productions)

Cast: Burt Lancaster, Dianne Foster, Diana Lynn.
Producer .....Harold Hecht
Director .....Burt Lancaster

BIG HOUSE U.S.A.
(Bel Air Productions)

Cast: Broderick Crawford, Ralph Meeker, Red Hadley, William Talman.
Producer .....Aubrey Schenck
Director .....Howard W. Koch

MARTY
(Hecht-Lancaster Productions)

Cast: Ernest Bornine, Betsy Blair.
Producer .....Harold Hecht
Director .....Delbert Mann

NOT AS A STRANGER
(Stanley Kramer Productions)

Cast: Olivia DeHaviland, Robert Mitchum, Frank Sinatra, Gloria Grahame, Broderick Crawford, Charles Bickford.
Producer-Director .....Stanley Kramer

KISS ME DEADLY
(Parklane-Saville Productions)

Cast: Ralph Meeker, Paul Stewart, Maxine Cooper, Cloris Leachman, Gaby Rodgers, Marian Carr, Wesley Addy.
Producer-Director .....Robert Aldrich

Universal International

Shooting

THE PRIVATE WAR OF MAJOR BENSON
(Technicolor)

Cast: Charlton Heston, Julie Adams, William Demarest.
Producer .....Howard Pine
Director .....Jerry Hopper

THE SPOILERS

Cast: Anne Baxter, Jeff Chandler, Rory Calhoun, Ray Danton.
Producer .....Ross Hunter
Director .....Jesse Hibbs

THERE'S ALWAYS TOMORROW

Cast: Barbara Stanwyck, Fred MacMurray, Joan Bennett.
Producer .....Ross Hunter
Director .....Douglas Sirk

THE RAWHIDE YEARS
(Technicolor)

Cast: Tony Curtis, Arthur Kennedy, Coleen Miller, William Demarest.
Producer .....Stanley Rubin
Director .....Rudolph Mate

Cutting

FEMALE ON THE BEACH

Cast: Joan Crawford, Jeff Chandler.
Producer .....Albert Zugsmith
Director .....Joseph Pevney

ABBOTT AND COSTELLO AS THE STUNT MEN

Cast: Bud Abbott and Lou Costello, Fred Clark, Lynn Bari, Frank Wilcox, Maxie Rosenbloom.
Producer .....Howard Christie
Director .....Charles Lamont

LADY GODIVA OF COVENTRY
(Technicolor)

Cast: Maureen O'Hara, George Nader, Victor McLagen, Rex Reason.
Producer .....Robert Arthur
Director .....Arthur Lubin

"AIN'T MISBEHAVIN'"
(Technicolor)

Cast: Rory Calhoun, Piper Laurie, Jack Carson, Mamie Van Doren, Reginald Gardiner.
Producer .....Sam Marx
Director .....Eddie Buzzell

ALL THAT HEAVEN ALLOWS
(Technicolor)

Cast: Jane Wyman, Rock Hudson, Agnes Moorhead, Conrad Nagel.
Producer .....Ross Hunter
Director .....Douglas Sirk

WARNER BROS.

Shooting

BLOOD ALLEY
(CinemaScope) (WarnerColor)

Cast: John Wayne, Lauren Bacall, Paul Fix, Anita Ekberg.
Producer .....Batjac Productions
Director.....William A. Wellman

THE ANIMAL WORLD
(Technicolor)

Producer .....Irwin Allen

ILLEGAL

Cast: Edward G. Robinson, Nina Foch, Hugh Marlowe, Albert Dekker, Jayne Mansfield.
Producer .....Frank P. Rosenberg
Director .....Lewis Allen

JAGGED EDGE
(CinemaScope) (WarnerColor)

Cast: Jack Palance, Shelley Winters, Lori Nelson, Lee Marvin.
Producer .....Willis Goldbeck
Director .....Stuart Heisler

Cutting

HELEN OF TROY
(CinemaScope) (WarnerColor)

Cast: Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicke, Torin Thatcher, Robert Douglas, Nora Swinburne.
Producer .....Robert Wise

I DIED A THOUSAND TIMES

Cast: Perry Lopez, Walter Abel, Beverly Garland.
Producer .....David Weisbart
Director .....Walter Doniger

THE McCONNELL STORY
(CinemaScope) (WarnerColor)

Cast: Alan Ladd, June Allyson.
Producer .....Henry Blanke
Director .....Gordon Douglas



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NATIONAL *Screen* SERVICE
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THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

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LONG, LONG TRAILER

DURING the early days of radio, the film companies refused permission for their contract stars to appear on broadcasts, and when the stars did appear, exhibitors protested that it was detrimental to theatre business. Time has proven that these fears were not well-founded. Radio progressed and went on to develop stars and stories which reached their zenith in the motion picture medium.

A similar situation currently exists with television. However, Jack Webb in "Dragnet" and Lucille Ball in "The Long, Long Trailer" crossed up many of the experts who predicted that these films would lay eggs at the boxoffice because these stars could be seen without charge on their video programs.

(See Page 3)



A "HIT" CAST IN A "HIT" SHOW WITH "HIT" MUSIC AND HAPPINESS!

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DEBBIE REYNOLDS
WALTER PIDGEON
VIC DAMONE
GENE RAYMOND
ANN MILLER
RUSS TAMBLYN

with

KAY ARMEN • J. CARROL NAISH
RICHARD ANDERSON • JANE DARWELL

Written by
SONYA LEVIEN and WILLIAM LUDWIG

Based On the Musical Play "Hit The Deck" by Herbert Fields
Presented On the Stage by Vincent Youmans
From "Shore Leave" by Hubert Osborne

Music by VINCENT YOUMANS

Lyrics by
LEO ROBIN, CLIFFORD GREY and IRVING CAESAR

Choreography by HERMES PAN • Photographed in EASTMAN COLOR

Directed by ROY ROWLAND • Produced by JOE PASTERNAK

March 19, 1955
Vol. 35 No. 5

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Long, Long Trailer

(*continued from cover*)

Television is also developing writers and story material. "Marty," the latest Hecht-Lancaster production for United Artists release, was originally a teleplay by Paddy Chayevsky and its favorable audience acceptance prompted the film production. At press-time, we are informed that the widely-acclaimed television drama, "Patterns," will also be made into a motion picture. This is only the beginning — proof that both television and the motion picture theatres can complement each other.

What exhibitor wouldn't like to show a full-length feature of Jackie Gleason in "The Honeymooners" or Mary Martin in "Peter Pan?" These would certainly be strong bookings and there isn't a theatre owner who couldn't pick out several more programs that could be adapted to exhibition profitably.

Which brings us to the case in point. Motivated by the overwhelming television reception to his "Disneyland" film programs based on the life of the famous Indian scout, Walt Disney's releasing subsidiary, Buena Vista Film Distributing Company, has announced that it will release "Davy Crockett, King of the Wild Frontier" as an hour-and-a-half feature for exhibition in theatres in June.

This announcement is most unusual since the theatrical presentation will result from a re-editing of the three film shows that were televised over the ABC-TV network at monthly intervals.

This will mark the first time that a new motion picture production will have first been presented in episodic fashion as a television entertainment and then shown, at a later date, on theatre screens as a feature presentation. It represents an innovation that will be closely watched in the industry since the Disney decision represents a reversal of the trend with theatrical films tapping a residual television market.

The pertinent question now arises, "Is there an exhibition market for serialized video productions that have been exposed to tremendous audience penetration without charge?" Under ordinary circumstances the answer would be in the negative but outstanding attractions which catch on fire and capture the public's imagination should prove the exception to the general rule. Disney's "Davy Crockett" should prove to be such an exception, and the wisdom of this viewpoint will be reflected in its boxoffice returns.

At this writing, "Davy Crockett" is just about the hottest name in show business. When the first installment was presented in December 1954, the Disneyland program had already registered an impressive Neilson rating of 43.1, with an estimated viewing audience of 40,975,000, people scattered in approximately 12,000,000 homes. Succeeding chapters achieved even larger audiences and higher ratings. Record sales of the "Ballad of Davy Crockett" are setting new highs, and comic book sales about this frontiersman are setting new records.

The impact of these shows has been without its equal in many a day and the word-of-mouth and desire on the part of the public to see the entire series is tremendous. With the theatrical exhibition boasting the added advantages of the complete show in Technicolor, tight editing, a wide screen ratio and the absence of commercials and home interruptions, an exhibitor would be foolhardy, especially with the existing product shortage, to pass up a potentially strong boxoffice attraction.

Of course there are negative factors to be considered but they are far outweighed by positive elements that spell boxoffice. Actually, the audience potential is being expanded with the televising of these incomplete chapters. It is certain that the "Davy Crockett" telecasts will only have served as long, long trailers to whet the movie-going appetite of important segments of the public. Disney is out to prove that previous televising need not preclude the successful presentation of outstanding attractions and that it can even create an atmosphere in which to boost the gross.

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Move Into Gear On Audience Poll

Now that COMPO has given a green light to several projects intended to develop the motion picture audience, the wheels are expected to go ahead at a rapidly-increased rate. At the recent COMPO-sponsored meeting which drew about 70 toppers in distribution and exhibition, the largest gathering of this kind in recent years, the audience-poll plan was given an unanimous go-ahead by those present. The appointment of two national campaign co-chairman, one each from distribution and exhibition, was suggested as the next step.

American Broadcasting-Paramount Theatres' prexy Leonard Goldenson's three-point plan for audience expansion, especially as it relates to younger people, also created considerable stir. Following floor discussion of the plan, Goldenson offered to serve on a committee to explore the subject further, with additional members to be appointed later. The meeting also endorsed the "Filmorama" project of Elmer Rhoden, National Theatres president, calling for a traveling exhibit of studio material, designed to itensify public interest in films.

Teen-Ager Plan Offered

The teen-age booster plan was offered by Goldenson as an answer to the problem of getting young people, especially those in the 15-30 age group, to patronize movie theatres. It was indicated that the problem was a serious one and something had to be done about it. Goldenson's three-point plan called for:

1. Adjustment of prices charged young people. Goldenson reminded the COMPO audience that children are admitted at greatly reduced prices up to the age of 12, after which they are suddenly placed in the adult price bracket. The AB-PT head said youngsters can't afford to pay adult prices, and that this fact is hurting business in view of the fact that 80 percent of film attendance is represented by young people.

2. The production of more pictures aimed at young people in the 15-30 age group.

3. The creation of more young stars "with whom young people can grow up." Goldenson told the meeting that on a recent visit to the West Coast, he discussed the need for more such stars with studio officials, and that

(*Continued on page* 6)

Group Against Pay-As-You-See TV Joins Fight On Economic Front

The first move on the economic front against pay-as-you-see TV was taken with the engagement of Dr. Dallas Smythe as economic consultant to the Committee Against Pay-As-You-See TV, formerly called the Joint Committee on Toll TV.

Dr. Smythe, who is a professor of economies at the University of Illinois and director of the university's Institute of Communications, was said to have been engaged in a move to overcome the advantages of a six to seven years' headstart enjoyed by the toll TV forces. Smythe, who was chief of the economics division of the Federal Communications Commission from 1943-1948, recently completed research studies on radio and TV for the National Council of the Churches of Christ and the National Association of Radio and Television Broadcasters.

In his new post, Dr. Smythe will conduct "a series of research studies into the economic impact and implications of subscription television as compared to the 'free airwaves' policy established by the Government and in effect continuously since the birth of broadcasting in this country."

It was reported that the name of the committee was changed because the public might think the original title ambiguous, and not clearly revealing the committee's opposition to pay-as-you-see.

New Slogan Suggested

Many opponents of toll TV are now referring to it as "no pay-no see TV," in the belief that this phrase will catch on nationally.

A pro-and-con presentation dealing with pay-as-you see TV is under consideration by the Ford Foundation, sponsors of the "Omnibus" television program, it was learned this week. If the Foundation decides to go ahead with the program, it will be presented on March 27 or April 3.

Soon after, on either April 12 or 14, another important public debate will take place at the National Press Club in Washington between Alfred Starr, Nashville circuit executive, former president of TOA, and co-chairman of the Committee, and Dr. Millard C. Faught, Zenith Radio Corp.'s economic consultant on Phonevision.

Debate will take place at a luncheon and is expected to draw one of the largest attendances of the year, with interested members of Congress, the FCC, and others turning out in addition to Washington newsmen. It is expected that both men will have 20 minutes to present their arguments, with a 30-minute question period following.

Shortly before the appointment of Dr. Smythe as economic counsel, the committee announced that Robert S. Taplinger & Associates had been engaged as its new public relations counsel. Taplinger, who has had varied experience in the motion picture industry as studio publicity director at Warners, executive assistant to the president of Columbia Pictures, producer with Columbia, and vice-president of Walter Wanger Pictures, appointed Donald Walsh as account executive.

The Committee Against Pay-As-You-See TV, it was asserted, will operate as "a unit representing theatrical executives in the nation-wide association which includes TV set owners, civic groups, parent-teachers associations, small businessmen and other segments of the vast TV audience who are determined to preserve the present free system of broadcasting under which American television and radio stations have set standards for the rest of the world."

Another committee meeting was scheduled to be held in Washington, at press time. It was said that plans for integrating the activities of other groups opposed to toll TV with the program of the committee will be undertaken. Also, the production of a film presenting the anti-pay-TV position will come up for consideration at the meeting.

Meet To Discuss Pay-TV

Theatre Owners of Oklahoma had urged at its monthly membership meeting that a 16mm film be made to combat the Zenith-prepared film extolling Phonevision. The TOO directors voted to write to the joint TOA-Allied committee and encourage the production of such a film after a special screening of the Zenith film on toll TV. TOO's idea was to use the proposed film before luncheon groups, service and civic clubs, and to reach the same audience as is being reached by Zenith.

Toll TV was high on the agenda of the annual convention and showmanship forum of Allied Motion Picture Theatre Owners of Western Pennsylvania, to be held at the Roosevelt Hotel on March 21-22.

The possibility of formal hearings and protracted studies of the subject were mentioned for the first time officially by the FCC, when that agency asked Congress for a supplemental appropriation of $85,000, it was revealed this week.

FCC chairman George C. McConnaughey spoke of the growing FCC "work load," and said that "so-called subscription television" has already caused the Commission staff considerable work. Hearings and "subsequent studies," he said, would take up a great deal more of staff time. McConnaughey has recently been confirmed by the Senate as FCC chairman of the FCC. He has been serving

(*Continued on page* 32)



Research analyst Al Sindlinger (upper right corner) presents vital statistics about the motion picture industry to the largest gathering of film toppers in recent years, at the Hotel Sheraton-Astor. The meeting, sponsored by COMPO to explore means of developing the motion picture audience, gave a green light to several important projects.

Metro Studio Study By Loew With Independents In Fold



Charles C. Moskowitz, v.p. and treasurer of Loew's (M-G-M), executes the contract for world-wide distribution of "Guys and Dolls," with (standing, l to r) Charles M. Reagan, v.p. and general sales manager, Loew's; James A. Mulvey, president, Samuel Goldwyn Productions, and Arthur M. Loew, president, Loew's International, who will make a comprehensive study of studio activities.

Confirmation of Samuel Goldwyn's intention to release his "Guys and Dolls" through M-G-M's auspices was followed this week by a Metro announcement that Arthur M. Loew, head of Loew's International Corp., will make a comprehensive study of M-G-M studio activities and the planning of production for world-wide consumption.

In line with Metro's new production-participation policy, Sol C. Siegel, according to reliable reports, is about to sign a contract with the studio calling for the former 20th-Fox producer to make 10 pictures over a five-year period. The studio would finance and accord Siegel as well with complete access to all studio facilities, stars, etc. Siegel could make the pictures where he chooses, either on or off the lot.

In making his study, Loew will not relinquish his position as company director of overseas activities but will divide his time between the Coast and the home office for the duration of his new assignment. Request for his services was made jointly by Nicholas M. Schenck, Loew's Inc., president, and Dore Schary, vice-president in charge of production.

Schenck, who disclosed news of the Goldwyn deal, called the contract "a significant step for us in our new policy of joining with the leading independent producers in the marketing of outstanding films."

The Goldwyn distribution contract calls for world-wide release of his forthcoming musical. Earlier, David O. Selznick, then Lucille Ball and Desi Arnaz, negotiated releasing contracts with the film company.

The Goldwyn contract for a 20 percent distribution charge and gives the producer's organization the right to approve all booking contracts for the picture. Goldwyn had similar arrangements during the more than 15 years of his dealings with RKO Radio.

Charges Fly in Hubbub Over COMPO Name Misuse

Alleged misuse of the name "COMPO" continued to occupy a spotlight of controversy in the trade as National Allied and the Rocky Mountain Council of Motion Picture Organizations stood at loggerheads over the issue. Allied claimed over the weekend that the western exhibitor group was misusing the name of the all-industry organization and Pat McGee, leader of the group under fire, retorted that COMPO is not a copyrighted name. The title of his group would remain unchanged, McGee added.

Allied's contentions were put forward in a bulletin from its Washington headquarters entitled "Setting the Record Straight in Regard to the Misuse of the Name COMPO." Here it was stated that Allied's directorate had adopted and released a resolution deploring the appropriation and misuse of the COMPO name by any group or person seeking to form a regional theatremen's association that would operate outside the public relations field to which National COMPO is restricted.

The Allied bulletin recalled that the board action was based upon a form letter circulated among Rocky Mountain area exhibitors and carrying McGee's name. One paragraph allegedly noted that "We have been in contact with film company sales managers who express confidence in me (McGee) personally to the point that they promise to review any unhappy sales contract for any exhibitor if I think he needs aid. This is your avenue to go beyond branch and division if you are not happy with your present treatment."

Allied claims that the project stated in

(*Continued on page* 18)

EXHI-BITS

Marciano Bout on Theatre TV

Theatre Network Television will theatre televise the May 16th heavyweight championship fight between Rocky Marciano and Ezzard Charles coast-to-coast from its point of origin, Kezar Stadium, San Francisco, according to Nathan L. Halpern TNT head, James D. Norris, International Boxing Club prexy, and Jimmy Murray, promoting the fight.

TOA Changes Conclave Date

Los Angeles.—Theatre Owners of America will convene nationally at the Biltmore Hotel here Nov. 6-9, instead of the previously announced Oct. 23-27, it was made known this week. Talks are underway between two private organizations and TOA for purposes of having an outside group conduct the trade show. The National Allied Chicago conclave will this year be the scene of the TESMA trade show.

Bill Prohibits Long Runs

Harrisburg, Pa.—A bill that prohibits first runs of longer than six weeks has been introduced in the Pennsylvania State Legislature by two Philadelphia Democrats. Bill would only apply to situations in cities and counties of the first class, interpreted to affect solely Philadelphia and Pittsburgh houses. A $50 fine would be levied for each day a picure is held over the indicated six weeks, and it was assumed that the fine might be boosted to further discourage longer first runs.

SCTOA Condemns Bid System

Los Angeles.—Southern California Theatre Owners Association has adopted resolutions, via its board of directors, against the use by distributors of any bidding system that does not provide equal opportunity for all exhibitor-bidders to view the film before submitting bids.

The resolution also condemns any such system which does not provide equal opportunity for all bidders to be present when bids are opened, and to inspect same upon opening. Group asks for prompt awarding of bids with availability date specified in bid letters together with notice of whether the picture in question is to be shown first or subsequent run.

New Censor Bill Introduced

Springfield, Ill.—State authorities would have the right to censor films in unincorporated territories in the counties, according to tenets of a bill introduced in the Legislature by representatives Ryan, Lelivelt, Vanderness and Sprague. Hearings are expected to be held shortly.

Referendum on Sunday Movies

Montpelier, Vt.—A popular referendum on whether residents want to view films on Sunday afternoons will be held in the state, it has been decided by the Legislature. Referendum would force decision on whether theatres should open at 2 p.m. instead of the present 6 p.m. on Sundays.

OK Signal Given COMPO To Start Nation-wide Audience Poll Project

(*Continued from page 4*)

studies are planning to do something about it.

Frank H. Ricketson Jr., president of Fox Intermountain Theatres, approving Goldenson's plan, said that his circuit in Denver successfully introduced junior admission cards allowing teen-agers into theatres at reduced admissions.

Leon Back, Baltimore, speaking about possible tie-ups, told of a Coca-Cola project in his city under which the soft drink firm conducts behind-the-scenes tours of theatres for youngsters, interesting them in theatre operation.

Mrs. Alice N. Gorham, United Detroit Theatres Corp., and chairman of the audience poll committee, explained details of the polling plan, which would encourage the moviegoing public to vote on the top picture of the year, the best male and female stars, and the most promising male and female newcomers. At present, the plan is to have the voting take place from Thanksgiving Day to Dec. 7, but it was learned that these dates may be changed. An industry TV show on which awards to the winners would be presented is also contemplated.

Action on the audience poll was taken after extensive discussion in wihch Ricketson and Paul H. Lyday of Fox Intermountain, Sol Schwartz of RKO Theatres, A. W. Schwalberg and Jerome Pickman of Paramount, Col. H. A. Cole of Texas Allied, Ralph W. Russell of the Palace Theatre, Canton, O., and Harry Goldberg of Stanley Warner participated. Ricketson said that Fox Intermountain had conducted such a poll with great success in the past.

Coyne Opens Meet

The one-day meeting, which was opened by COMPO special counsel Robert Coyne, also heard a report by market analyst Albert W. E. Sindlinger, the contents of which were not made public. Wilbur Snaper, a member of the COMPO triumvirate, and Pat McGee of Rocky Mountian COMPO, alternated in the role of meeting chairman. The latter was alternate for Sam Pinanski, who was kept from the meeting by illness. Charles Einfeld, 20th-Fox advertising-publicity chief, represented Al Lichtman, the remaining member of the triumvirate, who was also made absent by illness.

The make-up of the COMPO audience-development committee was disclosed for the first time at the meeting. It consists of Emanuel Frisch, Oscar Doob, Harry Goldberg, Rodney Bush, Harry Mandel, Charles Schaifer, Charles S. Steinberg, Kenneth Clark, Arthur DeBra and Ralph W. Russell.

Fred Schwartz Lauded

Leading industryites associated with the Will Rogers Memorial Hospital paid tribute last week to Fred J. Schwartz upon his retirement after three years service as chairman of the fund-raising and finance committee of the hospital. Schwartz, president of Distributors Corp. of America and a board member of Century Theatres, was lauded for his leadership by A. Montague, Rogers hospital president. The tribute took place at a luncheon at "21." Eugene Picker, Loew's Theatres, succeeds Schwartz as fund-raising chairman.



Columbia's executive veepee Jack Cohn signs the paper signifying the film company's purchase of the 15-story and penthouse structure at 711 Fifth Ave., forthcoming headquarters. Seated alongside Cohn is William Zeckendorf, Webb & Knapp, Inc., prexy, who negotiated transfer. Standing (l to r): Kenneth H. Ripnen, architect; Richard D. Gittlin, broker; A. Schneider, Columbia veepee and treas., and Harry J. Takiff, Cohn's asst.

Exhibtors File Five New Anti-Trust Suits

Five anti-trust suits have been filed against major distributors in Federal District Courts in three states. In an anti-trust suit filed in Masschusetts, the Central Theatre Amusement Corp. is seeking $3,000,000 treble damages. Owner of the Central Theatre, Lawrence, Mass., is Jean B. Ippolito. In New Hampshire, $2,000,000 treble damages, are asked by Baruch S. Lewitt, who operates the Arch Street Theatre in New Britain, Conn.

Three suits were filed in New Jersey by former Chicago theatre operators who are no longer in business, or whose theatres have closed. Plaintiffs are Frank Gordon and Maxine Gordon, former operators of the Wicker Park Theatre; John and Helen Gordon, who operated the Chopin Theatre; and the trustee in the bankruptcy of B.P.R. Corp., former operator of the Royal, Banner and Paulina Theatres, all in Chicago. The B.P.R. suit asks for $300,000 damages.

Rappaport Suit Settled

The almost $3,000,000 treble damage anti-trust suit filed by Isadore Rappaport, Baltimore exhibitor, against Warner's, Loew's, Inc., Universal, Paramount and Umted Artists has been settled during course of trial for about $60,000, or two percent of damages asked, to bring Rappaport his alleged out-of-pocket expenses in the action. Rappaport had claimed inability to secure first run films.

Film Dividends Decline

Cash dividend payments of $1,054,000 were declared in January by film industry concerns, according to the Commerce Dept. The total for last year's corresponding January was $1,201,000, but this January the sum was lower due to switching of dividend months by some firms.

U-I May Enter TV Fold: Rackmil

Indication that Universal-International may enter the films-for-television market has been pointed up by Milton R. Rackmil, company president, at the annual stockholders meeting. Rackmil said that U-I is studying the TV market with an eye toward production but emphasized that his company is not considering sale of its old films to TV at this time. He said that the climate for such sales is not now propitious for the company.

Other high points of the meeting were the disclosures that company earnings for the year's first quarter will slightly exceed those of last year's similar period ($1,136,928 to $772,979 in 1954); that the company is being considered for a merger with Decca Records, parent concern; that U-I is mulling opening of an exchange in Houston.

Income Listed

Decca Records' net income last year was $3,070,205, compared with $1,240,438 in the preceding year, according to Rackmil. The figure includes the undistributed earnings of Universal Pictures, in which Decca owns 72 percent of the common stock. Rackmil, in Decca's annual report, declared that the company's growing diversification in the entertainment industry has resulted in greater stability and increased earnings.

Profit is equal to $1.92 per share on 1,602,501 shares outstanding on Dec. 31, as against $1.38 on 1,354.158 shares outstanding at the end of 1953. Dividends from Universal last year were $875,437, against $703,894 in 1953.

The Universal board declared a quarterly dividend of 25 cents per share on the common stock, payable March 30, to holders of record March 21.

Technicolor Earnings Listed At $2,319,160; New Film Researched

Technicolor, Inc., has declared a net profit of $2,319,160, or $1.18 per share, after taxes, for 1954. For the previous year, the net was $2,371,735, or $1.23 per share. During 1954, the sales volume of the firm's 35mm. positive prints amounted to 529,906,813 feet, a decrease of about five percent from the previous year's all-time high, Dr. Herbert T. Kalmus, president and general manager, reported.

Kalmus, in Technicolor's annual report, stated his belief that a necessary objective of the motion picture industry is the working out of an all-purpose process, starting with a large area negative capable of resulting in prints suitable for a variety of presentation methods.

RKO Theatres' Net

RKO Theatres has reported a net income of $829,000, after special items, for 1954, as compared with a loss of $296,600 for 1953. Special items, according to Dudley G. Layman, financial vice-president, consisted of net losses on disposal of theatre properties and consequent tax adjustments plus, in 1954, an increase in the reserve for taxes and contingencies of $1,000,000.

SMART SHOWMEN ARE SHOWING

COLUMBIA PICTURES IN MARCH

GUINNESS IS *great* ~~GOOD~~ FOR YOU!

COLUMBIA PICTURES presents

ALEC GUINNESS

Comedy star of "Man in the White Suit" and "Captain's Paradise"

FATHER BROWN, DETECTIVE

Based on the FATHER BROWN Stories by G. K. CHESTERTON
Adapted by Thelma Schnee

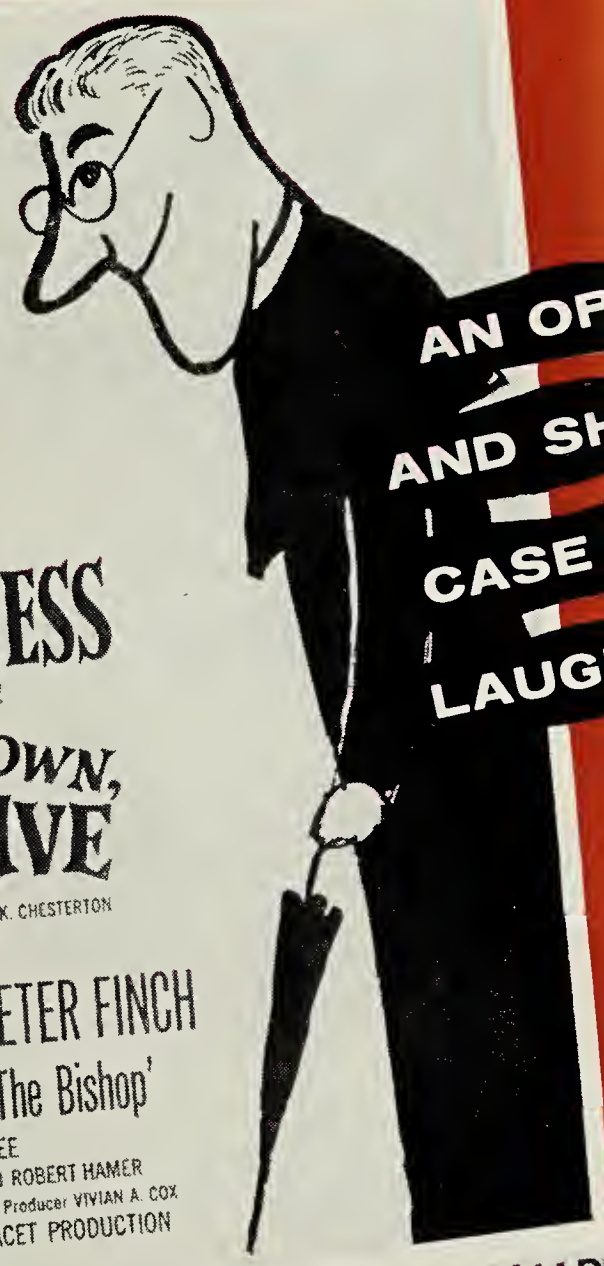
co-starring

JOAN GREENWOOD · PETER FINCH

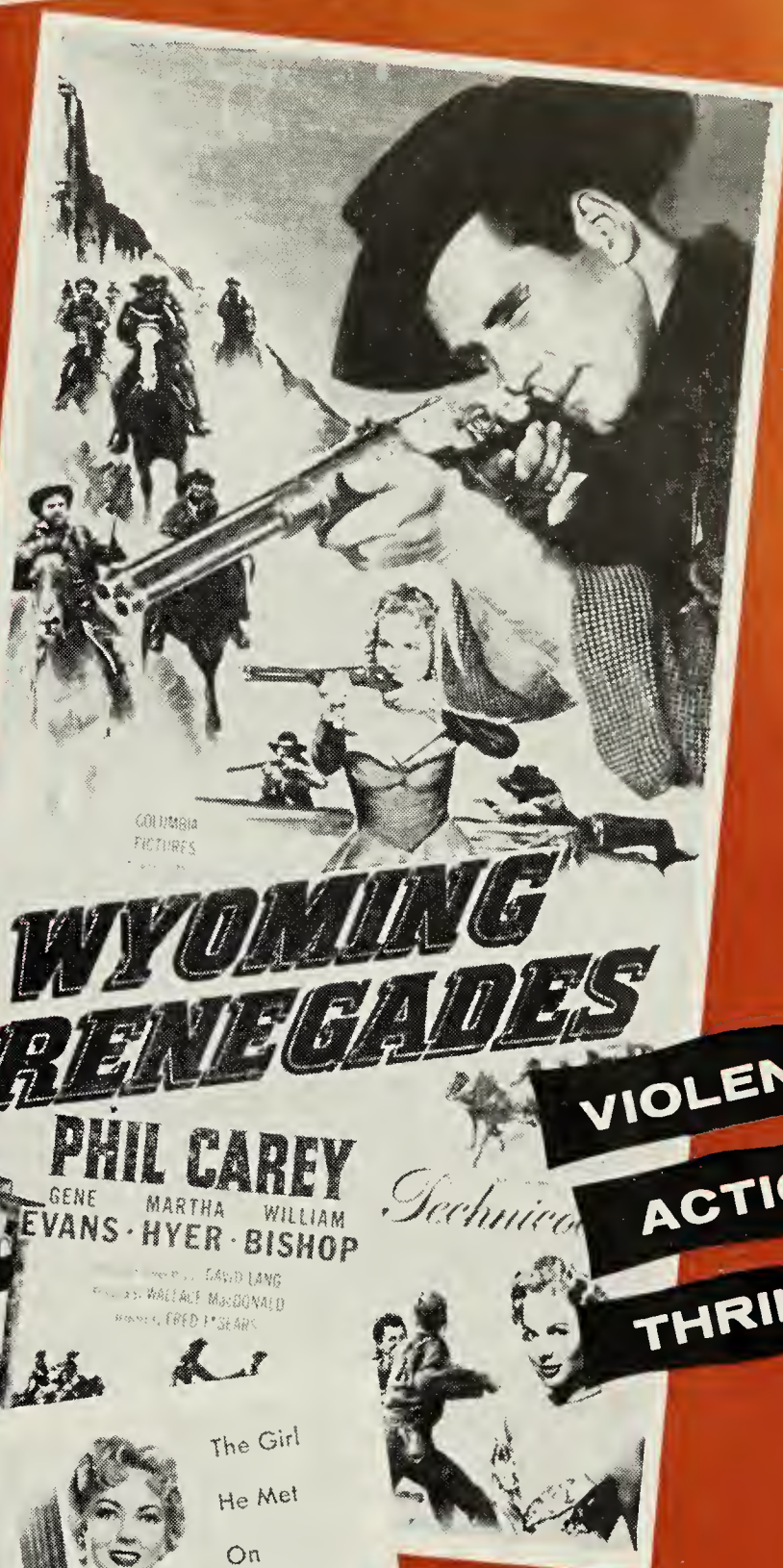
with CECIL PARKER as 'The Bishop'

and BERNARD LEE

Screen Play by THELMA SCHNEE and ROBERT HAMER
Produced by PAUL F. MOSS · Associate Producer VIVIAN A. COX
Directed by ROBERT HAMER · A FACET PRODUCTION



AN OPEN AND SHUT CASE OF LAUGHS!



WYOMING RENEGADES

PHIL CAREY

GENE EVANS · MARTHA HYER · WILLIAM BISHOP

DAVID LANG
WALLACE MacDONALD
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VIOLENCE!

ACTION!

THRILLS!

EVERY DAY WAS MARDI GRAS FOR THE MOBSTERS AND THEIR DOLLS!

The red-hot facts about the white-hot battle that barreled The Mob into the Mississippi!

The Girl He Met On Desire Street!



"NEW ORLEANS UNCENSORED"

starring ARTHUR FRANZ · BEVERLY GARLAND

with HELENE STANTON

Screen Play by ORVILLE H. HAMPTON and LEWIS MELTZER · Produced by SAM KATZMAN
Directed by WILLIAM CASTLE · A COLUMBIA PICTURE

BOXOFFICE DYNAMITE!

...AND LEADING THEM ALL

IN MARCH

ARE COLUMBIA'S BOOKINGS OF



TYRONE POWER
MAUREEN O'HARA

IN JOHN FORD'S

THE LONG GRAY LINE

Co-starring ROBERT FRANCIS · DONALD CRISP · WARD BOND · BETSY PALMER · PHIL CAREY

Screen Play by EDWARD HOPE • Based upon "Bringing Up the Brass", by Marty Maher and Nardi Reeder Campion • Produced by ROBERT ARTHUR • Directed by JOHN FORD

CINEMASCOPE

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Farr Calls For All-Out Opposition To Rental Rates Above 35 Percent

DALLAS.—Jack Farr, president of the Texas Drive-In Theatre Owners Assn., in a fighting speech made at the third annual convention of the association, called upon his membership to "adopt a program for restoring profits to your theatre: any film rental demand above 35% must not receive any consideration from you when trying to buy product for your theatre!"

Farr went on, "We as Americans believe in free enterprise and the mainspring of that system is profit. Without the profit motive, there can be no free enterprise. When any corporation or combination of corporations seek to deny others a profit as a reward for their investments and labor, then it becomes un-American.

"My recommendation to each of you," he continued, "is that when you are unable to make a reasonable deal on your local exchange level, either pass up the picture, or write a letter. Make an original and three copies. Send the original to New York, a copy to the branch manager, a copy to the Department of Justice, and keep a copy for your legal file. Someday the Department of Justice is going to have to enforce the anti-trust laws, and when they do, they will have a lot of information if you will send it to them.

Farr Urges Protests

"Letters to New York will bear fruit, I believe. Let them know you can't make a dime on the local level. I believe the reason is that all authority has been taken away from the branch managers. . . . Isn't it a shame that the branch managers, who know the customers and the theatres and so forth, do not have any such authority?"

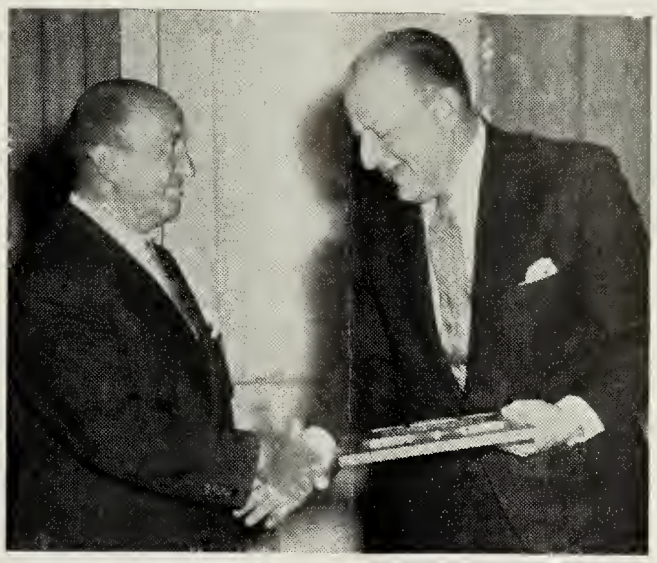
Farr began his speech by reminding his listeners that his convention could do as it pleased, as it is not backed by any national organization. He claimed that business is "on the brink of disaster." He said, "in the past two years, we have spent thousands of dollars to make our screens larger and install new projection equipment. Ninety percent of us in this room had to go to the bank and borrow the money. Up until this time, the 'New Look' hasn't made us a dime. We have had to fall back on some other source of revenue to find the money to pay the interest. The 'New Look' hasn't brought better pictures but it did bring from 15-20 percent higher rental demands."

See Harriman Inking Tax Breakage Bill

ALBANY.—Placed before Gov. Harriman's desk late this week was the Assembly Rules Committee bill making valid collection of major breakage on the five percent theatre admissions tax for municipalities of New York, Binghamton and Elmira. Bill was passed unanimously by the State Senate following like action by the Assembly. It would take effect immediately upon the Governor's signature but would be retroactive to last June 30.

If the Governor signs the measure, it is presumed that attorneys for both New York City theatremen and for the City of New York would file Court of Appeals supplemental briefs.

Man Of The Year



Harry Brandt, president of ITOA, presents the Exhibitorating Award of the "Independent Film Journal" to Si Fabian, president of Stanley Warner Theatres. Exhibitors, pooled by the "Independent," selected Fabian as "the man who had done the most for the industry during 1954."

AnamorphicTrailers Advised For CS Pix

Exhibitors who program 2-D trailers to advertise CinemaScope pictures are "using a midget to sell an entertainment giant," according to Al Lichtman, 20th-Fox's director of distribution. In a letter to his division and branch managers, Lichtman urges that this practice be immediately corrected. A survey had shown that standard trailers are being used in quantities far exceeding those produced in CinemaScope.

"Exhibitors," Lichtman declared, "are doing themselves as well as our pictures a great disservice by selling CinemaScope to the public in other than its optimum form." He said that projectionists can easily change lenses during a program of standard films; while showing a 2-D picture on one of their machines, they can set up the C-S trailer on the other one.

Lichtman reminded that "showmanship in theatre programming all the way down the line should be standard operating procedure. An exhibitor should be as concerned with the type and quality of trailers . . . as the feature pictures themselves.

Army Clearance Solved

A "letter of intent" with respect to the tentative agreement on clearance for private theatres over post theatres was sent to the Defense Department this week. The Secretaries of Defense and of the various services must still approve the agreement before going into effect for a one-year trial period. The letter, cleared by representatives of distribution and exhibition and mailed by E. D. Martin, merely re-states the tentative agreement reached at the Pentagon recently, under which post theatres would play 14 days behind nearby commercial theatres in a number of listed situations.

New Appointments . . .

LESLIE R. SCHWARTZ replaces Fred J. Schwartz as president of Century Circuit, Inc., with SAMUEL GOODMAN becoming first vice-president, ANDREW A. NELSON, second vice-president, and MARTIN H. NEWMAN, treasurer. HENRY C. MINER, JR., formerly Batten, Barton, Durstine and Osborn advertising executive and a long-time director of Century, was elected chairman of the board. FRANK MILTON, director and actor, fills the vacancy left by the recent death of David Schlein. Fred Schwartz, placing the stress of his activities with Distributors Corp. of America, remains a Century director.

STAN BROWN was promoted to direct National Theatres' new advertising research program which begins March 21. Brown has been with Fox West Coast Theatres for 24 years, as district manager. He is succeeded in the latter post by ERNEST STURM, San Diego district manager. BOB SMITH, manager of the Orpheum Theatre, San Diego, moves up to Sturm's spot.

MARGARET HALLACK was named assistant to Mort Blumenstock, Warner Bros. vice-president in charge of advertising and publicity. She has been a member of the studio publicity staff for the past 10 years and will fill her new post in conjunction with present secretarial duties.

LESTER DEMBER, formerly associated with Buchanan and Co., ad agency, as copy chief, joined Columbia Pictures in the same capacity. He will work directly under the supervision of Howard R. LeSieur, director of advertising, publicity and exploitation, assuming the duties formerly held by John Cunningham, resigned.

LT. COL. THOMAS PAOLOZZI, (U. S. Army Signal Corps., Ret.), was named special administrative executive assistant to Walter Reade Theatres. His duties, according to Walter Reade Jr., president, will be the co-ordination and improvement of administrative procedures within the circuit, and the better co-ordination of various departments. He will function also as special assistant in administrative matters to both Reade and Edwin Gage, circuit vice-president.

DAVE BERGER was appointed director of advertising and publicity for the Brooklyn Paramount Theatre. Berger previously worked for Walter Reade Theatres and "Biggest Show Productions."

E. B. "MIKE" MCGREAL, vice-president of the Houston-Fearless Corp., manufacturers of studio and processing equipment, was named president of Houston Color Film Laboratories, Inc., Burbank.

PAUL R. (PETE) WENTWORTH has been appointed media buyer for Eastman Kodak Company, in charge of advertising in trade papers, newspapers, general magazines and television. Wentworth has been with Kodak since 1946, with time out for army duty.

3-City "Peter" Debut

"A Man Called Peter," 20th-Fox CinemaScope production, will have simultaneous openings in three cities March 31. Picture will be shown in New York, London and Glasgow, with each affair an invitational premiere.

House Group Favors Bill Limiting Trust Law Action To Four Years

The House Judiciary Committee was considering this week a uniform four-year statute of limitations for anti-trust suits and legal authority for the government to sue for actual damages in such cases.

The bill was reported out by the Committee after a long discussion about whether to add on to the measure authority for judges to award less than treble damages. The majority decided that this matter should be the subject of a special bill.

The government would be permitted, under terms of the limitations uniformity bill, to sue for actual damages received by any government agency, but not for treble damages as in private anti-trust actions.

A long discussion within the Committee took place on the advisability of adding authority to the bill so that judges could award less than treble damages. Rep. Francis E. Walter (D., Pa.) led the argument in favor of this proviso.

Special Bill Favored

It was decided, however, by the majority that this matter should be the subject of a special bill. Rep. Walter immediately introduced a measure to that effect. Bill, it was pointed out, would eliminate the treble-damage feature of anti-trust suits.

Meanwhile, a bill increasing maximum criminal penalties for anti-trust violations from $5,000 to $50,000 came up on the floor of the House on the consent calendar. This device permits passage without time-consuming debate, but one objection can kill passage. Rep. Wright Patman (D., Tex.) did kill the bill, with his objection based on the grounds that the penalty increase was too mild. He said he wants the bill to be subject to full House debate, at which time he will offer an amendment providing for prison terms for offenders.

Art Museum Begins Italian Film Series

Twenty-nine programs of Italian films, beginning with "The Taking of Rome" (1905) and ending with "Two Cents Worth of Hope" (1952), have now been scheduled by the Museum of Modern Art Film Library for its retrospective "Fifty Years of Italian Cinema," for two months, beginning March 21st. The program will mark the fiftieth anniversary of Italian films and the twenty-fifth anniversary of the Museum of Modern Art.

Goffredo Lombardo Jr. president of the Italian Film Producers Association and Italy's oldest film studio, Titanus Films of Rome, and Alberto Lattuada, co-founder of Italy's film library, Cineteca, and a leading screen director, will be honored at the opening program. During their stay in the U.S., Lombardo and Lattuada will also complete casting for their forthcoming screen biography of Francisco Goya, the world-renowned Spanish painter.

Filmakers Sets Four In Scope, No Tinting

Four black-and-white pictures will be made by Filmakers for projection in both SuperScope and standard by September, according to Irving Levin, president of Filmakers Releasing Organization. Three of the features will be geared for late 1955 release to give Filmakers a total of seven releases for this year, he said.

Levin, at a conference with the trade press, disclosed budgets at up to $300,000 per feature. A percentage of the gross may be given to participating stars, he added.

Reviewing Filmakers' recent offer which guaranteed exhibitors a percentage of the profits of the film before shooting, Levin said that approximately 800 theatremen took advantage of the plan. Almost all were first run operators, none were drive-ins and about 90 percent of the participants netted two to three times the amount of their guarantee.

Filmakers will release "Mad at the World" in early April and produce this year "Battle Hell," "The Smouldering Sea," "The Firebug" and "The Weapon." "Crashout," latest production, has just gone into release, according to Harry Mandell, distribution vice-president of the firm.

Para Sponsoring "Command" Air Force Press Briefing

OMAHA, NEBR.—One hundred newspapermen, magazine writers and photographers and radio and TV columnists will receive special briefings by Gen. Curtis E. LeMay at Offutt Air Force Base on March 26th on the structure and plans of the Strategic Air Command of the U.S. Air Force, in conjunction with the press preview of Paramount's "Strategic Air Command," starring James Stewart and June Allyson, at the Orpheum Theatre.

These events will mark the ninth anniversary of the establishment of SAC, the long-range striking force of the air force, headquartered at Offutt. Preview performance will be the first public showing of Paramount's new horizontal VistaVision. Stewart and Miss Allyson, along with co-star Frank Lovejoy, will attend the preview, and the city of Omaha has declared a holiday in honor of the opening.

Foreign Lead Domestic Returns: Film Survey

Opinion that the revenue potential from foreign markets is considerably larger than that from domestic outlets is carried in a basic analysis of motion pictures which Standard & Poor's, market analysts, has published. Conclusions were generalized to apply to motion picture industries in many nations.

The report noted that "in many countries, movie attendance is extremely small; as living standards improve, this form of entertainment could grow rapidly in popularity. Hence, while . . . remittances . . . are highly unpredictable . . . revenues derived abroad may account for over half of total revenues over the medium term."

Child Attendance Declines: Snaper

Drastic attendance drop among juvenile patrons has been experienced by numerous New Jersey theatres and the reason why is a tremendous lack of available prints of children's pictures, according to Wilbur Snaper, head of Allied Theatre Owners of New Jersey.

At a trade press conference this week, Snaper suggested that as a remedy to the children's picture scarcity, Allied would, if needed, foot the cost of prints. Suitable children's classics seem to be in inadequate supply at the MPAA Children's Film Library, he added.

COMPO Check Seen

Snaper noted that the situation has become so drastic that he intends to have COMPO check with the film companies on the availabilities of such films.

Reporting on this week's Jersey Allied meeting, which was held with State Legislators in attendance, Snaper said that a decision was taken to give financial support to the industry's Committee Against Pay-As-You-See TV.

Commenting on current sales terms asked by distribution for major pictures, the Jersey Allied head stated he has little doubt that many theatres are not playing worthwhile attractions. Distribution should rectify the matter, he added.

CS Labelled Top Factor In French BO Upswing

A rise in French theatre business, which began in 1952 and reached a peak during the fall and winter of last year, was reported this week by Jean Thevenot, general manager of Societe Nouvelle Pathe Theatres, and Lucien Nachbaur, managing director of the French Pathe circuit. Both executives attributed the initial attendance increase to the introduction in France of CinemaScope and stereophonic sound. About 500 theatres are so equipped in that nation, they said.

Thevenot and Nachbaur are here to talk over the introduction of Cinerama for France. They are converting the 1,700-seat Empire Theatre, Paris, and hope to show "This Is Cinerama" May 16 at prices under $3, they said. The two disclosed additional plans to construct a 2,000-seat house, the Pathe Wegler, also in Paris, for showing Cinerama and CinemaScope films.

Merchants Aid Chain

Story of how local Wisconsin merchants joined with a community theatre circuit in promoting a special 12-page movie supplement in a daily newspaper as a business aid is pointed up in the 39th Editor COMPO ad, which appeared in "Editor & Publisher." Ad stresses COMPO's previously made point that other retail businesses profit from the proximity of busy movie theatres. In commenting on amusement pages of newspapers, the ad noted that a good movie page does two things: 1—boosts readership of the paper, 2—helps the community's retail trade.

Broidy On Tour Plugging AA Pix

A nation-wide tour, on which he will meet with exhibitor groups and stockholders in 14 major cities, was launched this week by Steve Broidy, Allied Artists president. Purpose of the tour, said Broidy, is to acquaint "the theatremen in the field" with "the most important group of pictures ever produced by our studio."

The product line-up, he said, will be available for release during the next six months. Broidy will be accompanied on his visits by Morey R. Goldstein, AA vice-president and general sales manager, and John C. Flinn, ad-pub director.

Broidy will also tell stockholders on his tour of the company's merchandising plans for two major pictures, "An Annapolis Story" and "Shotgun," and also discuss plans for future films. The AA president has already visited Dallas, Atlanta, Charlotte, Philadelphia and is currently in New York. Future stops are Boston, Pittsburgh, Detroit, Chicago, Minneapolis, Kansas City, San Francisco, and Los Angeles.

Four regional sales meets, between March 18 and Apr. 1, were meanwhile set by Goldstein, who will preside at each. This week's session was held in Philadelphia and attended by Washington exchange salesmen as well. On March 25, a Detroit session is slated for men working out of the Buffalo, Albany, Cleveland and Cincinnati exchanges.

The March 27 meet will be held in Chicago and sales personnel from Denver, Des Moines, Indianapolis, Omaha and St. Louis will attend. Final meet, in San Francisco on Apr. 1, will draw salesmen from Los Angeles, Portland, Seattle and Salt Lake City.

Broidy told a Dallas audience of more than 100 showmen that his company is guaranteeing exhibitors a new source of major product. Broidy asked for exhibitors to invest their playing time in AA pictures. "We are building a powerhouse to keep your marquees lit with box office attractions, and your wholehearted support will enable us to build faster and finer," he said.

Ed Grainger Pencils In Six Productions For 1956

Edmund Grainger Productions, Inc., will produce six major films in 1956, representing a total budget of over $12,000,000, with at least two of the projects set for RKO Pictures distribution, it was made known this week by the studio. It was disclosed earlier that Grainger will produce three films for RKO release this year. Latter group represents an investment of over $6,000,000, according to the studio.

Grainger's 1955 productions will be "The Treasure of Pancho Villa" and "Great Day in the Morning," both Superscope and color, and "Oh, Promised Land," for which Alan Ladd is expected to star.

AB-PT Lists Dividend

Leonard H. Goldenson, President, American Broadcasting-Paramount Theatres, this week announced dividends of 25¢ per share on the ontstanding preferred.

Krim Tags UA Star-Signing Plan To Goal Of Steady Product Flow



Reviewing the current United Artists situation with the trade press this week were company toppers (l to r) William J. Heineman, sales head; Robert Benjamin, board chairman; Arthur Krim, president; Max Youngstein, ad-pub-exploi chief, and Arnold Picker, foreign sales head.

Maintaining what seems to be an unprecedented pace in signing up stars for production-releasing contracts, United Artists has within the course of a few days recruited Joan Crawford, Robert Mitchum, Frank Sinatra and Cornel Wilde. Each signed separate pacts with the company, calling for the distribution of four groups of independently produced films for a total of 18 pictures to be made over a six-year period.

The new contracts were termed by Arthur Krim, UA president, as portending a basic long-range significance for the company. He told a press conference this week that the pacts represented UA's expansion to the point of offering primary financing for independent production.

Output of this new group, plus films from similar other sources, should account for approximately 30 pictures a year for UA release over the next three calendar years, Krim predicted. Thus a steady flow of pictures will be assured exhibitors, he added.

30 Films Per Year

Estimating total UA releases for the present calendar year, Krim set the figure at 48 films and noted that long-range merchandising and financing plans will be attuned to the revamped schedule.

The new contracts, said Krim, will afford both UA and the participating stars close collaboration on story content and production method alike. UA, he said, will put up about 90-95 percent of the financing, which will come to approximately $40,000,000 for the 1955.

Krim pointed out that the output of the new deals will represent "extra" pictures from participating performers. Each star entering into contract with UA, he said, is free to make additional pictures for other companies.

The current overall UA line-up, according to Krim, represents as "strong a group of picture talent that has ever been assembled under one roof at one time in our industry." Krim described the planned productions as high-budget entries but emphasized that UA will continue also to release low-budget items that have commercial value.

The production announcements were released on the eve of the film company's 1955 sales convention, launched in Los Angeles late this week. According to William J. Heineman, vice-president in charge of distribution, the conventions will map distributions plans for the greatest concentration of important features ever assembled on the company's roster.

It was announced earlier by Heieman that the final week of the firm's Bob Benjamin Drive tracked up billings of $1,900,000, which he termed the greatest seven-day total in the company's history. Concluding week of the six-month domestic sales drive ended March 5 and reportedly topped the best previous seven-day billings by $796,000.

Miss Crawford's indie firm will make six pictures in six years with the actress appearing in three. Mitchum, via his own DRM Productions, will make five films during the next five years and appear in three of these. Sinatra also will make five in five years, and star in three of these as well.

Wilde's newly-formed concern, Theodora Productions, Inc., will produce "Storm Fear," which UA will finance and distribute. Production is scheduled to begin in April on location in the High Sierras from a Horton Foote screen play. Wilde will star.

The Odets play, "The Big Knife," will be produced and directed by Robert Aldrich and star Jack Palance, Ida Lupino, Shelley Winters, Everett Sloane, Rod Steiger and Wendell Corey. Filming is set to start Apr. 7.

Another picture to be made by UA will be "Patterns," widely-touted television drama about big business. Jed Harris and Michael Myerberg will produce from a screen play by Rod Serling, who wrote the original TV version. Fielder Cook, who directed for video, will meg the film.

Wisconsin Allied Vote Forms EDC In Area

MILWAUKEE.—Allied Independent Theatre Owners of Wisconsin have voted to establish an Emergency Defense Committee to work in co-ordination with the EDC of National Allied. The regional committee is authorized to set up machinery for hearing and attempting to resolve exhibitors complaints relating to alleged unreasonable sales policies of distribution and conduct a membership survey to determine which complaints shall be dealt with in combination with the national EDC.

Decision to establish a regional committee was made at a board meeting at which many complaints regarding major distributor sales policies and practices were aired. Ben Marcus, head of Marcus Theatres Management Co., was appointed committee chairman by Sig Goldberg, Wisconsin Allied president. It was pointed out in a board resolution that distributor policies in the areas are "growing progressively worse in spite of declarations made by certain sales heads . . . promising relief."

20TH'S GREATEST NATIO

WILL SUPPORT "A MAN

30 DAYS IN ADVANC

parade
ON SALE MARCH 27

Omaha World Herald
ON SALE APRIL 3

This Week
ON SALE MARCH 27

THE ATLANTA
Journal and Constitution
ON SALE APRIL 3

Louisville Courier-Journal
ON SALE APRIL 3

Redbook
ON SALE MARCH 24

Woman's Home
COMPANION
ON SALE MARCH 17

Famil
WEEKLY
ON SALE MARCH 20

DENVER POST
ON SALE APRIL 3

seventee
ON SALE APRIL 1

YOUR EASTER SHOW!
CASH IN ON THE GREAT
PROMOTION CAMPAIGN!

_ MAGAZINE CAMPAIGN

_LED PETER" AT LEAST

F YOUR PLAYDATE!

th Century-Fox
presents

A Man Called Peter"

Color by DE LUXE

ARD TODD · JEAN PETERS

ced by — Directed by — Screen Play by

G. ENGEL · HENRY KOSTER · ELEANORE GRIFFIN

From the Book by Catherine Marshall

CINEMASCOPE



LOOK
ON SALE MARCH 8

The Saturday Evening
POST
ON SALE MARCH 22

The AMERICAN WEEKLY
ON SALE MARCH 20

LIFE
ON SALE MARCH 11

Sunday Pictorial *Review*
ON SALE APRIL 3

OKLAHOMA CITY
OKLAHOMAN
ON SALE APRIL 3



"20th will make it your happiest Easter!"

Columbia's 22-Film Release Slate Backed Up By Heavy Studio Work

Four CinemaScope-Technicolor productions, headed by Columbia's tribute to West Point, "The Long Gray Line," head a releasing schedule of 22 pictures slated by the company unitil July. Musicals, dramas, westerns and science-fiction productions are included in the list, with such stars as Tyrone Power, Deborah Kerr, Van Johnson, James Stewart, Betty Grable, Ginger Rogers and Barbara Stanwyck heading the casts.

John Ford directed the West Point picture, which was produced by Robert Arthur. Tyrone Power and Maureen O'Hara are co-starred with Robert Francis in the production. Other CinemaScope-Technicolor productions include "The Man From Laramie," the first offering of William Goetz Productions. James Stewart was directed by Anthony Mann in this outdoor drama filmed in New Mexico.

Also in the anamorphic process and Technicolor are "Three for the Show," musical comedy starring Betty Grable, the Champions and Jack Lemmon, under H. C. Potter's direction and with Jonie Taps producing; and "The Violent Men," starring Glenn Ford, Barbara Stanwyck and Edward G. Robinson. Rudolph Mate directed, and Lewis J. Rachmil produced.

High on the Columbia list is "The End of the Affair," the Grahame Greene story filmed in London with Deborah Kerr and Van Johnson topcast. Edward Dmytryk did the megging for producer David Lewis. Also filmed in London and Berlin is "A Prize of Gold," a Warwick production starring Richard Widmark and Mai Zetterling. Irving Allen and Albert R. Broccoli produced the Technicolor adventure story which Mark Robson directed.

Ginger Rogers and Edward G. Robinson are topcast in "Tight Spot," melodrama directed by Phil Karlson and produced by Rachmil. Karlson also directed "Five Against the House," for producer Stirling Silliphant. "House" stars Guy Madison and Kim Novak in the story of a group of collegians who attempt a holdup.

A PW camp in Korea is the setting of "The Bamboo Prizon," starring Robert Francis and Dianne Foster. Lewis Seiler directed, and Bryan Foy produced. An American prizon provides the locale of "Women's Prison," starring Ida Lupino, Jan Sterling, Cleo Moore, and Howard Duff, also directed by Seiler and produced by Foy.

These films will be followed by "Chicago Syndicate," a racketeering story; "Ten Wanted Men," Randolph Scott Technicolor starrer directed by Bruce Humberstone for producer Harry Joe Brown; "Masterson of Kansas," Technicolor adventure drama starring George Montgomery; "New Orleans Uncensored," another racketeering story produced by Sam Katzman.

Two science-fiction productions include "It Came from Beneath the Sea" and "Creature with the Atom Brain." Two additional Technicolor westerns set are "Wyoming Renegades," starring Phil Carey, and "The Gun that Won the West," topcasting Dennis Morgan.

Summer will be greeted by "Pirates of Tripoli," starring Paul Henried and Patricia Medina in a Technicolor swashbuckler; "Cell 2455, Death Row," "Jungle Man Eaters," starring Johnnie Weissmuller in a jungle adventure, and "Seminole Uprising," western directed by Fred F. Sears and produced by Wallace MacDonald.

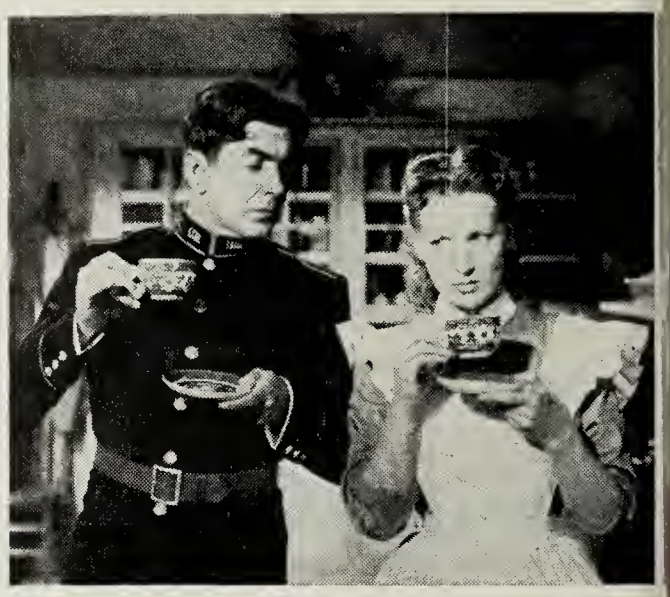
Columbia has scheduled a considerable production slate for this year. One of the main projects, the story of the U.S.S. Franklin, the aircraft carrier whose crew won fame off Japan in 1945, will be filmed by producer Bryan Foy under the title "Battle Stations." Production begins Apr. 30 in San Diego with Philip Carey starring in a screen play written by Curtis Kenyon from an original by Barry Trivers.

"The Great Vampire," an autobiographical novel of Theda Bara's life, will become a musical comedy of the silent days of motion pictures, with Fred Kohlmar producing.

"Krakatoa," story of a tremendous volcanic eruption of the last century, will be produced by Philip Yordan from his own story outline as a super-spectacle in CinemaScope and Technicolor on a budget of between $2-3,000,000.

A tale of racial intolerance, "Reprisal," from the novel by Arthur Gordon, has been assigned to producers Arthur Gardner and Jules Levy. Picture, from a David Harmon screen play, will deal with the Oklahoma Territory of the 1890's and will be shot largely on location in late April or early May in

The Long Gray Line



CinemaScope-Technicolor biographical pageant about West Point, with Ty Power and Maureen O'Hara.

CinemaScope and Technicolor.

Director-writer Ranald MacDougall has already begun work on "The Queen Bee," Joan Crawford starrer based on Edna Lee's novel. This will be a personal production of Jerry Wald, Columbia's executive producer. Barry Sullivan, Brian Keith and John Ireland will co-star.

Shooting has already been started on "The Gentle Wolfhoun," much of it set in Tokyo, with Aldo Ray, Carey and Dick York in leading roles. Mitsuko Kimura, Japanese actress, is appearing in this one, which Kohlmar is producing and Richard Murphy directing.

Producer David Rose, whose "End of the Affair" is awaiting release, plans to shoot another picture for Columbia. "Port Afrique," based on the Bernard Dryer novel, will have a Casablanca, North Africa, locale.

A major participation deal has been set with Warwick Productions, headed by Irving Allen and A. R. "Cubby" Broccoli, covering four pictures to be produced during 1956 and 1957. Slated for filming under the pact is "Zarak Khan," melodrama with locales in Burma and India, and "Fire Down Below," from the Irwin Shaw story.

Meanwhile, production plans are underway for "Safari," big game adventure; a Technicolor-CinemaScope film to be made on location in Africa.

To begin shortly in England is "Cockleshell Heroes," with Jose Ferrer starring in a story of a British naval ace of World War II.

End Of The Affair



The Grahame Greene novel, filmed in London, stars Deborah Kerr and Van Johnson.

Prize Of Gold



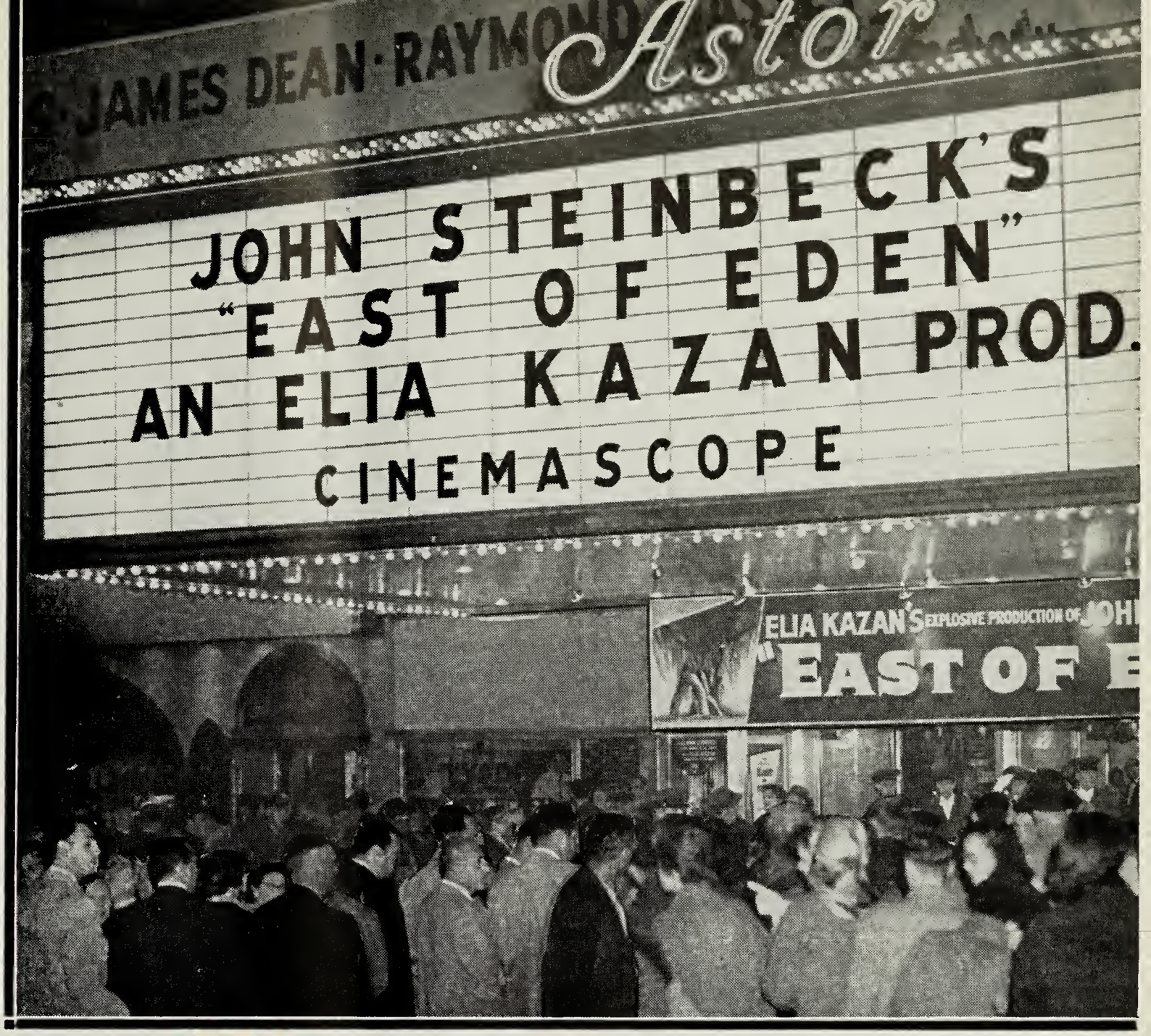
A melodrama about a major robbery, with Richard Widmark and Mai Zetterling co-starred.

Man From Laramie

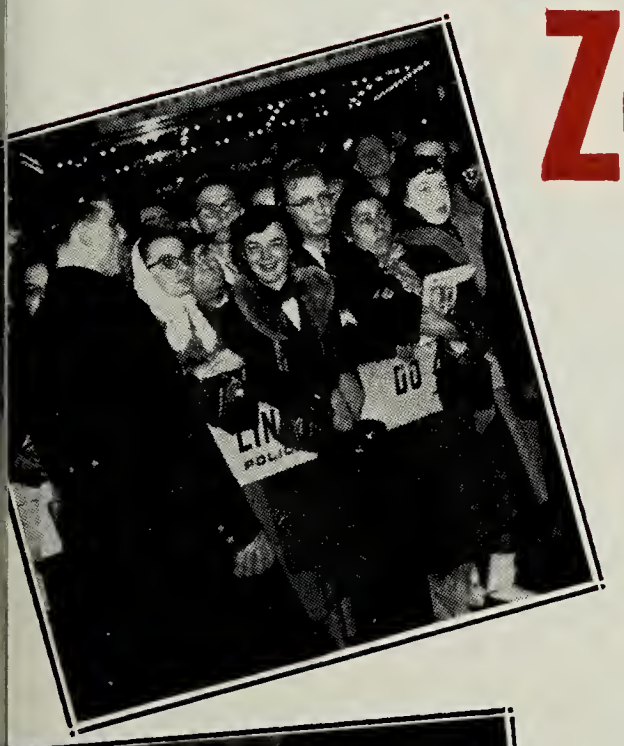


William Goetz' first Columbia production stars James Stewart, in CinemaScope-Technicolor.

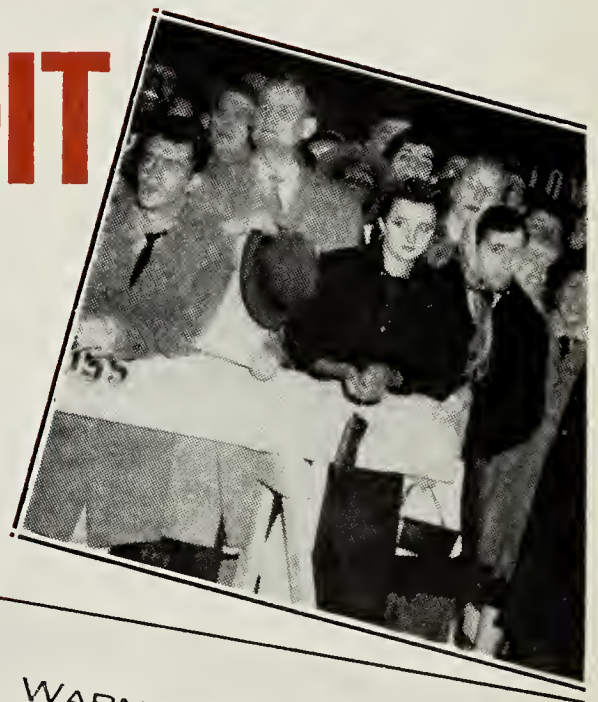
...AND RIGHT ON TOP OF WARNERS' SMASH



N.Y. ASTOR WORLD PREMIERE THE MICHIGAN, DETROIT ZOOMS AHEAD OF 'BATTLE CRY'!!!







WARNERCOLOR
STEREOPHONIC SOUND

STARRING
JULIE HARRIS · JAMES DEAN
RAYMOND MASSEY WITH BURL IVES
RICHARD DAVALOS · JO VAN FLEET · ALBERT DEKKER · LOIS SMITH

SCREEN PLAY BY
PAUL OSBORN · DIRECTED BY ELIA KAZAN

PRINT BY TECHNICOLOR · MUSIC BY LEONARD ROSENMAN

Independent Trade Reviews

"The Wayward Wife"

(IFE) 91 Min.

Cast: Gina Lollobrigida, Gabriele Ferzetti, Franco Interlenghi, Marilyn Buferd, Renato Baldini.

Credits: An Electra Film; Produced by Attilio Riccio; Directed by Mario Soldati; Screen play by Giorgio Bassani, Sandro De Feo, Jean Ferry and Soldati; From the novel by Alberto Moravia.

"The Wayward Wife," which IFE is billing as the film with Gina Lollobrigida in her first American-language starring role, has enough romantic and exploitational potential within its footage to garner strong box office receipts in the general market. Picture was produced in Italy and dubbed fairly adequately into English. Direction evokes convincing performances from the cast with Miss Lollobrigida showing herself as a competent performer. The publicity bonanza surrounding Miss Lollobrigida will, of course, spur attendance for this melodrama of an unfaithful wife who realizes and mends the errors of her ways in time to save her marriage from destruction.

Audiences will find understanding and sometimes sympathy for her portrait of a misunderstood woman. Certainly the scenes in which she commits adultery are calculated to send the viewer away with something to talk about. Every now and then the camera is given opportunities to dote on various aspects of the star's physique. This, also, is saleable. The voice used for dubbing Miss Lollobrigida's lines is highly satisfactory and does much to create the illusion of actual speech. In her personality and form as an actress resides a tremendous ballyhoo drum, and this picture beats it every inch of the way.

Story is a mixture of straight narrative and flashback. When Miss Lollobrigida attempts the murder of a lady friend, her associates begin to recall their experiences with her prior to the misdeed. It seems that Miss Lollobrigida had wanted to marry a rich young man who, unknown to her, was her brother. This frustration led her into marriage with a self-centered professor, then into an adulterous affair and blackmail. Her husband's realization of this infidelity, and his knowledge that she has become repentant, ends the story happily for all concerned.

"Revenge Of The Creature"

(Univ.-Int'l.) 3-D or 2-D 82 Min.

Cast: John Agar, Lori Nelson, John Bromfield, Robert B. William, Nestor Paiva, Grandon Rhodes, Dave Willock, Charles Cane.

Credits: Produced by William Alland; Directed by Jack Arnold; Screen play by Martin Berkeley; Story by William Alland.

A three-dimensional subject has been placed on the market again in "Revenge of the Creature," which features the same Gill-Man of last season's "Creature of the Black Lagoon," also from U-I. Here the exploitation factors are the main selling points and exhibitors booking action product or catering to sensation-seekers will do well to consider giving "Revenge" top playing time. U-I is also offering the picture in 2-D. The theatreman can take his choice; either way coming up with a suitable program shocker. Names of John Agar and Lori Nelson may help playdates in some situations; solid exploitation campaigns will definitely serve as assets in the selling all around.

The Gill-Man, much like the monsters in other "horror" pictures, is kept in captivity for at least half of the story and then let loose on society for the climax. In "Revenge," the Gill-Man, who can live for only minutes at a time away from water, rivets its attention on Miss Nelson, who is romantically attuned to Agar. The climax has the monster slowly making off with Miss Nelson to what seems to be a watery grave. A mass canvass of the Florida coastal areas by police, with Agar in command, locates Miss Nelson. The monster is chased back into the deep, apparently to re-appear for the next picture in the series. Earlier in the tale, much footage is devoted to scientific attempts at conditioning the monster's reflexes, etc. Here a measure of suspense is generated, and a couple of 3-D gimmick thrills are utilized for extra visual snap.

"Ma and Pa Kettle at Waikiki"

(Univ.-Int'l.) 79 Min.

Cast: Marjorie Main, Percy Kilbride, Lori Nelson, Cindy Garner, Claudette Thornton, Lowell Gilmore, Byron Palmer, Loring Smith, Esther Dale, Fay Roope, Teddy Hart, Olive Blake, Mabel Alpertson, Russell Johnson, Ben Welden, Ira Moore, Charley Lung, Hilo Hattie.

Credits: Produced by Leonard Goldstein; Directed by Lee Sholem; Final Screenplay by Harry Clork and Elwood Ullman.

Even the title of this latest Kettle adventure will give their fans a chuckle. And they won't be disappointed in the film etiher. For the most part it's a fast-paced and funny romp through pineapple-land. When Pa Kettle, who is lazy and shiftless, and Ma Kettle, who doesn't know what etiquette is, go to Honolulu because of a misunderstanding to save his cousin's big fruit processing plant from bankruptcy—we know that "corn" is going to grow in Hawaii. But it's good healthy corn, and it means plenty of belly laughs and visual gags in the old tradition. All the performers show off a fine sense of comedy timing. Besides Marjorie Main and Percy Kilbride, Loring Smith is especially funny as Pa's high-blood-pressured cousin. Lori Nelson, as the oldest of 15 little Kettles, and Byron Palmer, as a clean-cut junior executive, are very pleasing as the lovers of the piece.

When the Kettles arrive in Honolulu, they blissfully insult some of the best people in town. However, Pa accidentally doubles production at the plant, and is considered a genius. His luck runs out when he buys a special potion from a lunatic and adds it to a huge vat of pineapple juice. To make amends after the explosion, Pa follows up a stranger's tip about buried treasure on a nearby island. What he doesn't know is that the stranger is a mobster who wants Pa out of the way, so he can't sign an important contract. Ma and a Hawaiian version of the Kettle family rescue Pa from further trouble. Turns out that the magic potion did contain a valuable nectar, and Pa's reputation is preserved. Knowing when they've had enough, the Kettles return to the states, and Lori and Byron plan to see each other later on.

"Three Cases Of Murder"

(Associated Artists) 99 Min.

Cast: John Gregson, Alan Badel, Orson Welles, Laueen Macgrath, Elizabeth Sellars, Emrys Jones, Hugh Pryse, Helen Cherry.

Credits: Produced by Ian Dalrymple with Hugh Perceval; Sequences directed by Wendy Toye, David Eady and George More O'Ferrall; Screen play by Dalrymple, Donald Wilson and Sidney Carroll; From stories by W. Somerset Maugham, Brett Halliday and Roderick Wilkinson.

Murder is the central theme in all of these three unrelated short tales from Britain. Because each one has been executed with skill and often much originality, the picture should find a welcome response at art theatres and receive numerous general audience playdates also. Stars are Orson Welles, John Gregson, Leueen Macgrath, Elizabeth Sellars and Alan Badel, all familiar in varying respects to domestic audiences. Production trappings are handsome, with each tale receiving good dialogue and strong direction along with highly competent acting. First offering is a weird sort of phantasy that borders on the realm of a ghost story; next comes a neatly wrought whodunit, and finally a strange mixture of the psychological and the mental telepathic.

Each of the entries is par for its category of murder story in the realm of quality. A narrator appears briefly beforehand to relate sidelights of each tale. Welles, appearing in the final episode, plays an English diplomat haunted by his own conscience after destroying the career of a rival statesman. This tale, by far the most complicated of the trio, should send audiences away talking as it mixes dream and reality for startling melodramatic effect. Middle episode sketches the rivalry between two friends over Miss Sellers and climaxes in her murder and its solution. Starting episode shows how the ghost of a dead artist destroys persons visiting the museum in which his masterpiece is on display.

"Rage At Dawn"

(RKO) Technicolor 87 Min.

Cast: Randolph Scott, Forrest Tucker, Mala Powers, J. Carrol Naish, Edgar Buchanan, Kenneth Tobey, Howard Petrie, Myron Healey.

Credits: A Nat Holt Production; Produced by Holt; Directed by Tim Whelan; Screen play by Horace McCoy.

Passable action house diversion is supplied by "Rage At Dawn," which stars Randolph Scott and Forrest Tucker to merit prime playing time in its market. Photographed in Technicolor, it tells the purportedly true story of the Reno brothers, described as the west's first outlaw family of the post Civil War era. Picture fulfills its action promise and furnishes a romantic interest as well with Scott and Mala Powers handling the latter chores. Train robberies make up the bulk of the lawbreaking incidents of "Rage At Dawn" and a climactic shooting match serves to settle the score for the bandits. Picture is perhaps hampered by an anti-climax, which shows how citizens lynched the Reno boys despite the law's opposition.

Story builds up the melodrama of the Reno family in early sequences, with Scott making his first screen entry after the picture has already run 40 minutes. Posing as an ace train robber, Scott is in reality a special agent working to join the Reno gang and thus chalk up evidence against them. His growing romance with Miss Powers, sister of the bandit brothers, serves as a temporary stumbling block to the plan. Finally Scott joins the gang, leads them into an ambush in which the Reno boys are captured. Angry citizens, despite Scott's protests, lynch the jailed outlaws. Scott clinches with Miss Powers.

"Big House, U.S.A."

(United Artists) 82 Min.

Cast: Broderick Crawford, Ralph Meeker, Reed Hadley, William Talman, Lon Chaney, Charles Bronson, Randy Farr, Roy Roberts, Willis B. Bouchey, Peter Votrian.

Credits: A Bel-Air Production; Produced by Aubrey Schenck; Directed by Howard W. Koch; Written by John C. Higgins.

A better-than-average crime melodrama, possessing several off-beat and exploitable angles, is dished up in this action programmer. Story depicts a kidnapping in which the victim dies, then details the fate of the culprit, caught and sent to prison. Since Broderick Crawford and Ralph Meeker star in this one, a measure of marquee value is present. Photographing of much of the action in a Colorado national park helps lend conviction to the proceedings. Good direction and neat scripting also aid in punching the melodrama across. Slight attention given romance is compensated for by a well-turned plot.

(*Continued on page* 18)

The 269 smartest exhibitors in the United States have already set their bookings

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PickfordMulling Return To Films

HOLLYWOOD ...on the wire

RICHARD BERNSTEIN, *Editor*
Hollywood Offices:
4225½ Lockwood Ave.,
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Mary Pickford revealed plans to enter motion picture and television production at a press conference held at her home, Pickfair, provided she wins the bid for the purchase of Goldwyn Studios, which she had petitioned to have put up for auction. Sealed bids will not be opened later than Apr. 2.

Miss Pickford stated that she believed that the studio was worth about $3,000,000. She has already registered as a motion picture property, "Woman Pirate," based on recent front page news stories of a Chinese woman pirate who took 100 Chinese orphans she had rescued to Formosa for haven. Miss Pickford stated that she would like to direct this feature.

Open court bids for the studio in Superior Judge Paul Norse's court must be not later than one week after the referees open the sealed bids. In the case of oral bids at this time, both Miss Pickford and Samuel Goldwyn's need go only five percent over the highest sealed bid, as co-owners of the studio, while others must go ten percent.

Miss Pickford stated that the purchaser must be ready to turn over a certified check for the whole purchase price at the completion of the studio buy and will come into immediate possession of the property.

Miss Pickford would not state how high she would go in bidding but stated that the auction of the studio has aroused considerable interest. Miss Pickford owns 41/80ths of the studio, while Samuel Goldwyn owns 39/80ths.

She also said that the sale of Charles Chaplin's stock in United Artists now makes her a third owner in the company and that she has no intention of disposing of her shares. UA's she said, is on a high grossing plane and that in 1955, president Arthur Krim estimates that the company will reach $50,000,000 or better in sales, against about $43,000,000 for 1954.

New Miss Booth Film

Hal Wallis has purchased and will give prime production time to "Route 66," original romantic comedy by Erna Lazarus, as a staring vehicle for Shirley Booth. Filming will start next fall if Miss Booth is available, said Wallis, who will release through Paramount.



Star Lloyd Nolan, Grace Kelly, star of Paramount's "The Country Girl" and John Balaban, president of Balaban & Katz Corp., at the cocktail party given for Miss Kelly in honor of the midwest premiere of her film at the United Artists Theatre, Chicago.

Producer Leland Hayward arrived in Paris from Hollywood to confer with Peter Viertel on the screen play of Ernest Hemingway's "The Old Mand and The Sea," which won a Pulitzer Prize and its author the Nobel Prize, and which will star Spencer Tracy. While there, Hayward will also survey the Le Bourget Airport as a possible location site for "The Spirit of St. Louis," based on the best-selling Gen. Charles Lindbergh biography, which will also be produced by Hayward.

* * *

Director Carol Reed arrived in Hollywood for discussions with Producer Harold Hecht on "Trapeze," which will star Burt Lancaster and Gina Lollabrigida as a Hecht-Lancaster Production in Europe this summer. Sir Carol explained that he prefers shooting in Europe, which he knows, and said that he would like to do a film in Hollywood some day but something about a subject that he understands and a locale that he knows. He also told a press conference that he will use the famous Winter Circus in the production, which deals with the luminaries of the circus, the young vibrant up-and-coming and the fading stars.

* * *

Joseph Pevney will direct "Away All Boats" at U-I. The film will star Jeff Chandler and will be shot in Technicolor. The picture, based on the Kenneth Dodson novel, will start Apr. 13 on location on the Caribbean Sea in conjunction with extended Navy manuevers involving some 200 ships and 10,000 Marines. He checks back into the studio this week to work with Producer Howard Christie and scripter Ted Sherdeman on final preparations for the film.

* * *

Formation of Tower Productions has been jointly announced by four artist-technicians and their attorney, Arthur Hilton, director, Igo Kantor, film editor, Karl Kappel, attorney, William Nolte, production manager, and Paul Leslie Piel, writer, who revealed a four-feature distribution agreement with American Releasing Corp., starting with "Ambush at Cimarron Pass," to roll early in April in Eastman Color. Kantor and Peil will function as producers and Hilton will direct the four features.

* * *

Edmund Grainger has signed George Sherman to direct his forthcoming independent production for RKO release, "The Treasure of Pancho Villa," which will be filmed with an all-star cast starting Apr. 11 at the Churubusco Studios in Mexico City. "The Treasure of Pancho Villa," from a script by Niven Busch, who wrote "Duel in the Sun," is the historical account of the mysterious disappearance of $20,000,000 in gold which Pancho Villa's lieutenants presumedly hid in wild Northern Mexico and which Villa intended to use to finance his revolution. The gold has never been found. The picture will be filmed in SuperScope and color. Gilbert Roland has already been signed for one of the leads.

* * *

Beverly Michaels, Tom Drake and Peggy Knudsen were signed to co-star with Carol Mathews in "Women's Reformatory," a William F. Broidy Pictures Corp. production for Allied Artists. With Edward Cahn directing, the film rolls this week at a former Civilian Conservation Corps camp near Corona, Calif.

* * *

Charles Schneer has completed plans for producing "The Attack of the Flying Saucers," for Clover Productions Inc., as a Columbia release. The science-fiction film will be based on the book, "Flying Saucers from Outer Space," which was purchased from its author, Donald E. Keyhoe, U.S. Marine Corps. Ret., one of the foremost authories on flying saucers in the country, who will be retained as technical advisor. George Worthington Yates has been signed to write the screen play for the picture. This is the first of three films to be made by Clover Productions Inc. by Schneer, who recently produced "It Came From Beneath The Sea" for that company.

* * *

Bert E. Friedlob resumed wholly independent production last week, moving his offices to California Studios for an immediate preparation start on Casey Robinson's "News Is Made At Night." Friedlob finished "Untamed" as a partner of 20th Century-Fox. Robinson's screen play is taken from INS' Chicago bureau head Charles Einstein's "The Bloody Spur." Friedlob's second production will be "Acres of Hell." David Boehm has been signed to develop the screen play from his own original story. A film of Brazil's rubber plantations, part of the production will be lensed on location in South America.

* * *

Jack L. Warner announced the completion of a real with Jack D. Wrather which will bring "The Lone Ranger" to the motion picture screen as a major Warner Bros. presentation. The feature will be filmed in color as a top budget picture, with an early starting date contemplated.

* * *

Producer Paul Gregory announced that arrangements have been completed wherein Gregory-Goldman Productions have acquired the stage and screen rights to the properties of Thomas Wolfe. Gregory stated that the



Gen. O. P. Weyland, commander, U.S.A.F. Tactical Air Command, appears before the camera in the introductory scene for Warner Bros.' "The McConnell Story," assisted by Alan Ladd, who stars, producer Henry Blanke and director Gordon Douglas (right).

Produce Within Bounds For Films With Off-Beat Stories: Stillman

By Richard Bernstein

"The situation for the independent producer today is wonderful," Robert Stillman, head of Robert Stillman Productions, stated in a luncheon interview. "If you have a property that is attractive to a top star, you can obtain his or her services no matter how big a box office name the star is. It is also easier for independents to obtain top story properties and today the exhibitors will buy a picture that has been independently produced and give it a complete exploitation treatment if he feels that it will make money."

Stillman recently completed "The Americano" for RKO release. "We shot about 18 minutes of the film on location in Sao Paolo, Brazil," Stillman said "then came back to the United States and finished it."

Stillman is prepping other properties now and points out, "the availability of the stars is important today. An independent producer has to get the stars that he wants and he feels fit the parts in a film."

Plans Variety

Stillman plans to make a variety of films dealing with all sorts of subjects. "Whenever I find a film property which I feel can be expoited, I'll make a picture."

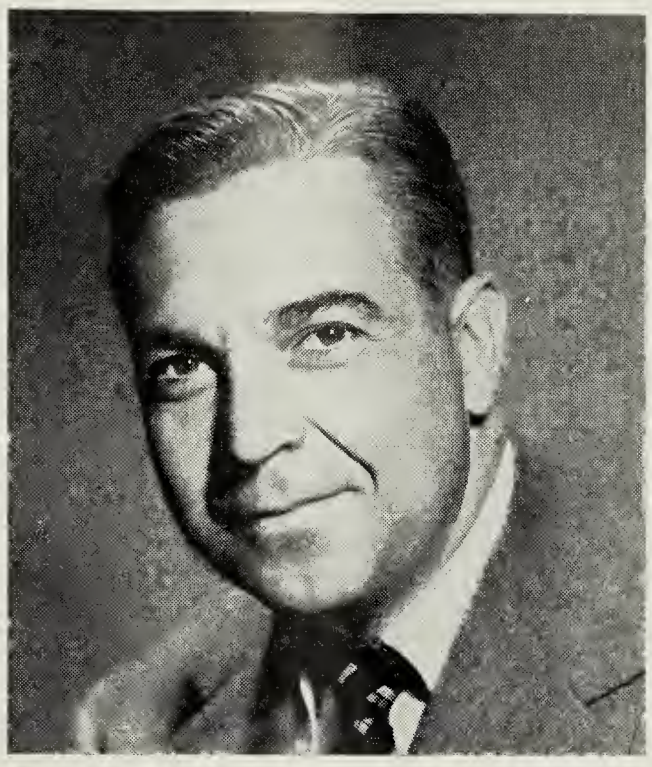
"I plan to use SuperScope in my next two pictures," he said, "and I am using CinemaScope in another feature."

"Motion picture theatres' business has picked up and it's all due to the fact that TV's impact has worn off. TV has found a place in people's lives and the public has returned to reading books and magazines again and also gone back to the motion picture theatre, where the greatest pictures ever made in Hollywood are being screened. Independents are working with major studios on a co-production basis and this has infused new life in the business. It has brought new stars, new properties, new directors and new producers to major studios.

"This is the era of entertainment. Today, a producer should not make a film that is too far off beat; he can introduce new elements but he shouldn't stray too far in basic material," the producer stressed.



Harold Hecht (left) and British director Sir Carol Reed discuss their plans for United Artists' forthcoming "Trapeze," starring Burt Lancaster and Gina Lollabrigida.



ROBERT STILLMAN

Stillman has quite a motion picture background. He started as an assistant director in New York for Hecht-MacArthur; then he came to Hollywood and worked for Al Christie, H. B. Franklin, Edward Small, Selznick International, Major Pictures Corp., Lee Garmes-Academy, and Boris Morros Productions.

He then became vice-president and treasurer of National Pictures Corp. of California, which produced "Second Chorus" for Paramount Pictures. He then went into the service and became a captain.

Out of the service, he worked for Sol Lesser, Eagle Lion and in 1948, he formed Screenplays, Inc., with Stanley Kramer and made "Champion," which rocketed both Kirk Douglas and Ruth Roman to stardom, then "Home of the Brave," which is already looked upon as a motion picture classic.

After that he found his own company, Robert Stillman Productions, and made "The Sound of Fury," which garnered awards from all over for its excellence. He followed this with "Queen For A Day," both of which were released by United Artists.

Having been an assistant director, Stillman is careful in choosing a director. "I study their quality in picture making," he explained. "If it is what I am looking for, I sign them."

Stillman, states that the use of color should be determined by the subject matter. He still believes that some films can best be made in black and white.

Asked if he would make any more films with social themes, the producer said: "The public isn't too interested in such pictures today, they want escapist films with lots of action and lots of adventure and the public is the one that will buy the tickets."

HOLLYWOOD...

new company now owns "Of Time and The River," "The Web and The Rock" and "You Can't Go Home Again," three of the four novels written by Wolfe during his career. The fourth, "Look Homeward, Angel," is owned by Paramount.

* * *

Richard Conte has been signed by Clarence Greene and Russell Rouse to star in "No Golden Tower." Conte starred in "New York Confidential" for Warner Bros. release for the same team. "No Golden Tower" is an original screen play by Greene and Rouse, which the former will again produce and the latter direct. Conte will play a young corporation lawyer who abandons a lucrative practice to serve as a special prosecutor in a case involving a rival attorney. Production is planned for early summer.

* * *

Edward G. Robinson joins Alan Ladd as co-star in "The Darkest Hour," Ladd's new Jaguar production for Warner Bros. A dramatic story by William P. McGivern, "The Darkest Hour" will be published serially in "Collier's" magazine, beginning this Spring. The motion picture will be directed by Frank Tuttle and will be filmed in CinemaScope and WarnerColor with production slated to start early next month.

* * *

Daniel Mann was signed by M-G-M to direct "I'll Cry Tomorrow." The film based on the best-selling biographical novel dealing with Lillian Roth, will star Susan Hayward. Lawrence Weingarten will produce. . . . Fred Schwartz, president of Distributors Corporation of America announced that "Animal Farm," the feature film cartoon based on George Orwell's best-selling novel, and produced by Louis de Rochemont, will be released nationally by DCA.

* * *

Guy Madison, who recently completed a starring role at Columbia in "Five Against the House," the story of collegians who become involved in an attempt to hold up a Reno gambling house, will return to his more familiar western background in "Last Frontier," teaming with Victor Mature, executive producer Jerry Wald announced. Anne Bancroft has been set for the feminine lead.

* * *

Prince Hirasingh signed wth Indo-American Films to do two films in India, William H. James, vice-president of Indo-American, announced. The first film, budgeted at $245,000, will be a science-fiction fantasy, "The Image and The Substance," by John S. Campbell, while the second feature will be "The Sword in the Pass," by William Wayne Wallace. Films will be made in India on co-production basis using American and Indian stars.

* * *

Kurt Neumann will return to Hollywood Easter, after he finishes cutting "Star of Rio," which he produced and directed in Berlin. . . . Baynes Barron has been set for a role in "Illegal" at Warner Bros., where he recently appeared in "The McConnell Story," which stars Alan Ladd. . . . Diana Darrin inked for a role in Benedict Bogeaus' "Pearl of the South Pacific" at RKO. . . . Jules Schermer has been set as producer on "All Our Tomorrows," James Cagney starrer, at M-G-M.

Independent Trade Reviews

(*Continued from page* 14)

Although the title of this picture indicates a prison tale, less than half the action occurs behind bars. First third of the story takes place in the national park, where Meeker, posing as a vacationing woodsman, kidnaps a small boy and extorts $200,000 from his father. The boy accidentally dies; Meeker is nabbed and sentenced to five years for extortion (since the corpse is never found). In jail, Crawford and some other convicts plan to force Meeker along with them in a jailbreak. Plan works out and Meeker is made to lead them to the loot, which is buried in the national park. The police close in and mete out justice as the convicts dig up the cash.

"Seven Angry Men"

(Allied Artists) 91 Min.

Cast: Raymond Massey, Debra Paget, Jeffrey Hunter, Larry Pennell, Leo Gordon, John Smith, James Best, Dennis Weaver, Guy Williams, Tom Irish, James Anderson, James Edwards.

Credits.: Produced by Vincent M. Fennelly; Directed by Charles Marquis Warren; Screen play and story by Dan Ullman.

This historical tale dealing with John Brown's fanatical bloody campaign to free the slaves, is a highly imaginative, well done picture; masterfully produced, expertly written, directed with great skill. It has a chance to go out in the general market and become a "sleeper," and it may well go out and do just a notch above average in grosses. This is due to its depressing story of brutality, cold-blooded murder and fanaticism. Raymond Massey delivers one of his most moving screen portrayals and Jeffrey Hunter and Debra Paget, along with a fine supporting cast, inject vitality into their roles. There are flaws in the motivation of the film, as well as not enough footage given to the love story of Hunter and Debra, which would have added greatly to the entertainment values. Whatever the case, the film will take plenty of high-voltage specialized selling.

Massey is using everything in his power to get Kansas into the Union as a free state, even to personally judging killers and murdering them in retaliation for their deeds. When, after a great deal of bloodshed, Kansas is voted a free state, Massey believes that he must continue his crusade and goes out to gather money to fight slavery all over the country. It is his stand at Harper's Ferry that proves Massey's downfall and he is put on trial and sentenced to hang.

"Canyon Crossroads"

(United Artists) 83 Min.

Cast: Richard Basehart, Phyllis Kirk, Stephen Elliott, Russell Collins.

Credits: Produced by William Joyce; Directed by Al Werker; Original story and screen play by Emmett Murphy and Leonard Heideman.

A fairly intriguing outdoor action drama, dealing with uranium prospectors in the modern southwest, is presented here with Richard Basehart and Phyllis Kirk starred for a measure of box office appeal. Story has been well thought out for logical melodramatic turns most of the way and possesses enough conviction to keep attention from lagging. This is excellent action house supporting fare and in a pinch "Canyon Crossroads" can make the grade in more than a few situations as topline attraction. The subject matter, dealing with uranium, is exploitable. Performances are competent with Basehart easily carrying the lead for a solid portrayal as a knocked-around prospector bent on hitting a decent uranium lode. Much of the tale is related via flashback.

Basehart, a failure at prospecting and turned to the bottle for solace, is given a chance by Russell Collins, a professor, and Phyllis Kirk, his daughter, to lead a new expedition into the southwest for uranium. Collins becomes inactive due to an accident and Miss Kirk accompanies Basehart on the hunt. Following Basehart's hunches, a wealthy lode is discovered but a thug in the employ of Stephen Elliott, rival miner, traps them in the mine cave and plans to file the claim for himself. Elliott discovers that Basehart, escaped from the cave, is seeking aid for Miss Kirk, who has been wounded. A novel gun duel is staged with Elliott in a helicopter and Basehart on horseback and then on foot. Subsequent clash between the two takes place with finality while Miss Kirk is being rescued for a fadeout clinch with Basehart.

"Treasure Of The Ruby Hills"

(Allied Artists) 71 Min.

Cast: Zachary Scott, Carole Mathews, Barton MacLane, Dick Foran, Lola Albright, Raymond Hatton, Lee Van Cleef.

Credits: A William F. Broidy Pictures Corp. Production; Produced by Broidy; Directed by Frank McDonald; Screen play by Tom Hubbard and Fred Eggers; Story by Louis L'Amour.

This western is overloaded with characters and even more overloaded with dialogue. Most important of all, it lacks the basic ingredient of a good western—action, and plenty of it. A lot of mean-looking characters do a lot of talking and no fighting until the climax, when guns start blazing and the picture comes to life. It seems a shame that such good players as Zachary Scott, Carole Mathews, Barton MacLane, Dick Foran and Lola Albright should be hampered by such inane dialogue and such a weak story, which at times is incredible in its motivation. "Treasure of the Ruby Hills" will go out as a supporting feature, no doubt, but it won't come back with too much more than average treasure for a supporting programmer.

MacLane drives the small ranchers out of the Ruby Hills country and they start fighting between themselves for sole ownership, just as Zachary Scott, son of a dead outlaw, rides in. He talks Raymond Hatton into selling him the remaining water rights. Open warfare breaks out between MacLane and Scott, who has fallen in love with Miss Mathews. When MacLane is gunned down by Gordon Jones, who has been paid by Foran, Miss Mathew's foreman, Foran tries to take over the valley but learns that Scott has the water rights. Scott, aided by the small ranchers, has a final gun battle with Foran and his men, and is victorious. He returns the valley to its rightful owners, the law-abiding residents.

RKO Re-issuing Quintet With Ballyhoo Gimmicks During Spring, Summer

Five re-issues will be placed on the market during spring and summer months by RKO Pictures. Each feature contains a "built-in promotion angle," according to Walter Branson, company's world-wide sales manager. Pictures and their exploitation springboards are:

"The Informer," for March 30, to coincide with national interest in Academy Awards ("Informer" won seven "Oscars"); "Berlin Express," for mid-April in keeping with Germany's importance in current headlines; "Bringing Up Baby," early May, with Cary Grant and Katherine Hepburn, the stars, rated top name draws; "I Remember Mama," mid-May, with the video program on the same theme touted as highly popular; "The Big Street," early June, to benefit from the interest in another Damon Runyon story, "Guys and Dolls."

COMPO's Title Claims Fly Fast

(*Continued from page* 5)

his letter "is at war with the principles on which COMPO was founded" and that "those who spent the time and effort to create COMPO (as distinguished from those who now fatten on it), were careful to provide that that organization should not invade the field or usurp the functions of the established exhibitor organizations."

A section of COMPO's by-laws, restricting that organization from representing its members in licensing or trade practices matters, was quoted by Allied to emphasize its point. It was made plain by Allied that the directorate's recent resolution had also requested Allied's COMPO representative to launch action in COMPO to "terminate the misuse of its name."

Allied's bulletin added that 'what, if any, action has been taken by the triumvirate in response to the resolution is not known."

The Allied bulletin, considered the work of Abram F. Myers, board chairman and general counsel, elicited the comment from McGee that while he admires Myers' ability and is usually in accordance with his views, he is of the opinion that Myers was off his goal in this latest bulletin.

McGee said that he has never asked permission for the use of the COMPO name in the formation of his Rocky Mountain group since the name, he maintained, is not copyrighted. McGee added that the board of his organization voted the use of the name and filed articles of incorporation. Since then, he pointed out, the Rocky Mountain group has become a growing concern.

Canadian Screen Ads

The J. Arthur Rank Group has set up a special production-distribution organization for purposes of introducing a new style and format of screen advertising in Canadian theatres. The unit will begin operations by next fall, according to Leonard W. Brockington, head of the Canadian Rank interests and president of the new firm, called the J. Arthur Rank Screen Advertising Services of Canada, Limited. All films, he said, will be shot in Eastman color.

Firm's vice-president is J. D. Ralph while Robert Wallace and Neil Sneyd are joint general managers.



Charles Einfeld, 20th-Fox vice president, outlines company's TV exploitation plans to trade press, before screening material that will be offered free to exhibitors.



FIVE DESPERATE MEN AND A GIRL WHO DIDN'T CARE...

trapped on a mountain of gale-lashed rock, fighting for the chance to be the one who could get the money

—and get out... alive!





THE LOOTERS

A Universal-International Picture starring

RORY CALHOUN · JULIE ADAMS

and introducing an exciting new personality...



RAY DANTON

with **THOMAS GOMEZ · FRANK FAYLEN**

Directed by ABNER BIBERMAN • Screenplay by RICHARD ALAN SIMMONS • Produced by HOWARD CHRISTIE

Universal International

Another Picture with that Universal PRE-SOLD *Appeal!*

Drive-In Concessions Meet Airs Merchandising Plans

The International Popcorn Association recently held its Eastern regional concession conference at which many enlightening ideas were tossed about. Running through all the discussions was one major theme. It was that the growth of drive-in concessions is just beginning, and the "transformation period" will bring many problems which must be intelligently and cooperatively solved.

One recurring problem was whether it is preferable to operate a station or cafeteria type counter. The controversy was begun by Harvey Elliott, Long Island Family Drive-In Theatres, advocating cafeterias, and William Burke, Confection Cabinet Corp., advocating stations.

It was said that cafeterias offer better merchandising possibilities, since the food is attractively displayed in plain view. Also, cafeterias give a break to children, who are not able to buck the stiff competition at station service. Cafeterias were said to be considerably faster during intermission-time, provided they had good traffic control and good cashiers.

On the other hand, station operations were said to cut down pilferage losses, and losses in trays used needlessly. Station advocates claimed that the help can "sell up" products. The example was given of the cold drink vendor who automatically asks "large?", thereby performing a merchandising function. (The opposition countered with standard cafeteria techniques: either the small drink is not displayed at all, or displayed to its disadvantage—that is, alternating with larger cups.)

Station vs. Cafeteria

No final solution was reached. It was agreed that the size of the drive-in and the quality of the help should enter into any decision to go station or cafeteria. It was also agreed that some items—like chicken-in-a-basket—must always be sold in stations. Although everyone who has switched from station to cafeteria claimed increased receipts, they admitted that their previous setups had been old-fashioned. They could not estimate how a modern station operation would fare against a modern cafeteria.

The problem of remodeling old equipment, or purchasing new equipment, was also discussed. Irving Rosenblum, Savon Candy Co., Paterson, N. J., claimed that because of the rapid expansion of drive-ins, most operators will find their equipment outmoded or unsatisfactory. "Let's face it," he said, "We can't serve 1,000 hot dogs in 20 minutes off the grill. We need a place to keep them warm."

Rosenblum suggested that the trend is from "snack bars" to "eating places." He said that the trend is away from candy bars. "We can get from three to 10 cents a person from candy," he said, "but we must go to the higher priced items to do large grosses. To get the return, we need new equipment."

The problem of how to preserve food, before and after cooking, was discussed by many persons. Rosenblum said that the time is coming when ice-cream companies will no longer supply refrigeration, and operators had better devote their attention to this problem. Bert Nathan, Theatre Popcorn Co., and president of IPA, complained that many otherwise-lavish drive-ins do not provide proper storeroom space and unnecessarily raise their operating costs.

There was a great deal of interest in the new aluminum bags which keep foods hot. Frankfurters and rolls may be sealed in such a bag, immersed in water and cooked. When ready, they are hot and retain their true flavor. Many operators testified that this was an excellent product, but too expensive. Also, it was claimed that patrons do not always appreciate them. They open the bags too soon and by the time they get back to the car, the food is cold anyway. A program of audience education was suggested, via the drive-in microphone.

The problems of buttercorn were also discussed. Although buttercorn means higher grosses, many found that the application of butter caused a waste of manpower and a traffic tie-up on the line. One operator claimed that butter could be added in advance of purchase; another claimed that under those conditions it has turned rancid.

Favors Special Section

One of the most provocative and popular speakers at the IPA conference was Phil Lowe, Theatre Candy Co., Boston. Among other things, he advocated a "special selling section," about 10-12 feet long, for concessions that are being remodelled or newly-built. The special section would handle difficult or experimental items. "No one knows what we're going to be selling in the next two or three years," Lowe argued, "and some of the items certainly won't lend themselves to cafeteria selling."

Lowe claimed that currently manufactured trays are all "too small." Trays, he thinks, should be at least 80 square inches in size, to handle new items and large-size containers now being merchandised.

The use of "food books" was also suggested by Lowe. He said that in some New England industrial areas such books are sold on pay-days for $5.00. At the end of the week, when the moviegoer is short on cash, he can use his food book and still afford two

(*Continued on page* 26)

Open Counter Best Says Blumenfeld

SAN FRANCISCO. — Commenting on the cafeteria versus station-type concession operation recently, Nathan Blumenfeld, Blumenfeld Theatres partner, stated that "after some trial and error," his organization has found the open counter far superior to the cafeteria type arrangement. He added that a sufficiently large area is a must and will quickly defray the added initial cost. "The soundness of this is evident when you realize that between 45 and 50 percent of the box office dollar (gross) is spent in the commissary," he said.

Blumenfeld, who is in charge of operations for his circuit of eight drive-ins and 24 four-wall theatres, said that all buying is done from his head office in San Francisco, based on weekly inventories sent in by the managers. Individual orders are then delivered by local suppliers. He revealed that items vary according to the food habits of those in the locality. For example, in areas where there are large numbers with a Mexican background, Blumenfeld does a good business in tamales and chili. He suggested that operators can build sales by being alert to these differences.

"We keep our managers on a year-round basis," Blumenfeld said, "even though we have only a three-day weekend operation for the winter months. This gives added time to accomplish the extensive maintenance job necessary to keep everything in good repair and to keep up a smart appearance."

NewFootWashfountain

Drive-in operators who have a water problem will be interested in the foot-controlled washfountains manufactured by the Bradley Washfountain Co., Milwaukee. No water can be wasted because the supply is cut off as soon as the foot is removed from the pedal. Bradley makes 36″ and 54″ single or duo self-flushing washfountains. The manufacturer claims that Bradleys save maintainance and installation costs, since no faucets need be repaired, and only a hot and cold line and one drain are required to serve five to six users instead of a set of the same connections for each individual type lavatory.

Ozoners Offered Still Another Dimension: "Smellies" as Concession Sales Aids

Remember many years ago when seers were predicting that someday movies would become "Smellies?" Of course, they weren't talking about bad movies, but about a device that would fill the theatre with smells appropriate to the particular action on the screen.

Recently, at the IPA conference, a novel "smellie" device was introduced. The purpose: to produce delectable true-to-life smells that will lure the customer over to certain food counters. The gadget consists of an aroma locked into a small push-button dispenser that can be set off at regulated intervals by a simple electric clock mechanism.

After the sales talk, an attractive young woman quickly sprayed the conference visitors with an orange smell which this observer can testify was cool, pungent, and definitely orange. The price for a small setup: about $10. The aroma comes in 78 varieties, but the manufacturer can produce any known aroma synthetically. The demonstration got the biggest hand of the day. Did the concessionaires smell money in the bank?

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"THE KILLERS"

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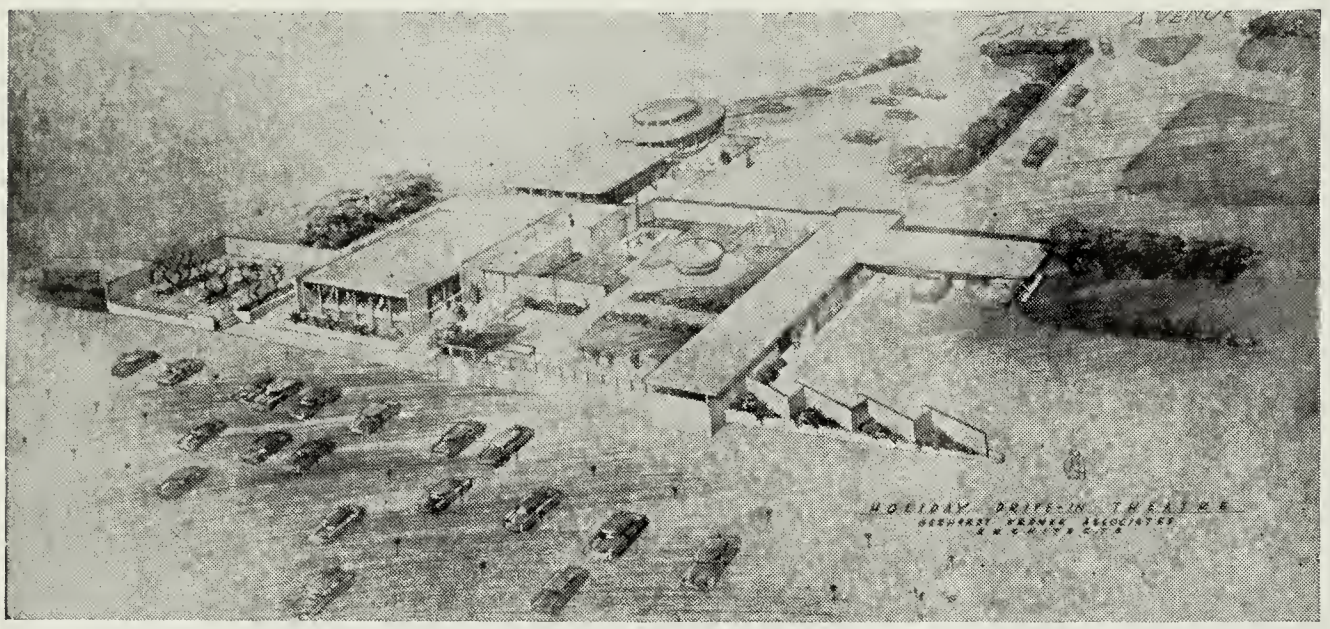
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Drive-In To Feature Restaurant Convenient To Commercial Area



Shown above are buildings, patio terrace, playgrounds and proposed restaurant of the sumptuous new $450,000 Holiday Drive-In Theatre, now under construction in Overland, St. Louis County. The beautiful new open-airer, owned by Jablonow-Komm Theatres, will open about April 15th. Unusual features are a massive observation balcony from which patrons may watch the film while they eat, and the operators' plan to run the concession and restaurant as separate units, even while the theatre is closed.

ST. LOUIS.—Two new drive-ins, the "Holiday" and the "South Twin," are nearly completed and will be opened shortly.

Jablonow-Komm Theatres plan to open the $450,000 "Holiday" on April 15 at Overland in St. Louis County. Designed by Gerhardt Kramer Associates, the 1000-car "Holiday" will group all the buildings—concession, projection, garage, offices, ticket booths, playground and restaurant—on the 16th ramp. The restaurant, which would have its own parking facilities and direct access from Page Avenue, is not included in the present construction, but is definitely planned for the future.

The air-conditioned 42x72 foot concession building, with four self-service stainless steel and formica counters, is designed to serve as a massive observation balcony. Patrons may view the screen perfectly as they eat. Entrances and exits will be controlled by Magic Carpet equipment. For summer comfort, tables will be provided on a landscaped terrace on one side of the building. On the opposite side, they will be matched with a fully-equipped playground which can be operated during the entire film program since the lights will not disturb the automobile audience.

The architects state no effort has been spared to put the "Holiday" years ahead of its time in the field of outdoor entertainment.

Since the concession building and contemplated restaurant will be convenient to the industrial and commercial area around Page Avenue, the operators may place the concession and restaurant at the public's disposal even during the day, while the theatre is closed. In this event, the "Holiday" will serve as a guinea pig for the industry in a venture that may take on the shape of a trend.

The throw from the projection booth to the 62x120 foot single panoramic screen provided by Timber Structures will be 720 feet. National Theatre Supply will provide Simplex projection and sound equipment, Simplex speakers and posts. Electric car heaters will be provided for 500 cars for all-Winter operation.

Concession plans were prepared by Jule Jablanow in cooperation with Paul Garfinkle of Bensinger's Concession Equipment will include Manley popcorn machines, Perlick soft drink dispensers, Nelson ice cream boxes, Hot Point and Toastmaster electrical equipment.

The second new drive-in, Wehrenberg Circuit's "South-Twin" at Lemay Ferry and Buckley Road, has nine ramps and a 508 foot throw, and is located just south of the St. Louis city limits. The "South-Twin" is equipped to handle CinemaScope with stereophonic sound, VistaVision, 3-D, and standard pictures. Each of the two sections is of 500-car capacity, with one screen 45x 102 feet, and the other 45x85.

A completely equipped playground will be available, as well as an up-to-date cafeteria. Provision has been made for the future installation of an indoor theatre on the second floor of the concessions-projection building, if necessary. "South-Twin's" projection equipment includes Simplex X-L mechanisms, Simplex Mighty 90 lamps, Hertner generators, Simplex speakers and speaker posts, and National Theatre Supply in-car heaters, which have been installed in the section facing the larger screen, which is surfaced with an Ezell Glass Screen. The small screen is of conventional plywood construction.

Also being prepared for opening is the 66 Park-in Drive-In on U.S. 66, owned by the Wehrenberg Circuit. Construction has begun on a new 500-car drive-in about a mile west of Flat River, Mo., owned and operated by Frank Plumlee and Tom Edwards Jr., and plans have been announced by Hurdy E. Boyd for a first-run drive-in on a 16-acre tract in the Kennett area in south Missouri. Mr. and Mrs. D. B. Stout, Cairo, Ill., are building a 450-car project at North Fulton, Ky., on U.S. 51 adjacent to the Hickman Y. The new ozoner will have wide screen and be equipped for CinemaScope by the National Theatre Screen Supply, St. Louis.

Pacific Northwest Adds Two More

SEATTLE.—Two new drive-ins will soon open for business in this Pacific Northwest area. One is Pete Barnes' new Pow Wow Theatre, now under construction at Oroville. The "Big Bear," located on the mainland near Poulsbo, near the Agate Pass Bridge leading to Bainbridge Island, will be under construction shortly, for opening within 60-90 days.

The $150,000 "Pow Wow," accommodating 500 cars with provision for additional machines in the future, will be equipped for CinemaScope. Roy Brobeck, vice president, B. F. Shearer Co., Seattle, made rough sketches for the new theatre from which architects have carried on the detailed work. Opening date is scheduled for about May 1st.

The "Big Bear," owned by Joe Lilliquist and associates, will have a 350-car capacity and CinemaScope. Equipment will be furnished under the supervision of H. L. Plunkett, Seattle manager, National Theatre Supply.

New Stair Cart Offered For Moving Film Loads

Theatres owners who have a problem of moving loads of film up and down stairways and ramps will be interested in a new hand truck announced by Valley Craft Products Inc. Called "Stair Cart," the rugged truck is equipped with a power rachet drive that advances the load from step to step as the operator pulls the drive cable.

According to the manufacturer, the "Stair Cart" will safely double the load a man can roll upstairs, and treble the load he can move downstairs or down a ramp. Two-wheel safety brakes allow perfect control for safely descending with loads as heavy as 500 pounds. Six different models are available for handling various sizes of loads.

Drought Hits Popcorn

Growers in eleven commercial popcorn states produced 222,000,000 pounds of ear popcorn in 1954, according to a report from the U.S. Dept. of Agriculture. This is 31 percent less than the 322,000,000 pounds harvested in 1953, but only 4 percent below the 10-year average of 232,000,0000 pounds. About 206,000,000 pounds of the current crop 1954 crop were grown in the eight corn belt states. Drought made deep inroads into the crop. The more southern areas suffered most, with the crop in Oklahoma and Texas a near failure.

Add Motiograph Cooler

Motiograph has announced the addition of a water-cooled gate to its AAA projector mechanism as an optional extra. In most cases, the water-cooled gate eliminates the need for heat filters and their attendant light loss. A water recirculator system is offered as associated equipment and is recommended wherever tap water contains impurities or is excessively cold. Users of AAA non-water-cooled models and AA projectors will find installation of this improvement simple with the kit provided for that purpose.

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Minnesota Nets Eight Drive-Ins

MINNEAPOLIS.—Eight new drive-ins will open in this territory with the arrival of spring weather. Most ambitious project is the 500-car Mile High drive-in being built at Pluma, S. D., between Deadwood and Lead, directly below the famous Homestake Mine on the only piece of flat ground in the immediate area. The theatre will be equipped for CinemaScope and wide screen projection. Partners in the project are Robert Lundquist, Robert Lahti and Charles Craemer, all of Minneapolis Theatre Supply Co., and Leonard Steele, who also will manage. The setting is quite unique. There is a ravine and mountains in back of the screen tower. The tower sets right on the edge of a drop off. There also are deeply rising mountains to the left and rear. A natural terracing has aided in construction.

At Wadena, Minn., Donald Quincer and Mrs. Clarence Quineer, owners of the Cozy theatre there, are building a 400-car drive-in which will be equipped for CinmeaScope, with Century water-colled projectors and Ashcraft super-power, water-coiiled arc lamps.

New Ozoner At Staples

At Staples, Minn., James Rangaard, operator of the Staples theatre there, will open a 400-car drive-in which will be equipped for CinemaScope. At Watertown, S. D., Al Fritz will open his new 400-car Melody drive-in. Fritz also operates the Lyric at Watertown. At Park Rapids, Minn., Ed Sadusky, a manufacturer there, will open a 500-car drive-in, as yet unnamed. All three drive-in theatre will be equipped for CinemaScope, with Century water-cooled projectors and Ashcraft super-power, water-cooled arc lamps.

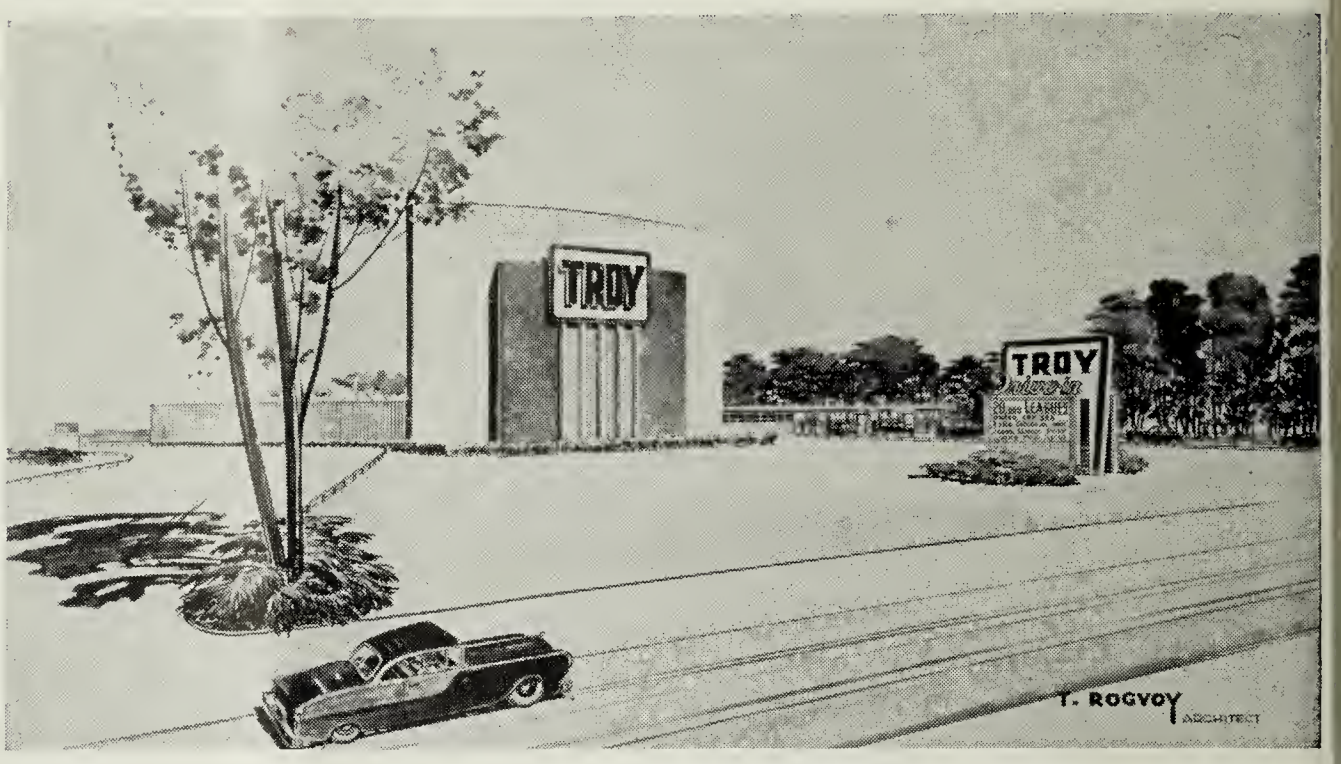
The Welworth Theatres circuit, Minneapolis, of which Eddie Ruben is president, is building drive-ins at Montevideo, Minn., Devils Lake, N. D., and New Ulms, Minn., where the circuit also operates conventional houses. The three theatres probably will be named Starlite, which is the name used by Welworth for its other outdoor stands. All three theatres will be equipped for CinemaScope and will each accommodate 350 cars.

Invisible Seams Key "Superama" Surface Of Radiant Screen

"Superama," a new, low-cost, rugged and fully guaranteed theatre screen said to feature more projection advantages than many higher priced screens now in use, was announced this week by Radiant. No seams can be detected in the fabric, according to the manufacturer.

Superama's new silver surface is guaranteed to provide equal light distribution as well as maximum light return. The price is said to be 25-30 percent lower than that of any comparable screen on the market. Screens are also available in "Super-White" matte white surface at 40 percent below the price of the silver surface. Both surfaces are ready for immediate delivery.

Modern Design Highlights Ozoners Building In Detroit For May Dates



Architect's sketch-view of the $500,000 "Troy" Drive-In Theatre, with 3,000-car capacity, now under construction by Affiliated Theatres, with grand opening scheduled for May 20. The plot is a 55-acre space with one-half mile distance in area on the outskirts of Detroit.

DETROIT.—Two new drive-ins are under construction in this area and are scheduled for May openings. David Korman, owner of Korman Enterprises, plans to open around May 1st a $600,000 drive-in and amusement center known as "Wonderland" in the north end suburbs in Royal Oak township. Later, around May 20th, the first "dual" drive-in in this area, the "Troy," a $500,000 project, is scheduled to be built at the intersection of Stephenson Highway at 15-Mile-Road. Bernard and Leonard Brooks, co-owners of Affiliated Theatres, are the capital sponsors of the "Troy," in collaboration with leading vendors and specialists in drive-in construction.

Utilizing 56 acres, "Wonderland" boasts: a free-of-charge swimming pool that accomodates almost 500 swimmers and may be used for ice-skating in winter, holding as many as 1,500 skaters at one time; a four-acre kiddyland, believed to be the largest in this area, with 18 rides, in a separate miniature park; a ten-acre, 1,200 car free parking lot; two full concessions—one inside the theatre, and the other outside to serve visitors to the rink, pool and park; year-round operation made possible by the use of in-car heaters, said to be the first used in the Detroit area.

William Clark, Clark Theatre Service, will book films. It was pointed out that other interests are affiliated with Korman Enterprises, but their identity was not revealed.

Ground breaking ceremonies have already been held for the "Troy," which will have a 3,000 car capacity and a 130-foot CinemaScope screen. Only the initial half of the "dual" project will be opened in May, with construction of the remaining half to begin immediately thereafter. The new drive-in, on a 55-acre site, was planned by architect Ted Rogvoy. Contractors are George W. Auch Company and Bob West. James K. Martin is supervising the electrical installations, with provisions made for in-car heaters when desired, plus subdued pinpoint lighting to afford easy parking and minimum distraction. Projection booth and sound system installations will be directed by Al Boudoris, Theatre Equipment Co., Toledo.

Utah Region Primes Six New Outdoorers

SALT LAKE CITY.—At least six new drive-ins are being erected in this area. Horrace E. Hays' 300-car "Skyway," Preston, Idaho, will be completed within a few weeks, equipped for CinemaScope. Equipment is being furnished by Service Theatre Supply Co. Clyde A. Blasius, president, West States Inc., expects an early opening for a 300-car ozoner at Ely, Nevada. The Harris Voeller Circuit, Burley, Idaho, with I. H. Harris, president, will premiere a 400-car open-airer at Jerome, Idaho as soon as weather permits.

A 200-car drive-in at Delta is under construction, with Stanley Deusnep as owner and operator. Gerald Lavoi is rushing completion of his new drive-in, still unamed, at Dillon, Montana. L. A. Donohue will shortly open his new "Twilight," Great Falls, Montana, depending on weather conditions. Clair Harvey of Mountain View, Wyoming, is among operators to open new ozoners this Spring. Also, A. Shiner is reportedly opening the "Vernal," Vernal, Utah on April 1st. This town has been one of the coldest spots in the U. S. recently so opening may be delayed beyond the scheduled date.

Many drive-ins have had face-lifting jobs done since last Fall, and thirty in this area are expected to have wide-screen equipment in the near future. Aluminum (facing) screen equipment, an innovation in this territory, is being installed at Dan Woodland's airer.

Weisenberg Elected

DALLAS.—Charles Weisenburg, president of Weisenburg Theatres, Dallas, was elected president of the Texas Drive-In Theatre Owners Assn. at the closing session of their third annual convention. Three vice-presidents were elected: Edward Josephs, Joseph Theatres, Austin; J. L. Durst, Fredericksburg exhibitor, and G. S. Hill, Leon Drive-In Theatres, Abilene.

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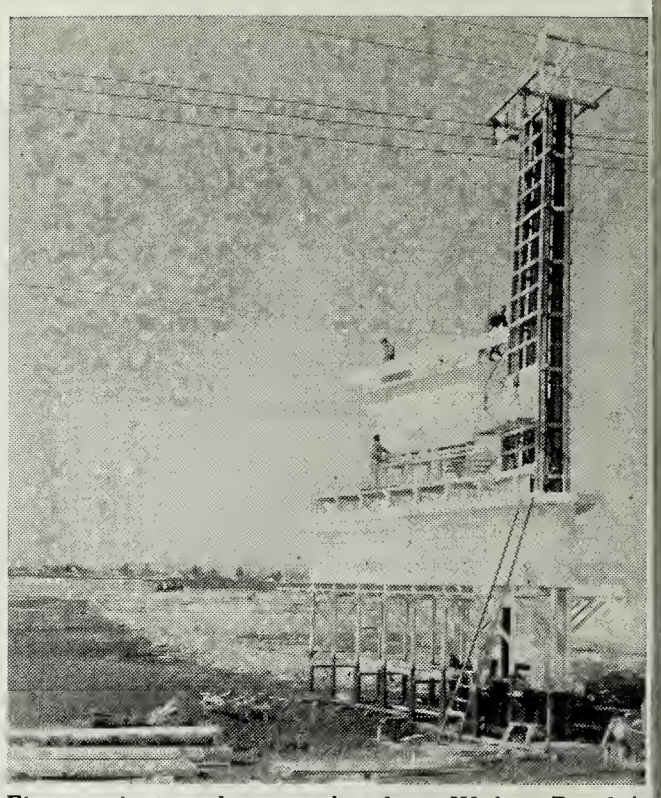
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New Ozoner In Atlantic City Area

Absecon Drive-In, the second outdoor theatre in the Atlantic City area, will open around May 30th, Walter Reade, Jr., president of Walter Reade Theatres, has announced. The new 1,000-car theatre will be located on the west side of Absecon Boulevard just off the White Horse Pike, between the cities of Absecon and Atlantic City, about two miles from the center of Atlantic City.

A large nautically-styled attraction sign has been virtually completed. Work is now underway on grading the area and building the central building which will house projection and refreshment facilities. Reade said the new drive-in will have the latest innovations, including a new giant CinemaScope screen; improved projection and sound systems to show all the new processes; in-car electric heaters to permit year-round operation; a large play area with mechanical rides for adults as well as children; restaurant facilities and a picnic area so that families can spend the entire day at the site; and pony rides in operation throughout the day. The circuit has also announced plans for a twin drive-in in Totowa, New Jersey.



First project to be completed at Walter Reade's new Absecon Drive-In Theatre, just two miles from Atlantic City, is the attraction board. The 1,000-car deluxe theatre, which will incorporate all the newest projection, sound and heating developments, is slated to open around Decoration Day. Winged attraction board is on the busy White Horse Pike, and is a duplicate of the board at Reade's Atlantic Drive-In, located on the other side of Atlantic City.

Air Merchandise Plans At Concessions Meeting; Nathan Cites Ten 'Musts'

(*Continued from page 20*)

movie tickets.

The old-fashioned "brass rings" for merry-go rounds also came in for Lowe's attention. Since many playgrounds now have merry-go-rounds, he argued, why not install brass rings that the lucky kids could exchange for food or food premium tickets? Such an innovation, he said, would make the youngsters more "food conscious."

Ten "musts" for conducting a successful concession operation were given by Bert Nathan, at the conclusion of the conference. They were:

Proper layout—whether station or cafeteria operation; Efficient and modern-appearing equipment; Prices in conformity with other concessions in the area, arranged by agreement with the theatre operator; Special food items handled properly or not at all; Easy-to-read concession signs; Properly-trained, efficient, well-supervised help; Cleanliness of help—in person and uniform; Convenient placing of condiments; Quick accessibility to inventory stocks to meet all contingencies; Proper use of the main microphone to sell concession items and services.

New Sani-Serv Freezers

An increase in serving efficiency and speed of operation in the growing soft ice cream field is promised to users of the new 2 H.P. and 3 H.P. Sani-Serv automatic continuous direct-draw Dairy Freezers by the manufacturers, General Equipment Sales, Indianapolis. They have also introduced new floor and counter models of the Sani-Shake automatic continuous Malt and Shake Maker, which they say will "serve any flavor in a tenth of the time of the cost when compared with old 'hand-dip' methods."

RCA Line Designed Solely For Ozoners

RCA is marketing a complete line of drive-in theatre equipment, including speakers and junction boxes, screen-lighting lamp systems, projection equipment, "Button-On" soundheads for magnetic-track film, and sound systems.

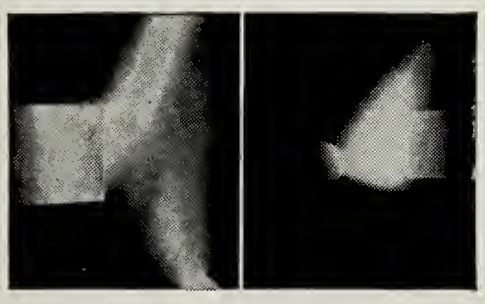
Specifically designed for Drive-In operations are numerous types of RCA sound systems which meet a range of budget and performance requirements. The PG-270-G series includes three systems ranging in power output from 70 to 280 watts for car capacities from 280 to 1120, and two dual-channel equipments of 140 and 280 watt power output for car capacities of 560 and 1120.

Additionally, RCA offers four deluxe dual-channel sound systems—the PG-351, with ac exciter lamps and a power output of 300 watts for a car capacity of 1200; the PG-351-X, with dc exciter lamps and 300-watt power output for car capacity of 1200; the PG-353, with ac exciter lamps and a power output of 600 watts for a car capacity of 2400; and the PG-353-X, with dc exciter lamps and a 600-watt power output for a car capacity of 2400.

Offer Recessed Dryer

A new electric hand dryer designed especially for recessed installation in new or remodeled washrooms has been introduced by the Electric-Aire Engineering Corp., Chicago. The new design projects only 3¾" from the wall and is installed in a steel box that is conveniently set into the wall during construction. The dryer mechanism and cover plates are easily installed after the walls are completed.





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Curved And Tilted Screens Favored At Drive-In Forum

ST. LOUIS.—A recent forum on the physical operation of drive-in theatres came up with these important points:

Drive-in screens, to get the best results, should be curved and tilted. Screens should be constructed and erected by specialists in that field, since the "buy the materials and do the job yourself" policy may cause the exhibitor to pay more for the finished job and not have a guarantee from anyone.

Screen widening jobs should be done at both ends of the original screen for the best results. Widening on one side only adversely affects the ramp arrangements and the center of sight formula is violently disturbed.

Tower construction should provide for wind resistance of a miinmum of 30 pounds of wind pressure for each square foot of tower surface.

Cheap towers are not sound economically.

There is a very lively discussion here regarding the advantages of the cafeteria-type concession operation as against station service, but there appears to be a decided swing here to the cafeteria system. Only a few former station service operators expressed regret for turning to cafeteria.

It appears that at the present time some 90 percent of the local drive-ins operate cafeterias, many of them serving virtually complete meals.

The following suggestions were advanced in the clinic on concession operations: The help should be dressed in white uniforms, and inspected before each night's performance. New vending equipment should be selected with utmost care and purchased only after qualified advice is obtained. Cafeteria structures should be large enough for the proper accomodation of the family trade and for the quickest practical service. On the average, an opening at about 6:30 p.m. allows half-an-hour for checking the concessions stocks and an hour for extra pre-screening of concessions sales. Careful watch should be maintained on temperatures of food to be served hot and cold. "Don't skin the customers on quality or quantity." Handle enough items to provide proper variety but cull out the "dead" numbers.

The view was generally held that the concessions payroll should be 15 percent of its gross intake.

Natco Fiber Glass Screen Made In Fusible Sheets

The "Natco Wonder Screen" for drive-ins, made of fiberglass with veneer filling, has been announced by Natco Wonder Screen Co., Dallas. Manufactured in 7'11" x 7'11" sheets, the material is said to be almost twice as large as other screen materials, and fusible in a manner to make it absolutely seamless.

In addition, the manufacturers claim that the fiberglass screens are light in weight, impervious to all weather conditions and to warping and buckling. They are said to reflect approximately 30 percent more light than normal screens. Technicolor is said to be more brilliant, and black-and-white to have more contrast. Their cost is approximately one-half that of those made with conventional materials, it was claimed.

Film Ozoner Trailer

A 1955 Catalog of Trailer Ideas for America's Drive-In Theatres has just been published by Filmack and is available to exhibitors on request. The booklet is devoted exclusively to drive-in advertising, exploitations, special stunts, refreshments, and institutional ideas. All trailer copy listed in the catalog has been filmed for both standard and wide screen ratios.

Keep INSECTS OUT...Keep PATRONS IN

Greet your customer, build attendances with a fresh, fragrant atmosphere . . . completely insect-free. Fog your premises with TIFA, first machine that ever licked the adult insect problem. For 10 years a best seller where other methods fail.

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Playgrounds And Pools Are Box Office Magnets

By NORMAN R. MILLER, vice-president American Playground Device Co.

Many drive-in theatre operators are finding that playgrounds and swimming pools are powerful magnets in drawing more people to the boxoffice and concession stand.

Swings, slides, and castletowers give youngsters an opportunity to play before the movie starts. Playground activity also whets their appetites, which calls for more hot dogs, popcorn and pop. And, swimming pools endow the drive-in with a cool atmosphere on warm, summer nights.

Just how much should an outdoor theatre invest in playground equipment? That depends upon the size of the operation. But the operator of a 600-car drive-in spent about $500 for a playground layout. For this money, he got sturdy, well-designed equipment: an all-steel slide, primary castle walk, a merry-go-round and two swing sets.

After you have purchased high grade equipment, it is important that it be properly installed. Proper installation will reduce maintenance expense. Alignment of all frame members is necessary to assure the best appearance and maximum structural strength. No apparatus should be attached to the frames nor any playground unit be placed in use until the concrete footings have hardened for at least 48 hours; better, 72 hours.

Timely Repairing

Timely repairing and repainting of playground equipment will make it last longer and increase child safety. A regular maintenance program should be continued throughout the year.

A swimming pool itself will be more attractive to boys and girls if equipped with water slides. These slides are available in the pool walk and pool bottom types. Conventional sizes are with chutes 12, 16 and 20 feet long, and with platforms, six, eight and 10 feet high, respectively.

Chute bedways should be constructed of extra heavy gauge ingot iron or stainless steel, rigidly secured by expansion threadscrews to oval-shaped, steel tubing siderails.

Thriller slides always make a big hit with young and old. Constructed with either 20 or 30 foot steel chutes, they plunge bathers into the water to depths of about 3½ feet at an exciting, yet completely safe speed.

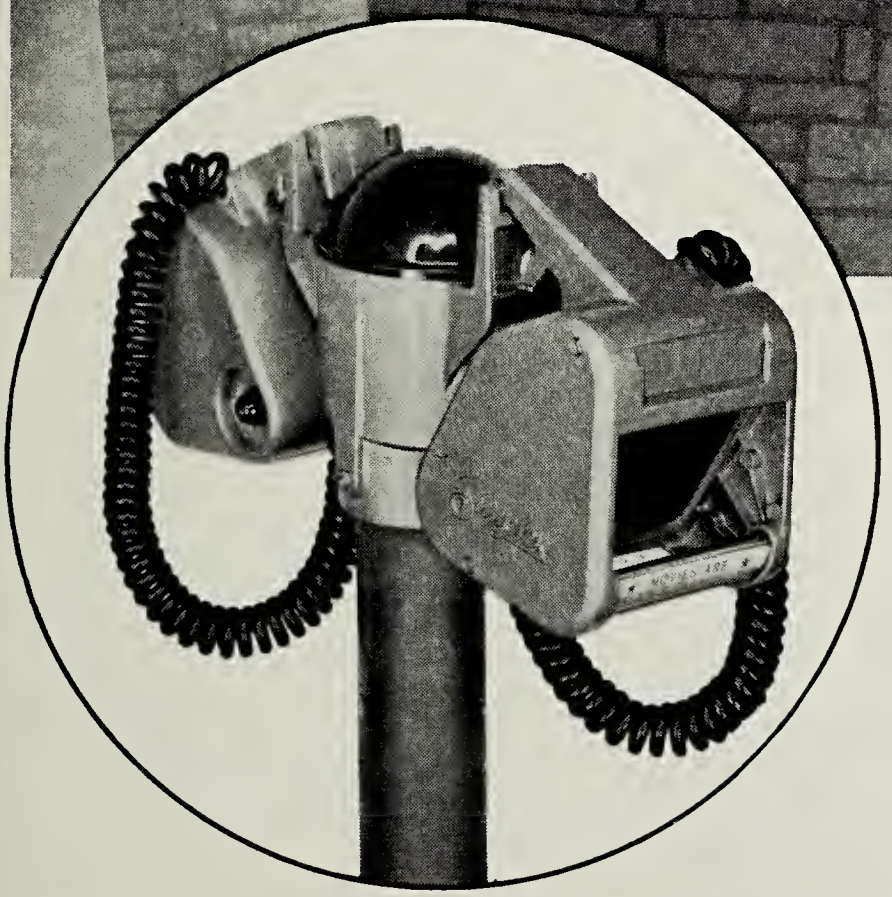
Safety features should include a spacious, completely enclosed tower platform, non-slip stair treads, slant-type stairway with safety handrails and chute guardrails at the top to permit bathers to position themselves properly before descending.

New Cincy Area Ozoners

CINCINNATI.—These new drive-ins are under construction for spring and summer openings: "Circle 25 Drive-In," Lexington, Ky., a deluxe all-year operation, owned by Mark Cummins; a 400-car drive-in in Manchester, Ky. owned by G. D. Saylor; "Maryland Drive-In," in Marietta, owned by Pietro Muscari; "In-Town Drive-In," White Hall, O., just outside of Columbus, owned by Jerry Shinbach; "Sherwood Twin Drive-In," Dayton, operated by Sam Levin; "Twin Oaks Drive-In," St. Marys, West Va., owned by Thomas Pratt; and new drive-ins in Hamilton, owned by Mark Cummins, and in Jeff, Ky.



NATIONAL CAN EQUIP *Your* DRIVE-IN!



Ten acres or fifty — it takes a lot of equipment to outfit a Drive-In!

Make your job easier, get it done faster! Get *everything* — the new dimensions, the new sound, the new speakers, the new accessories —from *one source:* NATIONAL!

You'll be sure of getting the finest, latest, most dependable equipment available!

For all your Drive-In needs: planning, engineering, know-how, financing...

NATIONAL
THEATRE SUPPLY
Division of National • Simplex • Bludworth, Inc.

TIFA For Drive-In Insect Problems

Drive-in operators with a serions insect problem will appreciate the Todd Insecticidal Fog Applicator known as "TIFA." The TIFA machine is a Todd Shipyards Corp. adaptation of the war-time smoke screen generator nsed by U.S. Naval vessels to shield ship movements, beach landings and troops in the field. It spread dry clouds of DDT in special fog oils quickly, pleasantly and economically, in quantities that are lethal to bugs but harmless to men. The fog is so fine and dry that it does not leave any stains or smears on automobile finishes or windshields.

TIFA has been used for six years with excellent results by the 1,000-car North Point Drive-In, North Point Road, Baltimore, according to the operators, F. H. Durkee Enterprises. They fog the air from April to September, and find the TIFA machine also a handy adjunct in performing civic duties—for example, to fog the grounds where the Volunteer Firemen hold their annual carnival.

Nace Theatre Circuit Plans New Ozoners

PHOENIX.—Eight new drive-ins are being planned for the Harry L. Nace theatre chain as part of a $1,000,000 expansion and remodeling program. The eight proposed outdoorers will bring the number of Nace theatres in Arizona to 35.

Already under construction is a new Phoenix drive-in at 61st Street and Thomas Road, and a Mesa under-skyer. Both will be in operation by Spring. The Phoenix Theatre, still to be named, will accomodate 1,000 cars and be equipped with a 112-foot-wide CinemaScope screen.

The new Sands Drive-In, at Mesa, will have full CinemaScope and VistaVision equipment with 600 speakers and will be located east of Mesa on U.S. Highway 60-70-80. Other new Nace theatre sites in Arizona will be San Manuel, Holbrook, Kingman, Clifton-Morenci, Tempe, and Goodyear. All theatres will be equipped with 96x45-foot screens. Remodeling work has recently been completed on the Phoenix Acres Drive-In.

New Serv-A-Car Tray

Serv-A-Car Products have announced a convenient 10x13 food tray which fits onto any car window and will accomodate any paper tray currently in use. The tray is coated with an all-weather plastic, and is easily attached to the speaker post with a bracket and a plastic-coated six-foot chain.

DRIVE IN THEATRE
SCREEN PAINT
BLACK MASKING—CAULKING
NATIONAL THEATRE SCREEN REFIN. CO.
129 Zenner St. Buffalo 11, N.Y.

New England Drive-In Field Expands Under Secrecy Veil

Nineteen new drive-ins are planned for opening this spring or summer in New England, with rumors of another dozen projects in the cloak and dagger stage of early planning in which permits, licenses, real estate and equipment contracts are still being sought with as little publicity as possible.

Not a single new ozoner is definitely in view for either New Hampshire or Vermont, and word is being quietly passed around trade circles that several already in existence are for sale. Reason for this is that TV arrived last year and had a devastating effect on business. Exhibitors in these two states believe that they may expect returning business volume in two years or so but are reluctant to launch into any new drive-in ventures, and, in some cases, would like to unload present properties and invest their funds elsewhere or in other fields.

In Massachusetts, 10 new drive-ins are definitely to open this year, according to present plans, and most are already in various stages of construction. Seven are projected in Connecticut, and three in Maine. One license has been granted in Rhode Island and it is understood construction is to be started shortly.

Suppliers After Contracts

The well-informed equipment supply houses which have just compiled this information for the benefit of their own sales forces, are withholding names and places for obvious reasons, at least until all possible contracts have been secured.

In several places, however, construction has reached the stage of general notice. The new drive-in being built by Edwin Fidele, operator of the Park, Worcester, Mass., on the main road between Fitchburg and Lunenburg, Mass., was — before the recent storms —scheduled for April opening. Smith Management's new Meadow Street, Hartford, Conn., drive-in, being built by A. J. Bronstein & Associates, is well under way, they report. Al Corey, of North Adams, Mass. is launching a new project there. The Shay Brothers are starting on another on the line between Lawrence and North Andover, Mass. The McNulty Contracting Co. of Pawtucket, R. I., has announced it will build a new drive-in at Lonsdale, R. I., with its goal a May opening.

Unlike the 1954 experience of operators in northern New England, Greater Boston drive-ins enjoyed good business last season — good enough to lead to enlargement of some of them. Among these is George A. McLaughlin's Fresh Pond Theatre in Cambridge, Mass., a 20-minute drive from downtown Boston. Its capacity is being increased from 1000 to 1500 cars. A new curved CinemaScope screen is being installed. The old tower had already been bared to its structural steelwork when the mid-March storms interfered with all such construction work.

The Yamins circuit is installing flat CinemaScope screens at two of its drive-ins, the Fair Haven, near New Bedford, and the Sky Ray at Hookset, N. H. Others in the chain were equipped for CinemaScope last year.

Smith Management reports that their 22 drive-ins, from New England to the Middle West, were provided with CinemaScope screens and equipment last year. Major improvements which they are making before 1955 opening dates are largely in the arrangement and equipment of concessions. According to Mel Wintman, in charge of this department, the emphasis is to be on self-service, and on equipment capable of handling quickly — so that hot items are actually hot, and cold ones equally cold — a list of items strictly limited for efficiency to those which do not compete with each other. New equipment for preparing pizza pies, which are increasingly popular, is being given special attention.

Philip and Junior Lowe, of Theatre Candy Company in Boston, who supply much concession equipment, also report wide demand for pizza pie ovens, in which freshly-filled prepared pastry shells are cooked speedily.

Favors Flat Screens

Anthony Serra, superintendent of equipment for the 15 drive-ins of the E. M. Loew chain, stretching from Maine to the all-year Miami Drive-In in Florida, says that six of them were provided with CinemaScope equipment and screen last year. The rest will be equipped before they open this season. The company is building its own towers and 50 by 120 foot screens, using wooden construction for the towers. Flat screens are favored, for in his experience, he says, they bring clearer definition. Century, Simplex and Motiograph projectors are being provided with Bausch & Lomb lenses for CinemaScope.

One Boston concern, Signs Inc., is winning national renown with its unique form of screen construction. This company definitely favors the curved screen. The structural steel frame backing each screen is supported on only two front columns which are hinged at the base. Angle of the screen is maintained by two supports at the back, in the manner of a table picture frame or artist's easel. Length of these back supports is adjustable so the angle can be set at exactly the right point in relation to the projector and the main section of the audience. For Florida and other locations often subject to hurricanes, it is possible to provide a winch and gear which can lower the whole screen to a safe, flat position on the ground, although the design has successfully withstood weather of all kinds so far. The company is installing its screens in drive-ins from Canada to the South and from New England to the Mid-West.

Improved In-Car Heater

Robert Jencks, president of Thermolator Corp., Glendale, Calif., has announced a new improved model of the Thermolater Inkar in-car heater. He states that increased efficiency is due to a newly designed element which allows additional air intake. Also, the chimney assembly has been substantially redesigned for longer lasting, more rugged wear. 400 or 500 watts are available in 220, 208, or 110 volts.



Today, it's color . . . and precision. For example: a lovely girl dissolves to a glowing red rose. In black and white, a simple procedure; in color, a job requiring complete co-ordination of production and processing technics. To aid the industry in areas such as these, the Eastman Kodak Technical Service for Motion Picture Film maintains branches in strategic areas. Inquiries invited.

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West Coast Division
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Hollywood 38, California

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

Drive-In Advertising . . .

By E. RENO WILK
Triangle
Theatres Corp.
President and
General Manager

During a recent 10,000-mile trip through the southern half of the United States, I had the opportunity of visiting some 75 or 80 drive-in situations, and to examine their newspaper advertising. I was amazed to find how closely as a whole the drive-ins have stuck to straight informative copy and a minimum of space. I saw little, if any, originality and no personalized approach to the community. I must assume that the majority of the drive-in theatre owners and operators are not making an attempt to "sell" their theatres and their pictures to their best advantage.

Prospective drive-in theatre patrons do not "drop in" because they are out for a ride and happen to pass your theatre. They do not see your theatre everyday, as they pass through "Main Street" on their way to work or on a shopping tour. The only daily contact they have with you is "your face" as you appear in your daily newspaper ad when they make perhaps a cursory survey of the evening paper or when they see a bit of mail, a road sign or a billboard. Sometimes a publicity break in the newspaper will help. Thus good newspaper ads and other advertising are even more important to you than to your four-wall competitor.

Your ads must be attractive, impressive, easily read. Your copy must appeal to the type of patronage you expect to win. You must sell both your theatre and your pictures and must create a desire on the part of your prospective patron to buy your entertainment. He must be convinced that your theatre is going to satisfy his desire for maximum enjoyment for his time and his money.

Liberal institutional selling along with your program is a must. You have things to sell that no indoor theatre can provide. The aggressive operator will constantly keep the public aware of this fact.

When you play pictures that you feel are "pre-sold" to the public, you really have the opportunity of gaining wide patronage. The mails can take you directly into the homes of thousands of rural and out-of-town prospects that may seldom attend your theatre. Maybe they won't come in for an ordinary picture, but they will drive for miles to see something that they have perhaps heard about and want to see. This mail campaign can really pay off.

Don't "put your eggs all in one basket." Be sure that you make use of all the advertising media that are available for your use, at least at some regular interval during your season. True, you can spend too much on advertising, but if effectively designed, it can be the keynote to building a successful business.

Anti Pay-As-You-See Unit Fights

(Continued from page 4)

in that capacity on a recess appointment since October 4.

At the third annual convention of the Texas Drive-In Theatre Owners Convention in Dallas, William C. Gehring, general sales manager for 20th-Fox, warned that "if the Federal Communications Commission licenses toll TV, we're beat." Speaking for the ailing Spyros Skouras, 20th-Fox president, who had intended to address the convention, Gehring urged the exhibitors "to organize and use the screens to tell the people what is being foisted upon them under the guise as pay-as-you-go television."

As spokesman for 20th-Fox, Gehring declared, that firm would not release any of its products to any other medium "unless forced to do so by due process of law." President Jack Farr of Houston told the 300 exhibitor delegates that the meeting might be called "the right-to-make-a-profit convention," and urged exhibitors to meet the television issue squarely. Carl D. Levy, general counsel, Jefferson Amusement Co., further amplified the remarks against toll TV.

Earlier, the conviction that free television and toll TV cannot co-exist, and that "we must have either one or the other," was voiced by Alfred Starr, co-chairman of the Committee Against Pay-As-You-See TV, addressing a special meeting held by the Motion Picture Owners of Georgia at the Variety Club in Atlanta. Starr told the Georgia theatremen that "other groups are becoming more militant in their determination to acquaint the public with the real implications of subscription television."

It was reported that a public hearing will be held shortly upon the resolution of Abe Stark, president of the New York City Council, urging the FCC to withhold approval of pay-as-you-see TV. As soon as the Rules Committee has completed its study of the resolution, it was said, both sides in the controversy will be heard. Recently, pro-pay-TV spokesmen had demand such an opportunity before the City Council took final action on the resolution.

Four Metro Releases For May-June Dates

M-G-M will release four pictures in May and June, according to tentative plans announced this week. Pictures will make a total of 12 minimum for the first months of the calendar year.

New tentative releases include "The Prodigal" in Eastman Color and CinemaScope, and "The Marauders" in Eastman Color, for May; and "Love Me or Leave Me" and "Moonfleet" both in Eastman Color and CinemaScope, for June. Lana Turner, Edmund Purdom and Louis Calhern are the top performers in "The Prodigal," and Dan Duryea, Jeff Richards, and Keenan Wynn in "The Marauders." Doris Day, James Cagney and Cameron Mitchell are starred in the musical version based on the life of Ruth Etting in "Love Me Or Leave Me"; Stewart Granger, George Sanders and Viveca Lindfors get top billing in "Moonfleet."

Lewis Clarifies Stereosound Use

Few theatre owners who use stereophonic sound properly can believe that their substantial investments have not paid off, according to Merlin Lewis, executive secretary of the Theatre Equipment and Supply Manufacturers' Assoc., speaking before a convention of the Independent Theatre Owners of Ohio. But in many cases, "stereophonic sound is so misused in the theatre, as to defeat the purpose for which it was bought," he complained.

Lewis took issue with the "almost universal idea" that stereo sound must be louder or audiences will not know the theatre has it. It may be somewhat louder than normal sound, he agreed, but if it is too loud, the audience is distracted and the owner is misusing equipment that cost much to install.

False economy is another demon in Lewis' book. Many exhibitors have ignored the advice of their suppliers and purchased amplifying systems too small for their particular situations. The operator then has to turn up the fader to its fullest capacity to fill the theatre with sound, and the resultant distortion obscures the dialogue and blurs the musical background. Such a practice, Lewis said, "will probably cost the exhibitor more than if he had bought the right equipment in the first place."

Complains About Poor Cutting

The speaker complained that the "most serious defect" in wide-screen presentation today was the cutting off of heads and feet in older films. He mentioned specifically a film he saw in which Fred Astaire's dancing feet were missing, while the audience stormed. Lewis suggested that theatres start with all possible screen height and then extend the pieture as far to the sides as practical. "This might cause a cutting off of some parts of the sides," he agreed, "but that . . . would be of no consequence, since the action is centered on film except for entrances and exits."

The speaker also called attention to a recent survey among lens manufacturers that indicated there will be no reduction in prices. Previous drops were made, he said, because manufacturers had written off "tooling costs" and thus had no need of collecting the margin to which those tooling costs had been applied. The manufacturers now say that prices are at a level that permit no further reduction, without courting bankruptcy.

Reade Circuit Starts Employee Idea Plan

An employee suggestion program has been inaugurated by Walter Reade Jr., president of Walter Reade Theatres, within his circuit. The program will offer cash and other awards to employees whose ideas help increase revenue, promote safety, encourage savings, boost attendance or improve operation of the theatres, Reade noted.

All employees, including managers, are eligibile and Reade will personally review each suggestion with the assistance of a committee of home office executives. Suggestion boxes and special idea forms will be available in each theatre.

Valued Ozoner Stunt Promotions Highlight Spring KMTA Meeting

KANSAS CITY.—The value of stunt promotions for drive-ins was highlighted at the recent Spring convention of the Kansas-Missouri Theatre Assn. Glen Hall, owner, of the Cassville, Mo. Drive-In, warned that too many gags and gimmicks can harm business. "A maximum of five or six publicity stunts a season," he said, "will do a more effective job than frequent promotions."

Hall stages no opening-night stunts, reserving this kind of publicity as a pick-up for the six-day grind. The most productive pick-ups he has used have become community traditions, such as his annual turtle race held on a track in front of the screen. Since 85 percent of his patrons are teen-agers, the race has proved to be a good source of word-of-mouth advertising as well as a crowd-getter.

A good piece of advertising that can become an Old Faithful for a small-town ozoner, Hall said, is an intermission screening of colored slides on events and people in the community news. "People prefer this sort of thing to gags," he said.

As a panelist on the MGM Ticket-Selling Workshop held in conjunction with the convention, Pearce Parkhurst, owner of the Lansing Drive-In, Lansing, Mich., argued that "the short season the average drive-in has makes a hard-hitting promotion program a necessity." In the last five years Parkhurst has used skywriting, circulars, handbills, opening-night souvenirs, tie-ins with community affairs, whimsical newspaper ads, radio programs and various types of small reminder gifts for patrons. Recommending a similar all-season program for his listeners, Parkhurst advised them to read every available book on publicity.

He has learned that radio is an effective means of reaching potential audiences. Last Summer he first used 6 p.m. spot announcements to remind listeners of his films. Later he sponsored transcribed interviews with the stars of the week's features, and finally added a midnight-to-two a.m. disk jockey program called "Man in the Moon." Free passes were offered listeners who mentioned the pass word announced on the program. "Man in the Moon" match folders and postal cards were distributed to patrons who wanted to request numbers of the program, and crowds at owl shows supported Parkhurst's belief in the programs he sponsored.

The only new drive-in under construction in this area is the 63rd St. Drive-In, Kansas City. The new one in Independence finally okayed by County Court has again been held up in litigation.

First Nebraska Drive-In In Community Limits

OMAHA.—Construction is under way on what is believed to be the first Nebraska drive-in within the original limits of a community. The Trail Theatre, Bridgeport, managed by Dorrance Schmidt, is being erected just one block off the main street.

Because of the down-town location, the drive-in will provide facilities for 200 walk-in customers and 300-cars. A double ramp will be used, with the entrance at the screen tower, and the area will be entirely enclosed with a basket-weave board fence. Ballantyne Company, Omaha, is providing a 33x78 foot screen tower. The self-service concession counter will be 40 feet long.

Another ozoner, the 320-car Pineview, is being built by Vern P. Lindholm and Rauley W. Connell, one mile west of Long Pine, Nebr. on U.S. Highway 20, for an April 10th opening. Plant includes a 28x40 foot concrete block projection-concession building with part basement. A cafeteria-style operation is planned. Ballantyne is installing screen, projection and sound equipment.

Offer New Screen Primer For Painting Problems

If you have a painting problem because of the alkali in a new transite or flexrock screen, "All-Masonry" Movie Screen Primer may be just what you're looking for. Recently announced by Spatz Paint Industries, St. Louis, this product is said to be especially suited for screens made of portland cement, lime and asbestos which are very alkaline in character.

"All-Masonry" is made on a synthetic rubber base and is said to dry perfectly flat, producing a splendid base for subsequent coats of movie screen white paints. It may be applied with roller, spray or brush, and one gallon will cover up to 250-300 square feet of surface, one coat.

Cite PR Drive-In Idea

A good public relations stunt which may be duplicated elsewhere was suggested in the latest bulletin of the Independent Theatre Owners of Ohio. The bulletin proposes that exhibitors and managers have their pictures taken receiving a scroll from the Director of Highway Safety, for planting in local newspapers. Drive-ins which have not yet played trailers on highway safety can get the scroll, have their pictures taken and use them after opening.

Connecticut Area Gets Minimum Of 5 New Outdoorers

HARTFORD.—A minimum of five new drive-in theatres will be ready for operation in Connecticut in 1955. The majority of ozoners in this territory are resuming operations either late this month or early in April. The new units:

Hartford, 2,010-car capacity "Meadows Drive-In," said to be largest in the country, being built by A. J. Bronstein should be ready for May 15 opening, with the Bronstein interests planning to spend upwards of $600,000. This location will feature children's wading pools, unique for an Eastern outdoor theatre. The theatre has been leased to Smith Management Corp. of Boston.

Middletown, 800-car capacity, $125,000 "Middletown Drive-In," being readied for Apr. 15, by Sal Adorno, Jr.

Southington, 800-car capacity, being built by Ames Construction Co., of Hartford, and to be leased by Perakos Theatre Associates, New Britain. Sperie Perakos, general manager, P-T-A, said: "All facilities will be of the latest design and construction. In addition to a modern, four-lane cafeteria and snack bar, there will be a most unusual kiddie playland." Ames executives include Pasquale DiFazio, Frank Ferrucci, Lucien DiFazio and Joseph Lettieri.

Bridgeport, a drive-in planned by Lockwood & Gordon Enterprises, and a drive-in planned by E. M. Loew's Theatres.

Announced for Berlin and Trumbull are theatres backed by George LeWitt, of New Britain, and Frank M. McQueeney, Waterbury, respectively, with area residents strongly protesting the LeWitt and McQueeney rezoning applications for various reasons.

Moreover, numerous situations in Connecticut are currently in the midst of extensive remodeling and car capacity expansion. The East Hartford Drive-In, South Windsor, is increasing its capacity from 700 to 1,000. A similar move is under way at the Manchester Drive-In, Bolton Notch, to increase from 750 to 1,000. The Mansfield Drive-In, Willimantic, is increasing from 750 to 900.



Today more theatres use Altec Lansing stereophonic speakers and amplifiers than all other makes combined. Proof enough that Altec "Voice of the Theatre" speaker systems and Altec amplifiers and controls are the best for quality, dependability and economical operation. More films than ever have stereo sound. See your theatre supply dealer now for early delivery of the finest stereophonic equipment, Altec Lansing.

ALTEC LANSING CORPORATION

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"Specialists in Motion Picture Sound"

REGIONEWS

ALBANY

Plans are moving ahead for a double promotion, co-sponsored by the local Variety Club and Albany Times-Union, to include a luncheon for Wm. Randolph Hearst, Jr. on March 21 and a dinner-dance honoring Kirk Douglas, star of "Man Without a Star'' which opens the next day at the Strand, Albany, and the Troy, Troy. Chief barker George H. Schenck, Leo Rosenow and Harld Gabrilove are on the executive committee for the luncheon at the Sheraton Ten Eyck, with proceeds earmarked for Camp Thacher and the Albany Boys Club. City Court Judge Myers was named toastmaster for the dinner.

Visiting here to spearhead the industry's attack on bill validating collection of major breakage on the 5% admissions tax by New York City, Binghamton and Elmira were Charles A. Smakwitz, S-W zone mgr. in Newark, D. J. Phillips of MMPTA, Joseph M. Geoghan of Century Theatres and Mort Sunshine of ITOA. . . . The sensational business drawn by "Battle Cry'' during a fortnight run at the Strand, and the surprising patronage it pulled in a two-week moveover to the Ritz was the talk of Filmrow. The picture also did smash trade at the Troy, Troy. . . . Harvey English, 55, owner of the Capitol Theatre in Hancock and operator of five other houses in N. Y. and Pa. communities, passed away. He was Mayor of Hancock for several terms.

ATLANTA

A serious threat to drive-in operations in Tenn. was lifted when proposed legislation, which would have forced transfer of screen towers to other locations wherever pictures were visible to passing motorists. Measure now applies to ozoners built after April 1, 1955. A committee of exhibitors, led by Stacy Wilhite, pres. of Tenn. Theatre Owners Assn., protested the original bill. . . . The city committee turned down application of J. R. Wilson of Wilson Realty Co., asking that a Simpson St. tract be rezoned to allow for construction of Atlanta's first drive-in for Negroes, to cost around $100,000. . . . Abe Brown, owner of K&B Soda Co., is on the mend. . . . B. B. Benton, pres. of Benton Bros. Film Express, back on the job after hospitalization.

Lucas Theatre, Savannah, was assigned the Ga. premiere of ''Long Gray Line" because of the city's large Irish population, and opened St. Parick's Day amid great fanfare. . . . Merchants of Dyer, Tenn. are studying a plan to reopen the Dver Theatre, closed by Wilfred Bonds because of poor business. . . . Talgar's Ritz, Tallahassee, Fla.. reopened under mgr. Tommy Hyde. . . . Air conditioning being installed in Martin's Ritz and Palace, Valdosta, Ga. . . . A new 600-car project, under construction in Albany, Ga., is being equipped by Dixie Drive-In Service of Albany. . . . The Linco Theatre, Lincolnton, Ga., completely destroyed by fire.

Walter McDonald, UA booker in Atlanta, transferred to the Jacksonville office as head booker. . . . H. J. Cleveland, Sr., owner of Skyline Drive-In, Tuscaloosa, Ala., has leased the WJRD Auditorium Theatre, closed since 1953. Name will be changed to Roxy and Tom Jones Booking Service will buy and book. . . . P. J. Nichols is new owner of the #1 Drive-In at Apalachicola, Fla. . . . The first annual ''Laura Kenny Award,'' will be presented to Atlanta's "WOMPI of the Year'' on April 1 at a dance sponsored by that organization. Mrs. Kenny was first pres. of the local unit.

A bill, now in both houses of the Tenn. Legislature and unopposed, would authorize county courts to legalize Sunday movies at drive-ins outside incorporated towns or cities. . . . Jimmie Jerrell is opening a new, deluxe ozoner in Commerce, Ga. equipped with CinemaScope. . . . MCM Circuit, headquartered in Leesburg, Fla., is preparing to build a 599-car drive-in there on a 35-acre tract. . . . Martin's Vance Theatre at Chipley, Fla., is now owned by Mr. and Mrs. Joe F. Davis of Ariton, Ala. . . . Joseph Cohen, formerly with theatres in Boston, Mass., is mgr. of the Albany Theatre, Albany, Ga. . . . Pete Brice of Pal Amuse. reports work soon to start on the Pal Theatre, Louisville, Ga., which was destroyed by fire. It will seat 600.

James W. Blackwell, originally from Sumter, S. C., appointed mgr. of the Hardee Theatre, Wauchula, Fla., replacing Marcelino Melendreas, who resigned. . . . Edgar F. Smith appointed city mgr. of Florida State theatres in Lakeland. . . . John M. Jones, III, recently out of the Army, took over the Cloud Theatre in St. Cloud, Fla. from R. E. Beck and will install CinemaScope. His father joins him in the enterprise. . . . Al Rook's buying outfit is servicing the 85- Drive-In at Kingsport, Tenn., owned by Doc Fincher. . . . Recent CinemaScope installations: Magnolia Theatre, Titusville, Fla., owned by Andrew Cutter; Lyric Theatre, Pell City, Ala., James Cagle; Park Theatre, Hahira, Ga., C. T. Nelson; Sanford Drive-In, Sanford, Fla., mgr. C. B. Schirard.



An all-celebrity world premiere audience paid $50 a ticket for the N. Y. Astor Theatre opening of "East of Eden," Elia Kazan's Warner Bros. CinemaScope production of the John Steinbeck best-seller, given for benefit of the Actors Studio. At left, is Margaret Truman, who with other volunteer celebrities acted as usherettes, with Raymond Massey (left) and Elia Kazan, and at right are Mrs. and Mr. Max Fellerman, gen. mgr. of City Entertainment Corp., and John Cusack, managing director of the Astor Theatre.

BOSTON

Ray Feeley, exec. dir. of Independent Exhibitors, has leased the Lexington Theatre, Lexington, and plans to open it March 27 after redecoration, remodeling of the front and installation of CinemaScope with full stereophonic sound. The house, operated by the late Wm. Viano, has been closed more than a year. Feeley will try out an art policy the first two or three days of each week. . . . Joseph Levine, pres. of Embassy Picts. which distributes "Gangbusters,'' is back from a trip to Texas in its behalf. With Barnet Yanofsky, he has taken over the Hadley Dirve-In at Hadley. . . . First ozoners to open in Greater Boston were the Meadow Glen, Revere, Neponset and Natick, which started out with good mid-week business. . . . Irving and Al Cohen, operators of the Ritz, Lewiston, Me., visited Boston's film row on their way back from a Florida vacation.

Joe Mansfield, UA publicist, aroused unusual interest at a press luncheon for Win Min Than, Burmese co-star with Gregory Peck in "The Purple Plain.'' The dainty star fascinated women interviewers with her hair-do, red and gold sarong and sandalled bare feet. . . . Phil Engel, 20th-Fox publicist, and Jack Saef of the Metropolitan Theatre arranged tie-ups with travel agents, art museums and galleries containing African material in the promotion for "Untamed." Engel has also been working with National Council of Churches representatives to set up a Council-sponsored theatre screening of ''A Man Called Peter.'' . . . Peggy Finneran. secy. to Columbia branch mgr. Tom O'Brien, will marry Wm. Kinch on June 4. . . . C. J. Russell, Sr., operator of the Bijou in Bangor, Me., entered the hospital for a major operation.

Albert B. Lourie, new secy. of Independent Exhibitors, is opening a new 250-car parking space back of his Adams Theatre, Dorchester. Parkers will be asked to buy tickets to the show, whether they intend to use them or not, as space was acquired with understanding that no direct parking

BOSTON (cont'd.)

charge be levied. . . . After two days of debate and roll call votes, the Vermont Legislature approved a proposal to have voters decide at a referendum whether theatres should open at 2 P.M. on Sundays instead of the current 6 P.M. opening hour. . . . James M. Connolly resigned as 20th-Fox northeast div. mgr.

CHARLOTTE

With opening of the remodeled Pix which will be called Star Theatre, Mt. Airy, N. C. will have a fourth indoor house. New equipment, furnished by National Theatre Supply, has been added by new owner W. E. Creiger. . . . Alvin Stanton is new owner of the State at Gibson, N. C., which he acquired from D. I. Alfred. . . . A. F. Sam, Jr. is new owner of the Avon, Lenoir, N. C., taken over from Floyd Hanks. . . . J. H. (Cy) Dillon is back at Republic after a stay in the hospital. . . . The Lucus Drive-In at Locust Grove, N. C. is to be opened on full time basis by Paul McClure, who also owns the ozoner at Concord.

E. H. Everett was appointed mgr. of the State at Inman, S. C., replacing Bob Rippy, who goes to Monroe, N. C. . . . Sunset Drive-In at Jackson, S. C., was destroyed by fire believed due to defective wiring. Co-owners Mack Foreman and L. P. Finley report estimated damage at $15,000. . . . Theatre Owners Assn. of N. and S. Car. will hold 18 regional meetings in the Carolinas this spring, according to C. A. Dandelake, pres. The first is slated for April and the last in Charlotte on May 17, following the M-G-M Workshop. . . . Wink Snelson of Co-At-Co Theas. finished a remodeling job on his Macon Theatre, Franklin, N. C.

Princeton Theatre at Princeton, N. C., had "Smoke Signal" scheduled when an hour before the show started flames swept the house causing damage estimated at $18,000. . . . Seven days of picketing at the Visulite, Charlotte, ended with an agreement between Local 322 IATSE and the theatre management. Dispute was about pay for Wed. matinees. . . . Roy Rowe reports he will soon start rebuilding the ozoner at Burgaw, N. C., which was destroyed by Hurricane Hazel. . . . R. D. White, Jr. turned over his Carolina Theatre at Allendale, S C. to his brother Jack. . . . Luke Linder took back his Pendleton Theatre, Pendleton, S. C. and installed CinemaScope. . . . Colosseum of M.P. Salesman appointed Barney Slaughter, Paramount, pres.; George Royster, U-I, secy., and Robert Finlayson, Republic, treas.

CHICAGO

Greek films will be shown here for the first time on regular release basis with opening of the Avon Theatre on the west side by Kosta Lambros, who will present them week-ends. . . . New appointments at B&K theatres include Ken Edgerly as mgr. of the Paradise, succeeding John O'Connor; Robert Hyde, mgr. at the Will Rogers; Robert Mengles, mgr. at the Luna. . . . Schoenstadt's Boulevard Theatre is being converted into a dance hall. . . . Cal Theatre reopened under independent management. . . . James Flaherty named mgr. of Park Ave. Theatre, Park Ridge, with Harold Connelly as asst.

Louis Aurelio joined the sales staff of Abbott Theatre Supply. . . . Kim and Linden theatres in Chicago are running triple feature programs, while the Commodore reduced admissions to 35¢ for adults and 15¢ children. . . . William P. Hogan, Jr. named electrical inspector, Chicago Bureau, which also issues licenses to movie operators. . . . Essaness' Woods Theatre used some 150 billboards in boosting "Underwater." . . . Jack Benny has been booked to headline the Israel loan drive at the Covenant Club April 19. . . . James Mohamed named mgr. LaPorte Theatre, LaPorte, Ind.

Quarter million dollar anti-trust cases filed in 1952 by Atty. Seymour Simon for Marks Bros. Times and Rio theatres, Chicago, were settled out of court. . . . Harry Nepo reopened the Roseland Theatre, which had been closed for the past five years. . . . Schoenstadt circuit completed CinemaScope installations in all its houses in the Chicago territory. . . . Charles Wheeler, Stanley-Warner div. mgr., named Red Cross amusement chairman. . . . Bob Sherman named acting mgr. Shore Theatre, Chicago. . . . Decatur, Ill. voters chose daylight savings time for their city. . . . Chicago's Feb. tax

Circuit Execs At M-G-M Ticket Selling Workshops



Circuit executives from the Premier Circuit in Canada who came down from Ontario to attend the Detroit M-G-M workshop included (l to r) Vice-president and general manager Raoul Auerbach, Twinex Theatres, Toronto; Jack Wellard, city manager, Stratford; J. Musclow, Capital Theatre, Kitchener; Howard Schedewitz, Lyric Theatre, Kitchener; Archie Axler, Vogue Theatre, Leamington; Dave Axler, circuit supervisor and Max Allen, supervisor, Leamington.



United Detroit Theatres Managers present at the M-G-M workshop were (l to r) Harold Brown, United Detroit Theatres; Dale Young, Norwest Theatre; Jack Haynes, Gil Green and Alice N. Gorham, United Detroit Theatres; F. G. Perry, Varsity Theatre, all from Detroit; Jim Easson, Woods, Grosse Point Woods; C. E. O'Bryan, United Detroit, Detroit; William J. Cadmus, Mel, Melvindale; Lee E. Fraser, Bloomfield, Birmingham; Calvin Collard, Cinderella, Detroit and August J. Sermo, Madison, Detroit.



Among the Clark Circuit executives attending the M-G-M workshop in Detroit were (seated, l to r) Alan Sayles, Main Theatre, Royal Oak; James Langston, Sky Top Drive-In, St. Louis; William Clark, Clark Theatre Service, Detroit; Jack Krass, Main Theatre, Royal Oak; Joe Uvick, Burton, Flint; Elton Samuels, Pontiac (standing, l to r) William Kentz, Lake Theatre, Port Huron; Al Ackerman, East Side, Detroit; Norville James, Roxy, St. Charles; A. Carl Schmidt, New Hudson, Hudson and John Himmelein, Clark Theatre Service, Detroit.

CHICAGO (cont'd.)

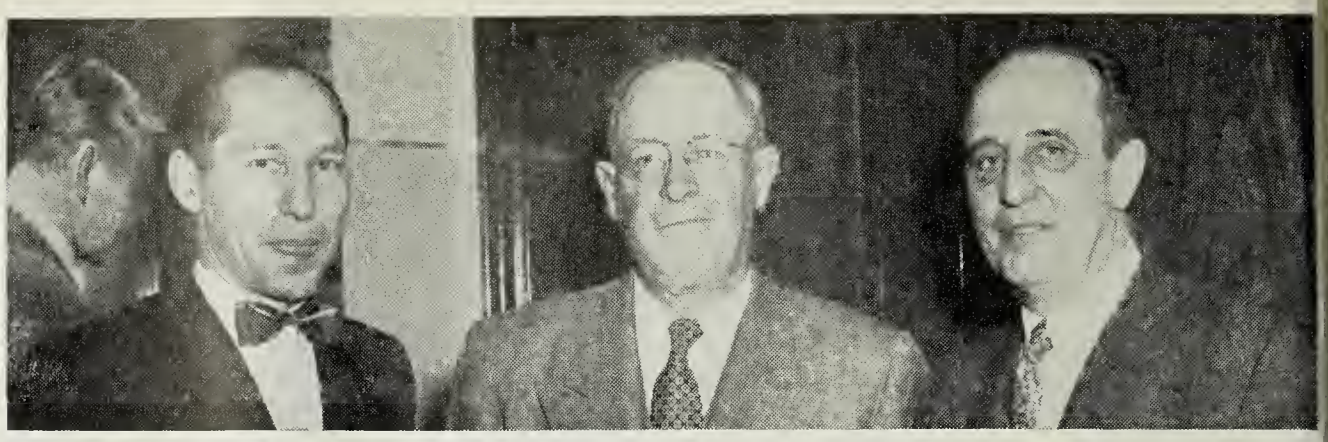
collections showed increase of $3,000 over last year. Jan. and Feb., totals were some $5,000 ahead of last year.

CINCINNATI

James E. Ward, operator of the Powellton, Winfield, W. Va., took over the Fountain Theatre, Smithers, from Al Thalheimer. . . . Leslie Avis, Jr. is reopening the Monitor Drive-In, Logan, W. Va., March 24. . . . Price Coomer, Ky. exhibitor, took over operation of he Opera House, Lexington, from Charles Schwartz. . . . The Pastime Theatre, Owenton, Ky., closed beause of a recent fire, is being repaired for exhibitrix Bertha Wolf. . . . New wide screen, concession stand, screen tower and new ramps are among improvements to Miami Cruise In at Miamisburg, O., operated by Lou Clemmer. . . . R. D. Bowyer, who operates theatres in Clay, Widen and Glenville, W. Va., took over the Elkview Drive-In, Elkview, W. Va., from Ray Phelan, who operates the Trail Drive-In, Rand, W. Va. on a year-round basis.

Billy Wright takes over the Elinda Ann D-I, Whitesburg, Ky. from Price Coomer April 1. . . . Wm. Borack has added these ozoners to the Tri-State circuit: Skyway, Bluefield, W. Va., owned by Max Matz; Beckley Open Air, Beckley, W. Va., owned by Mrs. Eulah Clemens, and Maple, Zanesville, O., owned by Nate Schultz. . . . Because his home was completely cut off by flood waters, Howard Shelton had to travel by boat to and from his Kentucky Theatre, Vanceburg, Ky. Mrs. E. G. Hall was forced to have all seats removed from the Hall Theatre, Catlettsburg, because of high water. . . . The bargaining committee of the local Colosseum of Film Salesmen is in process of negotiating new contracts. The club has scheduled its first dinner-dance for the end of April, with UA salesman Ross Williams and U-I's Al Kolkmeyer in charge of arrangements.

Frank Yassenoff and Charles Schwartz are taking over operation of the Old Town Drive-In, Zanesville, owned by Mark Cummins, also Max Drive-In, Mt. Healthy, O., owned by Louis Wiethe. . . . M. J. Gordon and Tom Alley of Cleveland, who operate ozoners in Dayton, Cincinnati and Cleveland territory, made one of their infrequent visits to this city. . . . Warner inspectress, Mrs. Goldie Breslin, underwent a cataract operation in St. Marys Hospital. . . . Variety Club is throwing a Western Party on March 26. . . . Sam and Al Levin of Dayton were in Chicago purchasing equipment for their new deluxe drive-in, next to their present Sherwood D-I. . . . The UA office is getting a face lifting and new offices for city salesman Ross Williams and out-of-city salesmen. . . . Jerry Shinback, former RKO Chicago div. mgr., now heads the newly formed Monarch Theatres of Ohio. The new In Town Auto Theatre near Columbus belongs to this group and will be under personal management of Lou Holleb.



Shown (l to r) at special screening in New York of 20th Century-Fox's "A Man Called Peter," in CinemaScope, for religious and civic leaders: Rev. Dan M. Potter of The Protestant Council; W. C. Michel, Fox executive v.p., and Arthur De Bra, community relations director of the Motion Picture Assn. of America.

Watch These Dates!

March 21-22: Pittsburgh — Allied Theatre Owners of Western Pennsylvania 33rd annual convention—Hotel Roosevelt.

March 23: New York — AMPA luncheon and presentation of M-G-M Ticket Selling Workshop—Piccadilly Hotel.

March 28-30: Milwaukee — Allied Independent Theatre Owners of Wisconsin spring convention—Schroeder Hotel.

March 30: Los Angeles—Oscar Awards at Pantages Theatre.

April 3-5: Biloxi—Allied Theatre Owners of Gulf States annual convention—Edgewater Gulf Hotel.

April 18-22: Chicago—Society of Motion Picture & Television Engineers (SMPTE) convention—Drake Hotel.

May 2: New York—Variety Club's Second Annual Heart Award Dinner, honoring Richard F. Walsh, IATSE president—Waldorf-Astoria.

May 2-3: Minneapolis—North Central Allied Independent Theatre Owners convention—Nicollet Hotel.

May 4-7: Los Angeles—International Variety Clubs 19th annual convention—Ambassador Hotel.

May 10-12: Lake of the Ozarks—Missouri-Illinois Theatre Owners and Kansas- Missouri Theatre Assn. joint meeting—Arrowhead Lodge.

May 15-17: Atlanta—Joint convention of Motion picture Theatre Owners & Operators of Georgia and Alabama Theatres Assn.—Biltmore Hotel.

June 26-28: Gulfport — Mississippi Theatre Owners Assn. annual convention—Edgewater Gulf Hotel.

DALLAS

South Loop Drive-In announces a modern snackbar with fine foods, also a playground for kids. . . . Soon after the Oscar Race promotion was announced by Texas COMPO, the promotional material was signed for by exhibitors in 38 states, including 150 in Teaxs, according to exec. dir. Kyle Rorex. A larger type of promotion is predicted for 1956. . . . Charles Darden, Dallas popcorn distributor, has become a member of the International Popcorn Assn.

DENVER

Vassos Brothers, operators of a filling station at Bridgeport, Neb., are building a 300-car drive-in there. . . . Harvey Brooks leased the 200-car drive-in, Mitchell, Neb., from M. V. Nygren. . . . Doris Willie, Republic office mgr. and booker for several years, has returned to film row as sec'y to Frank Jenkins, publicity man for Metro. . . . Two mirrors and $23 were stolen from the Golden, Golden, Colo., by someone who had apparently remained in the theatre after closing hours. . . . Barney Shooker, Columbia salesman, suffered several broken ribs in a skidding accident.

Westland Theatres will open their new Aircadia, an 800-car drive-in, Colorado Springs, Colo., about April 1. . . . Sam Dunevitz, independent film buyer and booker, sold his Park to Duane Stadler, who is new to the business. . . . Fred Anderson, Western Service & Supply salesman has a new son named Scott F. . . . The Denver Post is using thumbnail line drawings alongside listings for first run houses, indicating the type of film currently showing. . . . The Tsaya drive-in, with 300-car capacity, is being built at Cortez, Colo., by Taylor, Tanner & Armstrong. . . . Ballantyne Co. of Omaha is supplying equipment for the new ozoner at Julesburg, Colo., which is managed by V. Mygren. . . . J. H. McIntyre, western sales mgr. for RKO, made the rounds with dist. mgr. Al Kolitz of the exchanges under Kolitz' supervision, including Denver, Salt Lake City, Des Moines, Omaha and Kansas City.

DES MOINES

Carlyle A. White, Mayor of Rockford, has leased the Rock Theatre and will take over its management. He has designated Friday night as Family night, when the entire family will be admitted for one dollar. Owner of the Rock is C. Lee Schmidt. . . . The Jesup Lions Club, operator of the theatre in Jesup, has decided to close the house until possible to remodel for showing of CinemaScope or other wide screen projection. . . . The Avery Theatre in Gardner changed its schedule so that only one show a night is presented Monday through Thursday. Two showings will be continued Friday, Saturday and Sunday nights. John Banks, operator, plans a series of "class parties" each Friday night for school children.

J. H. Eddy, mgr. of the Princess in Mt. Ayr, installed a new giant screen and made extensive building alterations at his theatre. . . . Bert Carlson announced installation of CinemaScope at the Mound Theatre in Ocheydan. . . . The Story Theatre is displaying its new lenses in the Haynes Jewelry Store window, in Story City along with type of lens the theatre formerly used. . . . O. J. Farus, owner of the theatre at Riceville, is growing a beard in celebration of the Riceville Centennial, which will be observed May 28-30! . . . Exhibitors and their wives all over the state are invited to attend the Variety Club luncheon and style show, sponsored by wives of members, to be held March 23 at 1 p.m. at the Standard Club in Des Moines. Tickets are $2.00. Mrs. Lou Levy and Mrs. Robert Sandler are co-chairmen of the event. . . Harold Sutphin, head booker for M-G-M, passed away after a lengthy illness. He was with the company for more than 20 years.

DETROIT

Plans are now completed for the new Wonderland Drive-In, with 1833-car capacity, to be built by Korman Ents. One of the largest all-range screens is to be incorporated in the project. . . . In conjunction with the M-G-M theatre celebration and the 23rd anniversary of the 4-star Theatre in Scottville by the Glenn Wallace family, the Mayor proclaimed April as "Go To The Theatre Month. Scottville merchants have agreed to cooperate to make this a gala event. . . . Bernard Samuels, long with Affiliated Circuit and mgr. of the Admiral Theatre, is still a patient at Harper Hospital, but expects to go home soon. . . . Kal Bruss of the local M-G-M booking offices, is slated for a talk on "the importance of the motion picture theatre to the community" at the Lions Club in Berrien Springs.

Alden Smith of Mutual Theatres was elected pres. of Allied Theatres of Mich. at the 36th annual convention. . . . Lou Mitchell opened his new theatre service company offices and acts as film buyer, booker, also as ad mgr. and theatre mgr. for local houses. He is already serving the Beverly, Strand, Dawn, Globe and Palmer Park theatres. . . . Wedding bells in July for Antoinette Kowalczyk, U-I booker, who will marry Richard Piasecki.

Dudelson Ents., newly appointed distributors in this area for Rebel Pictures of New Orleans, announced that the initial Rebel presentation, "Naughty New Orleans," produced good box office results at the Cinema. . . . The Garden Theatre on No. Woodward Ave., has been leased for church services during the summer months and will reopen for films in Sept. after being equipped with CinemaScope. Mgr. of the Garden, E. B. Dudley is entering University Hospital at Ann Arbor for an operation.

KANSAS CITY

"Seven Angry Men" will world premiere on March 30 at Mid-Central's Osawa Theatre in Osawatomie, Kans., where John Brown lived during his anti-slavery campaign. On March 31, Fox Midwest will start saturation screening of the film in four K. C. theatres and 50 in Mo.-Kans. area. . . . New equipment installations include lenses for Kesner at Le Roy, Kans., Kiva at Slater, Mo., and Cheyenne at St. Francis, Kans.; CinemaScope for Liberty at Columbus, Kans. . . . Area closings include Marie Evans' Hart at Hartville, Durwood's Uptown and Dickinson's Jo at St. Joe, Dickinson's Kaw in Topeka and Tampico, local Spanish-language house, which was operating part-time.

Frank Delaphane is head booker at Universal; Chas. Decker also new in booking dept. . . . Allied Artists' new head booker is Don Clark. . . . Woodie Latimer of L. & L. Popcorn is local representative for Ye Olde Smithfield Barbecue Ham & Prods. Co., suppliers for concessions. . . . Neale H. Oliver was appointed mgr. of the newly created TV division of United Film Service. . . . Bill Jeffries is new mgr. at Columbia and was succeeded as booker at Warner Bros. by Bob DeJarnette, upped from shipping dept. . . . P. Hans Flatt, 70, local radio personality and former organist at Midland and Uptown Theatres, died of a heart attack while giving a concert.

Regent Theatre at Newtown, Kans. has new display cases. . . . Ozoner operators are concerned with the outcome of a poll being conducted by local radio and TV stations on daylight-saving time for Kansas City. If adopted, late starting hours for drive-ins may make double bills unprofitable. At AITO convention Arthur Cole, Paramount's publicity director, urged exhibitors to oppose the measure. . . . The KMTA convention offered a report on Exhibitors' Film Financial Group, Inc. by John Rowley, TOA representative, who urged exhibitors to contribute amount of a month's rental fee to finance independent production.

LOS ANGELES

Dick Dickson, gen. mgr. of United Artists Theatre circuit, has been named exec. dir. and co-ordinator for the 19th annual International Variety Clubs convention at the Ambassador Hotel May 4-7. . . . E. F. Stahl, who operated the Rialto Theatre, Melrose, N. M. for 15 years, has acquired the Peoria Theatre, Peoria, Ariz., from A. L. Geyer. . . . The Earle Johnson booking service is moving to new quarters on Corcova St. . . . Joe Cogan resigned as mgr. of the Warner Wiltern.

MILWAUKEE

The Empress Theatre, Milwaukee's only burlesque house, is closed and being torn down, along with all the buildings next to it, to make room for a parking lot. Mgr. Charles Fox has plans to open another house here in late summer, but declines to name either the theatre or its location. . . . Bluemound Drive-In here has opened for the season. . . . The Allied office is sporting new fluorescent lights and its new girl "Friday" Mrs. Gladys Pedersen. . . . On the sick list again is John Mednikow, who is very ill at Mount Sinai hospital. . . . Dave Goldman, Stanley Warner theatres, was operated on at Mount Sinai.

The know-how on all phases of vending—selling, displays, promotions, proper storage and stock control, will be discussed at Wisconsin Allied's College of Concession Knowledge at their spring convention March 28-30. Deans are: Clifford Lorbeck, Merchandising Corp.; Bill Imhof, Theatres Candy Co.; and Harry Levin, Vendex Inc. The two other main features on the convention's agenda will be M-G-M's Workshop and Toll TV. . . . Harry Olshan's son, Alan A. will be married May 28 to Marilyn Podell in the Venetian Room of the Astor Hotel here.

The Blanchardville theatre has closed. . . The Palace theatre was ordered to stop showing "Karamoja" because of exposure of the natives in the movie and advertising pictures in front of the theatre. It played only one day.

MINNEAPOLIS

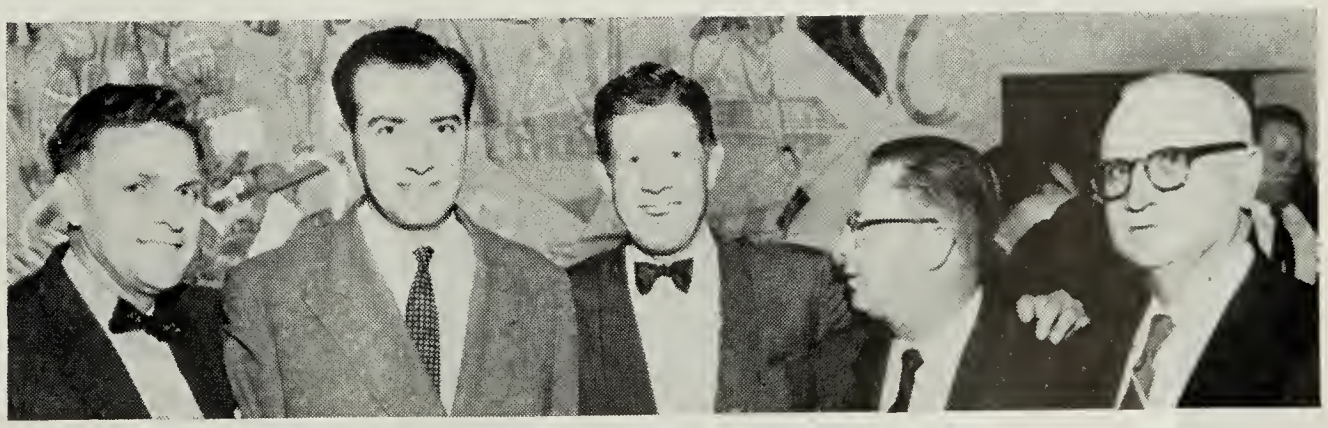
Irving Shiffrin, Allied Artists exploiteer, was in for "The Big Combo" which opened at the Gopher. . . . Richard Olson replaced Robert Kaye as asst. mgr. of the RKO Orpheum, St. Paul. . . . Champaign, Ill., and New Orleans, La., have been added to RKO dist. mgr. Harry Weiss' territory, which extends as far west as Denver. . . . W. A. Ainsworth re-decorated his Shawno at Shawno, Wis., and his Gail at Mauston, Wis. New sound equipment was installed in the latter. . . . Allied Artists negotiating for lease of the former Universal exchange on film row and may move from present Glenwood Ave. location. . . . A new stage curtain was installed in the Lakefield at Lakefield, Minn. Porter W. Ashley recently turned over management of the house to his son, Porter J.

A heavy radio and TV campaign preceded opening of "Gangbusters" at the Lyric, Minneapolis, March 23 and the Riviera, St. Paul, March 24. Picture is being distributed by Don Swartz' Independent Film Distributors in the territory. . . . S. P. Qualey, operator of the State at Lanesboro, Minn., returned from Florida where he had been vacationing since Jan. . . . John Wright installed CinemaScope in his Granada at New Prague, Minn., and plans to redecorate the stage, lobby and foyer. . . . A heavy snowfall on the canopy of the Lyric at Le Center, Minn., caused it to tear loose and plunge to the sidewalk. No one was injured. House is operated by Alex Perkins.

NEW HAVEN

George LeWitt, New Britain theatre owner, may soon start construction of his long-planned ozoner at Berlin, Conn., now that the Zoning Commission has approved rezoning request filed by landowner Francis H. Holmes. . . . Expansion plans of Francis M. McQueeney Jr., Waterbury theatre owner, are delayed pending action by the Trumbull Zoning Board of Appeals. . . . Henry Pardo, formerly with L&G in Maine and N.H., has joined Manchester Drive-In Thea. Corp. as mgr. of the Manchester D-I, Bolton Notch, succeeding Sol Karp, who leased the Baltic Theatre, Baltic, in partnership with Mike Masselli, from Ed Lord. . . . Albert M. Piekus, owner of the Stratford Theatre, Stratford, and town Civil Defense director, has been invited to a Yucca Flats atomic test in April. . . . Jack Sanson, Hartford Strand mgr., is recuperating from surgery at his Manchester home.

The newly-formed Crown Co., headed by Hartfordite E. Pomeroy, reopened the Crown Theatre on long-term lease from the Post Thompson estate. Seating capacity was reduced from 840 to 760 and Joseph L. Giobbi



Rudy Vallee, making a personal appearance stand in behalf of United Artists "Gentlemen Marry Brunettes," gets together with southern exhibitors during Variety Club banquet in New Orleans. Shown (l to r) Milton Guidry, pres. of Guidry Theatres; Ted Solomon, pres. of Mississippi Theatre Owners; Vallee; K. K. McKenna of the Bungalow Theatre in Irish Bayou, La., and J. J. Rebstock, pres. of Rebstock Theatres.

NEW HAVEN (cont'd.)

is mgr. . . . Jim Landino, Hi-Way Theatre, and Don Felix, Beverly, both in Bridgeport, tied up with units of the Conn. National Guard on "Long Gray Line." Morris Rosenthal, Loew's Poli, New Haven, was host to area West Pointers at opening of the film. . . . A censorship ordinance introduced by Martin J. Griffin, pres. of St. Francis Holy Name Society, which would have banned screening of films not carrying the stamp of Motion Picture Assn., was killed by a Board of Alderman roll call.

NEW YORK

Walter Reade theatres in Monmouth and Ocean Counties in N. J. tied in with the Asbury Park Press to conduct a contest in which the public is invited to guess the forthcoming Academy Award winners. Similar contests are being staged in other Reade houses and in Perth Amboy, they tied in with a local grocery chain. The circuit has scheduled reopening of its Lawrence Drive-In on Brunswick Pike north of Trenton, N. J., which has undergone extensive remodeling, for March 25. Ted Davidson, mgr. of the Reade's Majestic in Perth Amboy, won the Nov. and Jan. "Manager of the Month" contests; first place winner in Dec. was John Balmer, city mgr. in Asbury Park.

Stanley Warner zone mgrs. and home office execs. were briefed by Harry M. Kalmine, v.p. and gen. mgr., on the company's Spring Movie Festival, scheduled for April thru June, at a recent meeting. Samuel Rosen, exec. v.p. also addressed the meeting. . . . Arthur J. Miller resigned as managing director of Consolidated Film Industries' Laboratory, a subsidiary of Republic, after 25 years of service, and as officer and director of Republic. His future plans were not revealed but he stated that he is not leaving the industry.

Columbia Pictures announced this week the resignation of John Cunningham, for the past three years creative advertising manager for the corporation. Cunningham is leaving to form his own advertising and promotion corporation at 699 Madison Avenue, and will concentrate on motion picture advertising, idea campaign, copy, layout and promotion.

Buddy Hackett will be the special guest of the Variety Club at its second luncheon meeting of 1955, to be held at Toots Shor's on March 29. . . . Cermonies observing Movielab Film Laboratories 25th anniversary and dedication of its headquarters at 619 W. 54th St. as the "Movielab Building" are set for March 30, following which Council pres. Abe Stark will join other public officials and industryites at a luncheon at Toots Shor's to honor Saul Jeffee, Movielab pres.

Martin Levine, Brandt Theatres gen. mgr., has accepted chairmanship of the 1955 Finance Campaign of the Greater N. Y. Councils, Boy Scouts of Am. . . . Charles Moss of the B. S. Moss chain will again chairman the Div. purchasing agent's group in the United Jewish Appeal for 1955. . . . Harry Brandt, pres. of Brandt Theatres, will serve as chairman of the AMPA luncheon at the Piccadilly on March 23, at which Mike Simons, in charge of customer relations for M-G-M, will explain operations of the Metro Ticket Selling Workshop.

OMAHA

Paramount officials Jerry Pickman, Bob Montgomery and Loren Ryder joined Ak-Sar-Ben, Omaha civic organization, while at Offutt Air Force Base to discuss world premiere plans for "Strategic Air Command." . . . The Ballantyne Co. is supplying equipment for new drive-ins at Ord (operated by Ed Christiansen) and North Loup (operated by E. E. Burrows). . . . Robert Nielsen, 20th-Fox shipper, was married to Shirley Johnson of Omaha. . . . Mrs. Leo Jusurvyk, the former Evelyn Machmuller and booker at Fox, became the mother of Thomas Leo.

PHILADELPHIA

"Blackboard Jungle," which opens at the Arcadia March 25, is confronted with a real problem. The Board of Education refuses to permit school children to see it and the police have rejected an offer by Loew's publicist, Ed Gallner, to have it screened for them. . . . Wm. H. Fishman, Dell Theatre operator, with George Resnick, has opened real estate offices in the Commonwealth Bldg. . . . K. Katz is the new booker at Republic. . . . The Sablosky's Norris Amuse. Co. anti-trust case in the federal court here will probably drag on for another few weeks. . . . Max S. Schantzer, owner of the Silver Theatre in Coatesville, passed away at the age of 59.

The new Democratic administration in Harrisburg is preparing to rewrite the state's 40-year-old movie censorship law, which was declared unconstitutional by a Common Pleas court in Phila. last Sept. Doubt exists as to whether there is really a censorship law on the books now. . . . World premiere of "Violent Saturday," a 20th-Fox CinemaScope film involving an Amish family, will not go off on April 1 at the Colonial Theatre as scheduled. Lancaster's town fathers believe it is "too sexy" and "might offend the Amish." Fox is negotiating with Hershey officials to hold the premiere there. . . . Harry Waxman and associates have acquired the Roxy, Roxborough, from Robert Nissenson, and the Jeffries there from Ed Jeffries. . . . David Rosen, independent distributor, is now handling "Death Tide" and "Man of Conflict" in this area.

Sam Blomowitz is now booking and buying for the Sandy Beach Drive-In, Harveys Lake, Pa. . . . Karl E. Graham reopened the Community Theatre in Tuckerton, N. J., with I. Hirshblond doing the booking and buying. . . . A. W. Schwalberg, who resigned as pres. of Paramount Film Distributors to become producers' representative, is expected to handle the Gregory-Goldman Ents. . . . Herbert A. Kaufman, v.p. and sales mgr. for Makelim Picts., was in town making circuit deals on future product of the company. . . . Ed Emanuel, international secy. of Variety Clubs International, is on an inspection trip of various tents in Detroit, Pittsburgh, Buffalo and Toronto. . . . Mrs. Louise Moses John of West Chester was named head of the new motion picture censor board by Gov. Leader to replace Mrs. Edna R. Carroll. Other new members are Mrs. Helen K. Nassock of Washington, Pa., pres. of the Pa. Federation of Democratic Women, and Mrs. Clara Stevenson Black of Harrisburg.

PITTSBURGH

The Harmar Drive-In is installing CinemaScope. . . . Cameraphone, old time East Liberty movie, set for closing. . . . The Tri-State Drive-In Assn. elected Joseph Volpe, pres.; Ernest Stern, v.p.; Gabe Rubin, treas., and James Nash, secy. for 1955. Ted Grance, who has headed the Association since its organization six years ago, gave up the presidency for reasons of health and become chairman of the board.

ST. LOUIS

D. B. Stout closed the 300-seat Wick Theatre in Wickliffe, Ky., which had been operating part time. Other recent closings by Stout include the 300-seat Arlee at Arlington, Ky.; the City at Mound City, Ill., which was under lease to the J. M. Bizzels; and the 400-seat Uptown, to be razed for a highway widening project. . . . Mat and Grace Fitzgerald sold their 324-seat Mars Theatre, Martinsville, Ill. to Milton and Mary Guinn. . . . The old 458-seat Majestic at Jacksonville, Ill., recently sold by Fox Midwest to merchant Edw. Goldstein, will be converted into a store. . . . George Hoover, Variety Clubs International prexy, on a visit to this city, said there is a possibility for expanded charity activities of the Heart Fund by extending local club membership into all segments of the community. F&M's gen. mgr., Edw. B. Arthur, was presented with a diamond studded wrist watch for his outstanding work as chief barker for the last two years.

Bill Powell, div. mgr. for Midwest Drive-In Theas., left for Boston to assume new duties at circuit headquarters. Jos. Bowles rejoined the organization here. . . . Stu Tomber of Rio Syrup Co. announces that his company has added new lines including Flavo Shrimp Roll, Perlick Dispensers, Standard Automatic Carry-out trays, Tarkio Popcorn and Scotsman Ice Makers. . . . Leo Keiler, head of Columbia Amuse. Co., Paducah, Ky., is in a Los Angeles hospital



Oscar-type showmanship by enterprising mgr. Jack Wodell of the Paramount Theatre, Denver, garnered reams of publicity for Universal-International's "Far Country." Wodell conducted a gold-panning contest in front of the Paramount and a pancake-making contest for the women inside the theatre.

ST. LOUIS (cont'd.)

and has temporarily abandoned his plans for a trip to Japan. . . . Sidney Sayetta, city mgr. for Midwest Drive-In Theas., has a new baby daughter. . . . Bill Williams of Union, Mo. left for Dallas to appear on the M-G-M Workshop program there.

Recent sale of the building housing the 400-seat Glen Theatre at Quincy, Ill., will not affect operation, according to mgr. Zelma Unger. House was extensively remodeled after it was taken over by Dickinson Operating Co. . . . Details of the proposed pension and retirement program for members of M.P. Operators Local 143, provided for in the new contract, are being worked out. . . . MITO was well represented at hearing before a committee of Alderman in opposition to bill requiring a licensed stationary engineer to attend cerain types of air conditioning systems. The new MITO air-conditioned headquarters at Olive St. & Leonard Ave. will shortly be ready for occupancy. . . . Mrs. Marie Evans reports closing of her 200-seat Hart Theatre at Hartsville, Mo. until April 15.

The 225-seat Mansfield Theatre, Mansfield, Mo., was closed for an indefinite period by Howard Pryor. . . . New initiates into the local Variety Club are Tom Bloomer, Izzy Wienshienk and Howard Spies. . . . Bill Hoppe, who was a dist. mgr. for F&M some 20 years ago, is now a partner with Stan Musial in plans to open the new Embers Restaurant in the old Victorian Club West. . . . Old-fashioned movies are now being shown as a featnre at the snazzy Chantilly cocktail bar lounge in Hotel Montclair every Tues. night. . . . The County Water Co. has asked state officials to permit rate increases for water used in air-conditioning units without cooling systems.

Geraldine Twitty and Earl Farrell placed their Delta Drive-In at Sikeston and the East Prairie at East Prairie, Mo. on full time after operating week-ends during the winter. . . . Herbert Jean is widening the screen of his Parkade D-I on U.S. 40 west of Columbia, Mo. and purchasing new projection equipment. Jeff Jefferis installed three tons of air conditioning equipment in the snackbar of the Pine Hill D-I at Piedmont, Mo., among other improvements. Opening is set for April 2. . . . In-A-Car heaters are to be installed at North Drive-In, St. L. County, owned by Clarence Kaimann and Wehrenberg.

SAN FRANCISCO

Moonglow Drive-in at Fresno was recently added to Lippert Theatres, acc. to gen. mgr. Charles Maestri. . . . Four ozoners, under the David J. Bolton Theatres banner, have installed CinemaScope screens—Starlight, Los Banos; Encina, Santa Cruz; Stadium, San Leandro, and Oakland, Oakland. . . . Don Babcock now manages the Stockton Theatre, Stockton, replacing Ray Epperson. . . . Bob Davis, formerly at Western Theatrical, is now with the Walter G. Preddy firm. . . . Anne Belfer, former pub, rel. staffer for North Coast Theas., and Graham Kislingbury here, is now affiliated with the Frank DiMarco public relations firm in S. F.

Jackson Miller, Orpheum, mng. dir., happy that "This Is Cinerama" is receiving more ticket orders this year than dnring same period in 1954. . . . Pacific Coast premiere of "Mlle. Gobette" is slated for the Vogue Theatre where a recent student rate for "Pickwick Papers" reportedly brought a very good response. . . . Ray Lathrop, mgr. at the Grove Theatre, Lindsay, and the Exeter, Exeter, replaces Archie Clark in Lindsay and Charles Pease at Exeter. . . . "Untamed," will be exploited through Sabina Airlines and the So. Africa Tourist Bureau window displays. . . . A mystery blast knocked plaster from ceiling of the Oaks Theatre in Berkeley one recent 5 p.m.—no injuries. . . . Women of Variety Tent 32 are asking industry workers to support their $3 Chuck Wagon Dinner to be held April 24 at Lakeshore Plaza Auditorium—entire proceeds will go to Variety's Blind Babies Foundation.



Joan Shawlee, featured in "Conquest of Space," is being nationally publicized as "Space Girl" in connection with release of the Paramount film. She and producer George Pal, who poses with her here, are appearing on TV shows with various space gimmicks.

George Barnes, mgr. Fox Theatre, left to manage the Strand in Gilroy which created a triple promotion—Bob Kunce, from asst. to mgr., Usko Eisenman, from asst. at Parkside to the Fox, and Don Menasco, Fox doorman, takes over as assist. at Parkside. . . . George Syufy, 75, former theatre operator in Vallejo, passed away.

Nate Blumenfeld, Blumenfeld Theatres, reports CinemaScope slated for their Kay-Von and El Cerrito Motor Movies before opening full-time April 1, completng widescreen installations in all eight ozoners. George Yost replaces mgr. Les Stebbins at the El Cerrito and Les goes to KayVon in Napa. Their El Rancho drive-in, Reno, Nevada, reopened on March 4. . . . Jack Ryan, 66, former Vallejo theatre owner, passed away after a long illness. . . . The Starlight, a Redding ozoner, now equipped with CinemaScope. . . . Mrs. & Mrs. Michael Naify with their friends, the Robert A. McNeills, are on an extended European visit.

SEATTLE

Plans are being made for reopening of the new El Rancho Drive-In near Kent, Wash., which was purchased recently by Bill Foreman from Oscar Chiniquy. Lloyd Honey, a part owner, will be its mgr. The El Rancho has a capacity of 600 cars, an 80′ screen, a well-equipped snackbar and Simplex sound and projection equipment. . . . A room containing 300 chairs has been added to the concession building of the Orchards Auto View Drive-In in Lewiston, Idaho so that films may be viewed through a big window during inclement weather. This ozoner is one of a group of theatres owned by Harry Wall.

United D-I Theates of Seattle announced reopening of three of its ozoners—the Duwamish and Midway on the Seattle-Tacoma hyway and the Aurora on Aurora Ave., which are now equipped with CinemaScope screens. Juniors of 12 or nnder are admitted free. . . . B. F. Shearer announced that the Lacey Drive-In, Lacey, Wash., would open March 15 equipped for Optical CinemaScope. . . . Sunset Drive-In at Bellevue, Wash., managed by Clark Thompson, opened after being equipped with CinemaScope. . . . CinemaScope and improved projection facilities were installed at the Sno-King Drive-In on the boundary between King and Snohomish County and opened for the 1955 season under management of C. J. Rockey.

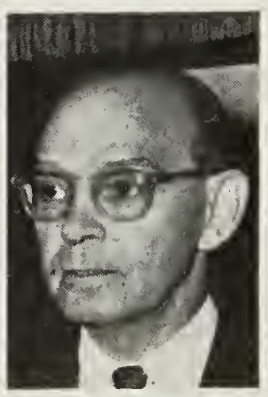
Metro Panelists At Columbus Workshop . . .



BRADY



LAKE



ANDERSON



GARLAND



BOOTH



ADAMS

Participants at Metro's Ticket Selling Workshop in Columbus who addressed the large and enthusiastic gathering were (top, l to r) Conrad Brady, ad-publicity director, Interstate Circuit, Houston, Texas; Jack Lake, Lancaster-Eagle-Gazette, Lancaster, Ohio; Ivan D. Anderson, Liberty Theatre, N. Wilkesboro, N. C.; (bottom, l to r) James W. Garland, Jr., Troy Drive-In Theatres, Troy, Ala.; Edwin M. Booth, Cincinnati branch manager for M-G-M; and Horace Adams, president, Independent Theatre Owners of Ohio.

FOR A BOXOFFICE KILLING...

THE BOLDEST BREAK-OUT IN HISTORY!

BIG HOUSE, U.S.A.

co-starring

BRODERICK CRAWFORD RALPH MEEKER





Reed Hadley
TV's "Public Defender"
as special agent Madden!

also starring

REED HADLEY · WILLIAM TALMAN · LON CHANEY · CHARLES BRONSON

with RANDY FARR · ROY ROBERTS · WILLIS B. BOUCHEY · PETER VOTRIAN

Written by JOHN C. HIGGINS · Produced by AUBREY SCHENCK · Directed by HOWARD W. KOCH

A BEL-AIR PRODUCTION

thru UA

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

WS

TSIDE GROUPS
KING UP ANTI
Y-TV CUDGELS

S OFFERS TIME
R PAY-TV DEBATE

IED ABANDONS
UND TABLE HOPE
SEEK RELIEF
"OTHER FORUMS"

P UA PROMOTION
DGET ALLOCATED

UPS STUDIO FUNDS

RKSHOPS DISCUSSED

VIEWS

16, 17, 18, 20

No. 6 April 2, 1955

Entered as second class matter October 25, 1946, at the Post Office at New York, N. Y., under the act of March 3, 1879. Published Biweekly by The ITOA Independent, 1270 Broadway, New York 36, New York. Subscription $2.00 a Year, Single copy 10 cents.

"THE MAGIC CIRCLE"

A PREVIEW of the "Allied Artists Story" has just completed a series of roadshow engagements to impressive exhibitor audiences and has received an enthusiastic grass roots endorsement.

At a time when motion picture theatre owners are faced with a calamitous shortage of product, it is rather unique for a film company president to engage in a barnstorming tour of the exchange areas to solicit pledges of support for an imposing line-up of forthcoming attractions.

Broidy is not seeking financial support. He is asking for an investment with playing time simultaneously with his announcement that Allied Artists will allocate $25,000,000 to produce approximately 37 pictures within the next 16 months.

(See Page 5)



"PRODIGAL" SHOWMANSHIP!

Big Promotion That Sells M-G-M's Giant Show!

From the enthusiastic Coast Theatre Previews it is obvious that this tremendous show, (*two years in the filming and a fortune to produce*) is destined to be a showmanship field day. M-G-M has used every resource of promotion to launch it in a big way.

ARMOUR'S BIG $100,000 PRIZE TIE-UP

Unprecedented publicity tie-up. $100,000 Prize Contest. 50,000 Armour & Company dealers spanning the nation get kits with 1-sheet for window display, streamers, data on contest. The First Prize, a completely equipped home will be shown for 17 days on NBC-TV's "Home Show." Six Dodge cars for weekly prizes offer continuous Dodge dealer tie-ups. Contest advertised in Life and many other top circulation publications, as well as on TV and radio and in newspaper co-op ads locally. 3,000 Armour field men will cooperate with theatres in promotion. Many other angles are described in "Prodigal" press-book.

TICKET-SELLING!

Here are the sensational materials to work with:

60 x 80 STANDEE

Exciting display for advance lobby sells bigness of spectacle, romance and feminine allure.

40 x 60 LOBBY MURAL

Full-color reproduction of big "Prodigal" painting for lobby and other uses.

THREE TEASER TRAILERS

Three flash color teasers, brief enough to slip into program several weeks ahead.

15 FOOT LOBBY STREAMER

Another fine special accessory for your lobby selling.

LANA TURNER POSTCARD

Lana Turner's breath-taking "Prodigal" costume makes an attention-getting card for local mailing.

LIFE-SIZE LANA TURNER CUT-OUT

Eye-catching life-size Lana Turner photo in the much discussed bead costume for lobby cut-out.

ADVANCE VISUAL SELLING

M-G-M sent special "Color Photo-Viewers" and color slides to 600 newspaper and TV outlets to acquaint the nation's best publicity sources with the magnitude of the attraction and the exotic appearance of Lana Turner.

TEASER 1-SHEETS MONTHS AHEAD

In many lobbies throughout America a special 1-sheet has carried the message: "1955 Is The Year of 'The Prodigal'."

LUX NATIONAL CAMPAIGN

A Lux tie-up with "The Progidal" is carried to millions of homes by way of full page ads in the four big Sunday Magazine Supplements, This Week, Pictorial Review, American Weekly and Parade.

GENERAL MILLS 250,000 PACKAGES

Enclosed in 250,000 Kix Cereal boxes is a "Prodigal" tie-up sponsored by General Mills.

LUSTRE CREAM IN NATIONAL MAGAZINES

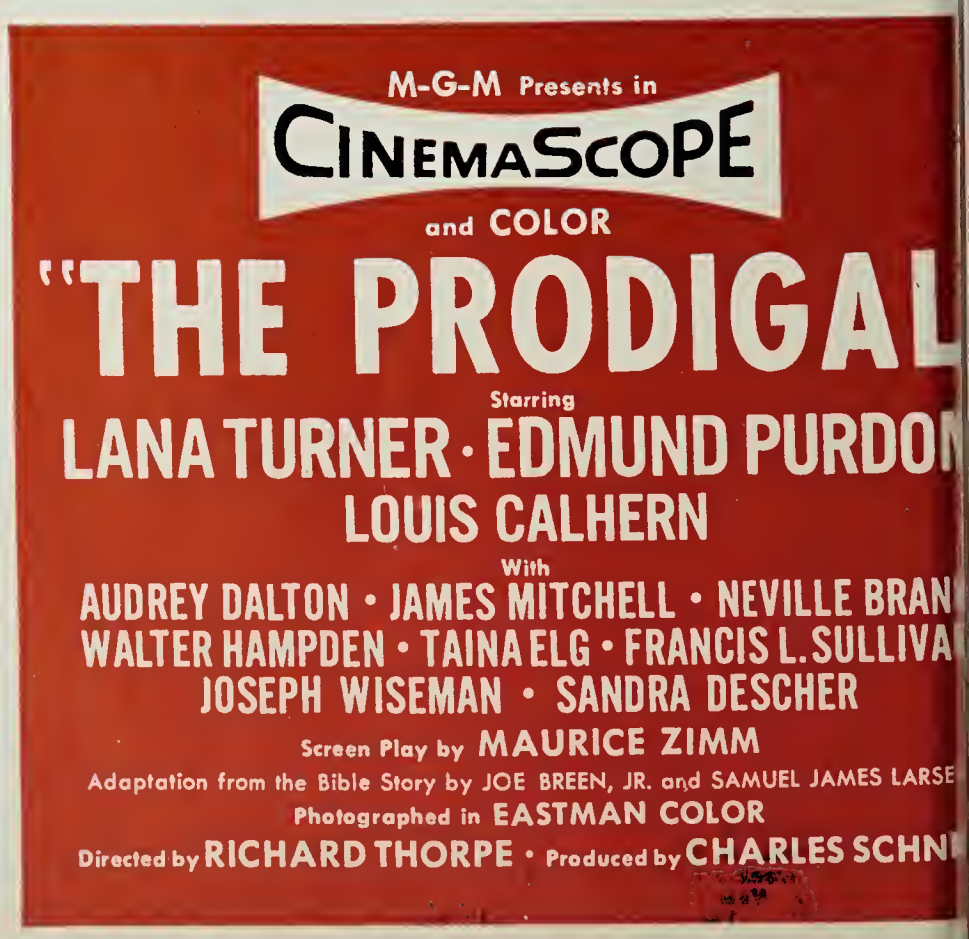
Full page ads in Life and 19 leading national publications give terrific circulation to "Prodigal" in the Lustre Cream tie-up.

COSTUME TEASER FOR EDITORS

One of many space-getters was sending one bead from Lana Turner's "Prodigal" costume in a small box to editors from Coast to Coast.

"HUMAN WHEEL OF FORTUNE" FLOAT

One of the most unusual and most expensive travelling promotions is "Wheel of Fortune" float with its beautiful girls. It will cover 35 to 40 key cities spreading publicity everywhere therefrom.



(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)



"PRODIGAL" GIANT CAMPAIGN!

NEWSPAPERS! MAGAZINES! RADIO! TV!

A FULL-PAGE, FULL-COLOR AD IS JUST PART OF THE BIG PROMOTION!

It Appears in American Weekly, Sunday Supplement, May 8th Issues

Albany Times-Union
Baltimore American
Boston Advertiser
Buffalo Courier-Express
Chicago American
Cincinnati Enquirer
Cleveland Plain Dealer
Corpus Christi Caller-Times
Dallas Times-Herald
Detroit Times
Houston Chronicle
Huntington, W.Va. Herald-Advertiser
Knoxville Journal
Los Angeles Examiner
Miami Herald
Milwaukee Sentinel
New Orleans Item
New York Journal-American
Philadelphia Bulletin
Pittsburgh Sun-Telegraph
Portland Oregonian
St. Louis Globe-Democrat
St. Paul Pioneer Press
San Antonio Light
San Francisco Examiner
Seattle Post-Intelligencer
Syracuse Herald-American
Washington Post & Times-Herald
Wichita Beacon

Also, in Parade, Sunday Supplement, May 15th Issues

Akron Beacon Journal
Albuquerque Journal
Allentown Call-Chronicle
Augusta Chronicle
Baton Rouge Advocate
Beaumont Enterprise
Boston Post
Bridgeport Post
Charleston, W.Va. Mail
Chicago Sun-Times
Columbus, Ga. Ledger-Enquirer
Columbus, Ohio, Citizen
Denver Rocky Mountain News
Detroit Free Press
El Paso Times
Erie Dispatch
Evansville Courier & Press
Fort Wayne Journal-Sentinel
Fort Worth Star-Telegram
Greenville, S. C. News
Harrisburg Patriot-News
Hartford Courant
Indianapolis Times
Jackson, Miss. Clarion-Ledger
Knoxville News Sentinel
Little Rock, Ark. Gazette
Long Beach, Calif. Independent-Press-Telegram
Long Island Press
Macon Telegraph & News
Madison, Wisc. State Journal
Newark Star-Ledger
New Bedford Standard-Times
Oakland Tribune
Pasadena Star-News
Peoria Journal-Star
Portland, Me. Telegram
Roanoke, Va. Times
St. Louis Post-Dispatch
St. Petersburg Times
San Diego Union
Scranton Scrantonian
Sioux Falls, S. D. Argus-Leader
Syracuse Herald-American
Tucson Star
Washington Post & Times-Herald
Wheeling News-Register
Youngstown Vindicator

Also, in Independent Sunday Supplements Appearing At Playdates

Denver Post
Louisville Courier-Journal
Atlanta Journal-Constitution
Des Moines Register
Minneapolis Tribune
Dayton News
Oklahoma City Oklahoman
Tulsa World
Omaha World-Herald

Also, on May 15, N. Y. Daily News, Chicago Tribune, Philadelphia Inquirer

TEASER ADS!
Advance campaign in 31 top cities. 15 insertions in each newspaper averaging 125 lines per insertion.

MAGAZINES!
'Picture of the Month' and 'Lion's Roar' columns in national magazines (Readership 109,261,300). Also Fan Magazines (Readership 10,979,200).

RADIO COVERAGE!
The "Blair" Bulk plan 3 weeks in advance in 41 markets with 12 one-minute spots weekly. Total 1,476 spots.

TV CAMPAIGN!
Spectacular TV footage radiating from 32 cities with 12 one-minute daytime spots weekly for 3 weeks. Total 1,152 spots per week.

GET PRESS-BOOK!
Order free from National Screen Service the big "PRODIGAL" press-book. This is the biggest picture ever produced in Hollywood and the press-book reveals most extensive campaign since "Quo Vadis."

USE THESE TNT EASERS TO TELL 'EM A SENSATION'S HEADED THEIR WAY!





from 20th Century-Fox in CINEMASCOPE
Color by DE LUXE







April 2, 1955
Vol. 35 No. 6

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

"The Magic Circle"

(continued from cover)

Wherever he has gone, exhibitor leaders have urged their associates to provide maximum support to those companies which are doing so much to fill the product void. In his analysis of the present dilemma in which the exhibitor finds himself, Broidy points out that the major film companies, which control the "magic circle" of playing time, have found it more profitable to make fewer pictures. Adding that the companies are run for the benefit of stockholders, the Allied Artists president asks exhibitors what they would do if they found it more profitable to run their theatres with fewer pictures.

Stating that the majors have been most helpful to his company in the production of several films and are, in no way, part of a conspiracy to constrict the market, Broidy concludes that the one thing that can stimulate additional production is competition.

This is sound advice and exhibitors can appreciate Broidy's position when he says, "Give us the playing time and we will furnish the pictures."

To which the exhibitors respond, "Furnish the pictures and the playdates are yours."

This is just what Allied Artists intends to do with William Wyler, Billy Wilder, John Huston, Jose Ferrer and Walter Wanger set to make pictures under the AA banner. The exhibitor is looking for good product and anyone can safely venture the guess that Allied Artists is headed toward the "big leagues" with that impressive array of creative talent.

No one must forget that, while a company trademark may be a symbol of quality, it does not sell tickets. The box office knows no company labels and the best way for any company to break into and stay in the magic circle is to deliver the goods.

Novel Approach

The advertising, publicity and exploitation staff at 20th Century-Fox, under the able leadership of vice-president Charles Einfeld, can greet the world premiere of "A Man Called Peter" with a great deal of inner satisfaction for having given a picture of inspiration an inspired publicity and advertising campaign.

The approach was novel, daring and unorthodox, yet in complete harmony with the picture's religious theme. The unusual ads spread the gospel that "religion can be fun."

Furthermore, the extensive saturation previews have made potent allies of the clergy in the merchandising of this best-seller adaptation. One has only to read the enthusiastic comments of the more than 110,000 clergymen, Sunday School teachers and opinion makers who viewed the film at 60 special screenings around the country to know that this is so and it will be most interesting to see the word-of-mouth that develops from the pulpit.

Interruption Please!

The INDEPENDENT suggests an orchid to the New York Journal-American for its current series of impressive institutional advertisements on moviegoing. In addition to photographic scenes from Hollywood's newest and best movies, the ads urge the reader to treat the family to an evening at the movies where "you'll find more fun . . . enjoy yourself . . . and see entertainment without interruption." It's a great series and it wouldn't be amiss for other newspapers to follow the Journal's lead. Nor would it be amiss for theatre owners to interrupt their busy schedules long enough to let the Journal know they are appreciative of this effort.

For enterprising exhibitors who would like to show their local editors what some newspapers are doing for the motion picture theatre industry, we would be most happy to furnish tear sheets on request.

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Aaron Sloan; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 2-6494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., MEtropolitan 8-0001.

Outside Groups Taking Up Cudgels For Anti-Pay-TV

Evidence accumulated during the past two weeks indicates that more and more groups outside the film industry are becoming aware of the dangers that pay-TV represents to their different activities.

The Florida State Retailers Association, meeting in Orlando, called upon the FCC and Congress to "keep the air free in line with the philosophy on which American broadcasting has been established," and resolved unqualified opposition to pay-as-you-see.

"Retailers throughout the nation have a stake in maintaining the stimulating effect of free radio and television," the Florida businessmen declared. They added that pay-TV would add to a "stay-at-home trend of present consumers and further result in the lessening of the large listening audience of free radio and television . . . definitely helpful to retail business."

Further Action Expected

It is reported that action by the Florida merchants, a unit in the national "Organizations for Free Television," will be followed by similar organizations representing varied businesses throughout the country who have been investigating the implications of "coin box" TV on the American economy.

Meanwhile, an all-day session of the Committee-Against Pay-As-You-See TV mapped strategy in Washington for a determined fight before the FCC that would enlist a growing force of non-industry interests. It was said said that groups with an estimated membership of more than 1,000,000 persons, including business interests with uncounted millions of dollars of asset values likely to be affected, will soon sign up in the protest movement.

For example, support is expected from a group of business units of many types — such as Chambers of Commerce, merchants, restauranteurs, night club and other entertainment groups — whose economic well-being depends to some degree upon the movie magnet to draw persons downtown to shopping centers and other concentrations of business houses.

Hospitalized Vets Imperiled

Another group of hospitalized veterans has warned that if pay-TV should become a reality, free sporting events and numerous other shows which now constitute the major part of entertainment for hospitalized veterans would be imperiled. Perhaps the largest group to support the Committee may be "shut-ins" recruited from among the millions of viewers who are incapacitated or for other reasons confined to their homes, hospitals, or other places of treatment of convalescence.

In Oklahoma City this week, Abram F. Myers, National Allied general counsel, told the third annual convention of Allied of Oklahoma that exhibitors could expect future help from outsiders in the fight against pay-TV, but right now theatre owners must carry the load. Myers urged quick and full cooperation in the national fund that Oklahoma Allied members are supporting through state organization.

A survey designed to show that approval of pay-TV will result in high costs to the home television set owners is to be prepared by Dr. Dallas Smythe, director of the Communications Institute of the University of Illinois and research consultant for the Committee Against Pay-As-You-See-TV.

In Washington, FCC chairman George McConnaughey has again suggested that the entire broadcast industry, including television, be congressionally probed to fix its status and future, according to Sen. John Bricker of Ohio, who told of receiving such a proposal in a letter.

Also, Sen. Warren G. Magnuson, chairman of the Interstate Commerce Committee, announced that he has asked television manufacturers to meet with him in Washington on May 25th, to discuss the feasibility of making more all-channel sets. It is understood that the UHF band on television will not succeed unless it can obtain a larger viewing audience. Relatively few sets have been constructed to receive UHF programs. It is believed that if more dual-purpose receivers are made, the UHF channels could compete for good programs and profitable sponsorship, and would not be dependent on pay-TV.

Pay-TV proponents were reported to see de facto recognition of the principle involved in that medium by the FCC's action in allowing commercial FM stations to pipe background music and other programs to stores, factories, restaurants and transit lines.

Principle Seen

The action, interpreted as an attempt to give financial aid to the troubled FM broadcasters, legalizes certain types of non-broadcasting activities, although only as a subsidiary to regular broadcast service. Subscription service at present would be limited to special programming of music, weather reports, time, and allied subjects, according to the FCC. The Commission adds that it "does not undertake to spell out every type of operation" possible — a statement which gives heart to pay-TV supporters.

"Movie theatres represent the only segment of the entertainment industry that has openly opposed subscription TV," Zenith Radio Corp.'s shareholders are told in the company's annual report, recently released. The report devotes three full pages to Phonevision, the company's pay-TV system, and avers that although the Committee Against Pay-As-You-See TV "may be joined by other interests who are . . . fearful of new competition," movie producers have not joined the committee and "numerous far-sighted motion picture exhibitors are applying to Zenith for branches to operate Phonevision in their local area."

Meanwhile, exhibitors have been warned not to "sound off" on pay-TV until they have "all the facts and all the correct answers." The warning was sounded by Edward W. Lider and Frank C. Lydon, co-chairman of the New England Committee Against Pay-As-You-See-TV, in a letter to New England exhibitors appealing for financial contributions to carry on the fight against subscription video. The theatre men were told that pamphlets, with suggestions on how best to use them, would reach them soon.

Army Clearances Continue Unsettled

WASHINGTON.—Defense Department agreement on clearance for nearby private theatres over post theatres apparently is not as close as the film industry had believed. An industry committee headed by MPAA president Eric Johnston has met with Defense Secretary Charles E. Wilson and other top-ranking Pentagon officials and it appeared this week that further meetings will be necessary. In previous negotiations at lower levels, tentative agreement had been reached on a 14-day clearance for some 90 listed theatres over nearby theatres on approximately 60 military posts.

Then the Army, Navy and Air Force turned down the industry's plan for ending military theatre competition with private theatres. Secretary Wilson could still override their recommendations, but apparently the industry must now come up with a new plan acceptable to the armed services.

CBS Offering Time For Pay-TV Debate

A pro-and-con presentation dealing with pay-as-you-see was presented by the Ford Foundation on their large-audience "Omnibus" television program on Sunday, March 27th. Pay-TV found support of varying degree from three speakers: Jean Dalrymple, director of the City Center; Adm. Tom Hamilton, Univ. of Pittsburgh director of athletics, and Dr. David Henry, executive vice-chancellor of New York University. The single opposing voice came from George Storer, president of Storer Broadcasting, which operates a number of TV stations.

Storer footage was filmed in Florida and some listeners found the sound so bad that it was difficult to understand what he was saying. "Vigorous protest" was voiced to Frank Stanton, president of CBS, and Robert Saudek, producer of "Omnibus," by the Committee Against Pay-As-You-See-TV, which demanded that Storer again be permitted to make his views known to millions who were unable to understand his remarks "because of the poor quality of the film sequence."

Stanton Replies

In reply, Stanton admitted that the program "did not do full justice" to the views opposing subscription TV. In a wire addressed to Philip Harling, treasurer of the Committee, Stanton offered on "some Sunday shortly after April 10 . . . to devote a full program of one-half or an hour to a more comprehensive discussion," when Storer "will be invited to present his views" again.

A Committee spokesman expressed satisfaction with Stanton's proposal. Saudek, also replying, accepted responsibility for deciding "at a late hour" not to have the Storer sequence refilmed, maintaining that despite its "inferior recording quality" the sequence was "intelligible" to him.

Another debate over the merits of pay-TV between Alfred Starr, former TOA president, and co-chairman of the Committee Against Pay-As-You-See-TV, and Dr. Millard C. Faught, Zenith Radio Corp.'s Phonevision economic consultant, at a National Press Club luncheon in Washington has now been definitely set for April 14th.

Cite Distributor Profits As "Regulation" Argument: Shor

National Allied president Ruben Shor told an Allied of Oklahoma convention that zooming profits of major distributors following last year's tax cut will be used as an argument in favor of Government regulation of the film industry.

Shor said that exhibition won the tax campaign but distribution won the lion's share of gains. Citing figures, he said that Paramount in 1953 made a 15 percent net increase over 1952 net profits, but in 1954 jumped to a 33 percent gain. "That's where your tax relief is going," he told the exhibitors.

The Allied president urged exhibitors to take a more prominent role in pushing for Government intervention. "The Government bill is definitely going to be submitted," he said. "To get it approved, I believe you're going to have to do the same kind of work as you did on the tax campaign.

"One would rather be regulated by the Government than by eight or 10 individuals in New York," he stated. "I say there are eight or 10 people in New York who by getting together and being considerate could end this situation." Shor told the delegates to get next to their own Senators and Representatives, and added, "you shouldn't fear regulation because you're regulated now."

AB-PT Profits Up; Divestments Go On

Operating income for 1954 increased 10 percent and net operating earnings were up slightly over 1953, Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, reported this week in the annual stockholders report. Net earnings were $4,722,000 or $1.06 per share common, after preferred dividends of $534,000. This compares with $4,480,000 or $1.00 per share common in 1953, after preferred dividends of $488,000. Theatre income was $115,916,000 as against $114,926,000 in 1953. However, income for comparable theatres, after adjusting for theatres disposed of, increased $3,276,000 over 1953, the report stated.

At year's end, AB-PT had a whole or partial interest in 639 theatres. The company is required to divest itself of an additional 42 theatres by Sept. 3, to complete the requirements of the consent judgment.

New Arbitration Meet Soon, Says Schimel

News on arbitration came this week from Adolph Schimel, vice-president and general counsel of Universal, who has shared with Herman Levy, TOA counsel, the task of hammering ont the draft of a system for the adjudication of disputes between exhibition and distribution. The conference was the first held on arbitration in several weeks, due to the illness of Schimel.

The Universal executive said that a meeting of the distribution-exhibition arbitration sub-committee will be called "very soon" to "clean up some items . . . still to be decided upon." Schimel and Levy met yesterday to discuss the "few points" still to be resolved before the arbitration draft is completed.

Allied Quits Round Table Hopes, Seeking Relief In "Other Forums"

More fuel was added to the controversy over the proposed indnstry roundtable conference this week when National Allied general counsel Abram F. Myers, in a bulletin released at his offices in Washington, said that his association had abandoned hope of a top-level industry get-together being held to discuss exhibitor complaints of allegedly harsh film terms. National Allied will now prepare the exhibitors' case "for presentation in other forums," according to Myers.

"Allied," he said, "proposes to tell all who will listen just what the film companies have done: (1) That following April 1, 1954 (the effective-date of the tax bill), film price increased; (2) that, in consequence, the film companies' net earnings have increased by leaps and bounds; while (3) the exhibitors continue to be no better off than they were before the bill was passed."

The bulletin called attention to the net earnings after taxes of the film companies since "April Fool's Day last year" to support Allied's case. Attached is a tabulation of earnings of Paramount, Warner Bros., Universal, Columbia, 20th-Fox, Loew's' Allied Artists, Republic and RKO Radio.

"The bare fact that the companies' profits are soaring while the exhibitors are barely holding their own and in many cases are losing ground, tells ns all we need to know about what happened to the tax benefits," the bulletin states.

Cynicism Suspected

Allied also accused distribution of having no intention of going through with the roundtable conference. Myers notes several protracted delays since such a forum was first proposed last fall and reports that an interview between "an Allied leader" and Al Lichtman, 20th-Fox distribution chief, who first proposed the roundtable, "developed nothing beyond the now familiar alibi that the roundtable cannot be held until the arbitration issue is settled.

"Arbitration," Myers observes, "has been kicked around for four years, and since the film companies will not agree to arbitrate film rentals or selling policies, it is impossible to see how this issue can have any bearing on the rountable proposal.

"All the exhibitors have sought," said the Allied bulletin, "is the opportunity to place their case before the responsible heads of the film companies in hopes that each such official, with respect to his own company, would voluntarily abate or abandon policies which threaten the whole industry. Cynicism begets cynicism, and the manner in which exhibitor overtnres looking to a peaceful settlement . . . have been rejected engenders the thought that this idea of a top-level conference may have been advanced merely to induce exhibitors to postpone their plans for remedial action, while the film companies continue to wax fat on their present destructive policies."

Exhibs Elect McKenna

TULSA.—At their recent Oklahoma City convention, Bernard J. McKenna was elected president of Allied of Oklahoma, succeeding Earl Snyder Jr. of Tulsa who becomes board chairman. Others elected were: Eddie Jones, Tulsa, vice-president; Richard O. Thompson, Oklahoma City, secretary.

Congress, Courts Make Trust News

WASHINGTON.—Four items of news dealing with industry anti-trust actions came from the nation's capital this week.

Regent Theatre Co., Cleveland, asked the Supreme Court to refuse to consider a case in which it was alleged that a film buying organization violated the anti-trust laws when it allegedly used its buying power to procure preferential treatment for its clients against non-client theatres.

The G. & P. Amusement Co., which brought the suit against Regent, the Co-Operative Theatres of Ohio, the film buying organization, 20th-Fox, Loew's, Warners and Universal, lost its case in the lower courts. They operated the Moreland in Cleveland in competition with the Regent, and claimed that the Co-Operative through its buying power could get choice films for the Regent from the distributor defendants, resulting in the Moreland's closing.

Regent pointed out that the Moreland had operated at a loss since opening, closing several times before Co-Operative was even in existence. The Moreland was never improved, not even adding air conditioning, it was argued, while the Regent "kept pace with the times."

Decision Reversed

The Supreme Court reversed a lower court decision and ruled this week that punitive damages in anti-trust suits represent taxable income. By a vote of 8-1, the Court held that "Congress applied no limitations as to the source of taxable receipts," and noted that previous high court decisions had given a "liberal construction" to the statnte defining taxable income "in recognition of the intention of Congress to tax all gains except those specifically exempted."

A uniform four-year statute of limitations, discretionary authority to jndges to award less than treble damages, and increased fines in criminal anti-trust actions by the Government were recommended this week by a special committee of distinguished jurists appointed by Attorney General Herbert Brownell to study the anti-trust laws and recommend revisions. Strictly an advisory gronp, its recommendations will be considered by the Justice Dept., who will later make its own recommendations to Congress.

Of special interest to the motion picture business, the committee for the most part recommended giving the trial judge in private anti-trust suits discretion to impose less than treble damages, instead of the present requirement for mandatory treble damages. "In all instances," said the report, "this would recompense injured parties. Beyond compensation, the trial court could then penalize the purposeful violator without imposing the harsh penalty of multiple damages on innocent actors."

The House this week approved a bill to increase maximum criminal anti-trust fines from $5,000 to $50,000, after turning down three separate amendments to stiffen the penalties to a much greater extent.

The Allied Artists Story

Studio Budget Of $25,000,000 Allocated For 37-38 Pictures

Allied Artists continues to make headlines. With disclosures of greater production plans at higher budgets breaking at an unprecedented rate by the company, the top executives are literally barnstorming the nation with stopovers and speeches at numerous major cities.

The AA tour is being keyed by company president Steve Broidy, who is eliciting pledges of exhibitor support for the coming big-picture line-up in every city he visits. Broidy pegs his speeches to a fighting spirit — the spirit of the small but rising production company that hopes, in the words of a leading exhibitor, to break into the ranks of the 'magic circle" of the major eight.

In New York last week, Broidy targeted his speech to exhibitor demands for more and good pictures. "If you need pictures, we'll deliver them," the AA president told an assemblage of more than 100 theatremen at a Toots Shors luncheon. Following the meet, Broidy and other AA executives addressed approximately 150 stockholders at the Avon Theatre.

Expenditures Disclosed

Among the disclosures made known by the AA topper was the fact that the company will allocate $25,000,000 for the production of between 37-38 pictures during the next 16 to 17 months. These projects will be made in addition to the slate of 24 films the company has scheduled for release this year, Broidy pointed out.

Broidy's appeal to exhibitors was in the nature of a request for investment of playing time in AA product. He said that the majors are producing fewer pictures and finding that policy more profitable. Broidy then asked the theatremen what they would do in a situation where fewer pictures would be more profitable for exhibition.

The support of several major producers in some of AA's forthcoming films was disclosed by Broidy as responsible for making those projects possible. He listed Paramount's aid for the loaning of John Derek; Metro's support in supplying physical facilities for "The Annapolis Story," and 20th-Fox's help in financing half of "The Warriors."

Broidy reviewed his company's past and noted that 10 years ago AA "took a beating of a lifetime" in its attempt to crack into the major distributor's arena. "We don't hope to take another such beating," he emphasized.

Broidy was firm in his announced goal of getting playing time in top cities. He inferred that his company will resort to litigation if necessary to achieve its end. Broidy said that "some people would like to tell us who our customers should be." He added that he would not object to "shotgun marriages" if these were legal.

The AA president disclosed that while on his tour numerous exhibitors showed him their booking calendars to reveal little room for AA films. "They seemed a bit fretful of hurting the relationship they had with salesmen of the major companies," he commented.

Earlier, Broidy told a Pittsburgh audience of 150 exhibitors representing 400 theatres that the current product shortage is in large part to due to theatremen. He claimed that exhibitors a few years ago asked production to "give us less pictures but make them bigger and better."

Broidy added that "the studios took the cue, but as we all know, every picture that starts on the planning boards as a 'block-buster' does not always hit its mark. In fact, the entire industry does not turn out more than 15 or 20 'block-busters' in any year. Your box office returns tell you that."

Broidy Praises Competition

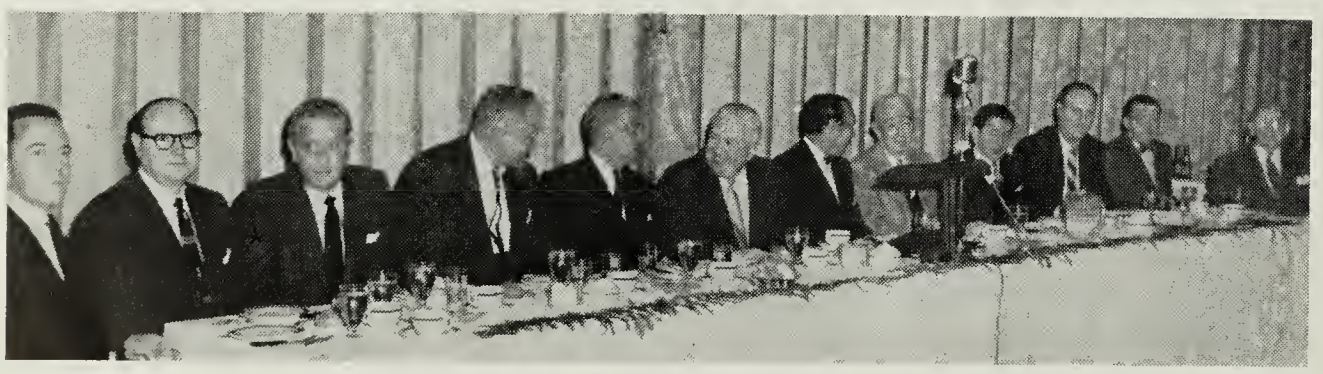
Broidy told the Pittsburgh gathering that "the one thing that can stimulate more production is competition, and it is for you exhibitors to encourage and support not only our company but other companies similar to us who are striving to give you the product you need."

In Boston, Morey Goldstein, vice-president and general sales manager of AA, was the key speaker before 185 exhibitors representing 600 theatres. Goldstein was introduced by M. J. Mullin, president of New England Theatres, Inc., who referred to the AA executive as "an exhibitor's distributor — not that he gives away pictures, but he understands our problems."

Mullin added that "as exhibitors, it is vital for us to have AA 'go places.'"

After the New York session, Broidy and other top executives journeyed to Detroit for a meeting at which Buffalo, Albany, Cleveland and Cincinnati exchange personnel were in attendance.

The executives then travelled to Chicago, for sales personnel from Denver, Des Moines, Indianapolis, Omaha and St. Louis. The final meeting was held in San Francisco this week, with salesmen from Los Angeles, Portland, Seattle and Salt Lake City on hand.



At the head table of Allied Artists' New York luncheon meeting with exhibitors during a 14-state national tour were these AA executives: (l to r) John C. Flinn, ad-publicity director; Roy Brewer, manager, branch operations; Alfred Crown, vice-president and liaison officer; Lloyd Lind, manager, special services; Norton Ritchey, president, AA International Corp.; Steve Broidy, president; Leonard Goldenson, AB-PT prexy; William F. Rodgers, consultant and advisor; Earl Revoir, assistand treasuer; Harry Goldstein, exploitation director, Nat Furst, New York branch manager.

Exhibs Must Support Small Producers: Goldenson

Exhibitors must help the smaller producers such as Allied Artists, Distributors Corp. of America and Republic "break through the magic circle of the eight majors" or else they will do themselves the "greatest injustice in the world" by causing a limitation in product supply. Such were the words of Leonard Goldenson, president of American Broadcasting-Paramount Theatres, prior to his introduction of Steve Broidy, AA president, at the film company's luncheon for leading exhibitors last week.

Goldenson warned his audience that unless exhibition can stimulate competition in production, the theatremen will face a situation wherein product will be in short supply and at high rentals and earnings wil average nothing above theatre operating costs.

Many films in the forthcoming AA release line-up were described by Broidy in his New York address as "interim product" to bridge the gap until the really major pictures are ready.

William Wyler, he said, will begin work on his AA film, which will star Gary Cooper, between July 15 and August 15. In November, Billy Wilder is scheduled to start on his project for the company. The stars, Broidy promises, will be two of the biggest box office names in the industry today. The John Huston venture, which will star Humphrey Bogart, will be launched in January. Jose Ferrer will begin "Matador" between Sept. 15 and Oct. 15.

The AA topper was preceded by William F. Rodgers, consultant to the company on sales. Rodgers compared AA's current merchandising approaches to those utilized years ago by his former associates in tourning the nation to acquaint exhibitors of forthcoming product. Rodgers noted that in every past instance of major company success, that success was made possible by support of exhibition.

Exhibs Elect Nolte Jr.

BALTIMORE.—Allied Motion Picture Theatre owners of Maryland, holding its annual election of officers, voted into office C. Elmer Nolte Jr., president; Meyer Leventhal, vice-president; Jack L. Whittle, treasurer; board of directors: Leon B. Back, Jacob Levin, J. Stanley Baker, J. Robert Gruber, Milton Schwaber, H. R. Worman, Dorn M. LeLauney, George Walker, Russell Hildebrand and Eddie F. Perotka.

S-W Sets Movie Festival

The months of April through June have been designated for a Spring Movie Festival at Stanley Warner theatres. 176 prizes totaling $19,500 will be awarded to managers on the circuit creating the best exploitation, merchandising and promotion campaigns. All theatres are being serviced with copies of an elaborate manual designed to stimulate creation of such campaigns. Top award is a two-week expense-paid trip to England for two.

Censorship . . . *across the nation*

Wisconsin

Milwaukee police have banned the films "Karamoja" and "Halfway to Hell," after a screening permit had been granted by the Milwaukee Motion Picture Committee, it was announced by Irwin Joseph, president of Essanjay Films, Inc., distributors of the films. Joseph said this is the first such action in 2,000 dates, and that the ban will be contested in court.

Pennsylvania

Two bills have been introduced in the Pennsylvania State Legislature which would authorize the State Board of Censors to disapprove any film which is obscene or incites to crimes of violence. Senate Bill 237 introduced by Sens. John H. Dent (D., Westmoreland County) and Joseph M. Barr (D., Alleghany) was referred to the Senate Committee on State Government, and House Bill 675 offered by Reps. Robert K. Hamilton, Beaver, and Julian Polaski, Erie, both Democrats, was referred to the House Judiciary Committee.

Maryland

A bill which would exempt newsreels from state censorship has been passed by the Senate of the State of Maryland. The vote on the measure was unanimous and it now goes to the Governor for his signature. Action on the bill by the chief executive is expected shortly. The Senate's action follows by about a month a similar approval by the House, which voted in favor of the measure by two votes. Virginia's recent action in voluntarily dropping a similar requirement leaves Maryland as the last state in the union clinging to such a law.

Chief Judge Emory H. Niles, in Baltimore, in another reversal of the State film censor board, has ruled that the effect of the motion picture, "The Game of Love" is not "substantially to arouse sexual desires." In upholding the appeal of Times Film Corp. of New York, Judge Niles declared that although it "may fairly be contended that the film is based upon a narrative of improper conduct, it does not in the opinion of the court constitute an indictment to such conduct."

Ohio

Rep. Andrew Putka, D., Cuyhoga County, sponsor of a pro-censorship bill now before the Ohio Legislature, told an initial hearing that a censorship law would not be "so necessary or urgent if all film producers were members of the producers' association." The Ohio Democrat said that "fast-buck boys and some foreign film distributors" have become active since the cessation of censorship. He also claimed that the use of narcotics has increased in areas where "She Shoulda Said No" has been shown.

Massachusetts

In Boston, Times Film Corp. has asked the Supreme Judicial Court of Massachusetts to rule that the Commissioner of Public Safety, Otis M. Whitney, exceeded constitutionality in banning Sunday showings of the French film "Games of Love." The company also complained of his censorship on the Swedish film, "One Summer of Happiness." The film company has asked for a petition of certiorari to determine the validity of Whitney's actions and seeks to have him be prohibited from activity in the field of movie censorship. No damages were asked.

Brando, Miss Kelly, 'On The Waterfront' Cop Academy Oscars

The Columbia release of Sam Spiegel's Horizon-American Production, "On The Waterfront," registered with a grand sweep at the 27th annual Academy of Motion Picture Arts and Sciences ceremonies this week in Hollywood and New York. "Waterfront" won nine "Oscars," including the best picture award for 1954.

Ceremonies, which were telecast and broadcast into the home by NBC from the stages of the Pantages and Century Theatres, west and east coasts, respectively, saw Grace Kelly receiving the best actress "Oscar" for her role in Paramount's "The Country Girl;" Marlon Brando, best actor award for "Waterfront," and Elia Kazan for his megging of "Waterfront," best director award.

An additional measure of Academy Awards television publicity was supplied immediately prior to the "Oscar" ceremonies program when Ralph Edwards' "This Is Your Life" program surprised Walter Brennan, veteran actor attending the Pantages Theatre fete, with a half-hour version of his screen career. Brennan is the only actor to have won three "Oscars."

Edmond O'Brien won the best supporting actor statuette for his portrayal in the Joseph Mankiewicz-United Artists "The Barefoot Contessa" while Eva Marie Saint copped the corresponding actress award for her performance in "Waterfront," Miss Saint's first motion picture.

Story and screen play award went to Budd Schulberg for "Waterfront." George Seaton won the "Oscar" for best screen play with "Country Girl" and Philip Yordan received an "Oscar" for the best motion picture story in 20th-Fox's "Broken Lance."

Best documentary feature "Oscar" went to "The Vanishing Prairie," a Walt Disney Production released by Buena Vista Film Distribution Co. Emile Kuri, set director, received an award for his work on "20,000 Leagues Under the Sea." John Meehan, art director, also took an "Oscar" for his creations for "Leagues."

Awarded "Oscars" for best song from a film were Jule Styne and Sammy Cahn for "Three Coins in the Fountain," from the 20th-Fox picture of the same name. "The High and the Mighty," Warner Bros., brought Dimitri Tiomkin an "Oscar" for best music score for a drama. "Seven Brides for Seven Brothers," M-G-M, brought Saul Chaplin and Adolph Deutsch "Oscars" for best scoring of a musical film.

Stronger Licensing Asked For Ozoners

BOSTON.—Further regulation of the licensing of open-air theatres was aired at a hearing at the State House on Bill No. 2288, Mercantile Affairs, which states the Commissioner of Public Safety may require changes in the structural condition of the open-airers if, in his opinion, public safety requires them. No changes shall be ordered in excess of the requirements of a new building of like character, the bill said.

At the hearing, Ray Feeley, executive secretary of Independent Exhibitors Inc. of New England, and Frank Lydon, who holds a similar position with Allied Theatres of New England, argued that the bill in its present form would allow the Commissioner to ask for structural changes which would cost the exhibitor almost as much as the original construction. They also declared that no evidence had been submitted to show there was any need for new safety regulations. Supervision is now under the local municipalities and should remain there, they said.

Vitality In Amusement Pages Urged By Ad

The latest COMPO ad to appear in "Editor and Publisher" asserts that newspapers should print more news to get people out of their homes. Referring to a retail drygoods merchant who said that a movie theatre near his store had been of enormous help to his business, the ad quotes him as saying that "newspapers should wake up to the position television has put them in. For by keeping people at home, TV has greatly reduced the effectiveness of newspaper advertising. The living room is not the point of sale."

The ad concludes that "a brighter, more exciting entertainment page, giving more news about the movies and the attractions at the local theatres, will help to get people out of their homes better than anything else we know of."

Exhibs Vote To Snub Films Debuting First On Television

PITTSBURGH. — Following the announcement that Walt Disney's film, "Davy Crockett," adopted from ABC-TV's Disneyland series, was being tailored for theatre exhibition, the final session of Western Pennsylvania Allied MPTO convention has voted a resolution to avoid theatre screenings of films that have first been shown on TV. In addition, delegates resolved to oppose the discrimination in the enabling act against state admission taxes and also passed another resolution to fight pay-TV.

A report on National Allied's Emergency Defense Committee was presented by Allied general counsel Abram F. Myers, the session's principal speaker, who also brought the theatre men up-to-date on the bill slated for Congress which was drafted at the Allied board meeting.

Charles R. Blatt was re-elected president by the convention. Other officers re-elected included: Ray Woodward, vice-president, and Harry Hendel, secretary-treasurer.

THE WORLD'S MOST DANGEROUS GAME BECOMES A TOP BOXOFFICE EVENT FOR YOU!....

Live with the Toreador! ***Fight*** the B



Edward L. Alperson presents

The Magnifice



Lightning thrills...
Thunder—filmed in MEXICO
...land of a thousand moods
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colors...from sunrise to sunset!



...A MAGNIFICENT ATTRACTION F

s! ***Make*** the Pass of Death! ***Love*** as if there is no tomorrow!





Matador

Starring

MAUREEN O'HARA · ANTHONY QUINN

in GLORIOUS COLOR in

CINEMASCOPE

In the wonder of STEREOPHONIC SOUND

with THOMAS GOMEZ and Mexico's Top Matadors
Jesus (Chucho) Solorzano • Jeaquin Rodriguez (Cagancho) • Rafael Rodriguez • Antonio Velasquez • Jorge (Ranchero) Aguilar • Felix Briones • Nacho Trevino

Directed and Story by
BUDD BOETTICHER

Screenplay by
CHARLES LANG

Co-Producer
CARROLL CASE

TH IN MAY!

UA Sets Top Promotional Budget; Record 'Stranger' Gross Targeted



Launching United Artists' 1955 sales conventions in Los Angeles recently were William J. Heineman, distribution vice-president, Max Youngstein, vice-president (both at center) and general sales mgr. B. G. Kranze (sixth from left), who jointly presided. Francis M. Winikus (extreme right), national ad-publicity-exploitation director and division, district and branch chiefs from 10 exchanges participated in the conclave, which announced a record ad-publicity-exploitation budget of $6,000,000 for 1955 and a "Blueprint for Tomorrow" sales plan.

Arrival of Stanley Kramer from the Coast to launch the pre-release promotional drive for his "Not As A Stranger" pin-pointed activities this week at United Artists, firm currently concluding its annual sales conventions with sessions in Chicago.

Earlier portion of the conclave, held in Los Angeles, saw the company allocating a record $6,000,000 for an ad-publicity-exploitation budget over the coming 12 months. Promotional outlay for "Stranger" alone is listed at $1,200,000.

Kramer told the trade press in an interview this week that the promotional budget would be expended in every possible media from now through the July opening of "Stranger." He said that both his company and UA are "sharing heavily" in the ad allocation.

"Stranger" represents Kramer's first directorial effort and is geared to break into the "golden circle" of $10-15,000,000 domestic gross, he ventured. The picture will be sold on a strict 70-30 sales policy, with exhibitors guaranteed a 10 percent profit after presenting the company with expense deductions.

Kramer termed the advertising-sales push for "Stranger" a "supereme effort" on the part of both his organization and UA. He said the picture represents a "mutual challenge" for both groups and that every promotional avenue is being exploited to the hilt to assure world-wide saturation.

Kramer To Tour

Such specialized items as television shorts, flourescent billboards and a pre-release 15-city tour by Kramer will be utilized to push the film, he disclosed.

Kramer noted that "Stranger" was produced at under $2,000,000 via UA financing. It will be followed by "The Pride and the Passion," which will be filmed under a similar arrangement in Spain for UA release. "Passion" may star Cary Grant and Marlon Brando, Kramer predicted. It will be shot in color and, possibly, VistaVision, he added, next January.

The company intends, in the field of promotion, to intensify advertising in every medium, with special emphasis on national magazine, newspaper and TV advertising coordinated with banner publicity coverage blanketing mass-circulation publications, according to Max E. Youngstein, ad-publicity-exploitation vice-president.

Also to be stepped up, Youngstein added, will be field promotion by UA's recently expanded exploitation staff, with a similarly marked increase in national merchandising tie-ins and co-ops. The 1955 promotional budget of $6,000,000 compares with one of $4,800,000 for 1954.

Youngstein pledged that for this year "every single feature will be backed by a tailor-made campaign that will guarantee the strongest possible long-range penetration both in key runs and smaller situations."

The company has "more money to spend" this year and "exhibitors can be sure that we're going to spend it," Youngstein promised.

Distribution Vice-President William J. Heineman told the Los Angeles convention that the company ranked as one of the industry's top suppliers of quality product last year, with its record gross of $43,100,000. He said that during the coming year UA will release at the average rate of four features a month.

Heineman's remarks were geared to a "Blueprint for Tomorrow" theme, aimed at placing UA releases in every theatre in the U.S. and Canada during the coming year.

Meanwhile, president Arthur B. Krim arrived in Europe for a month-long tour of duty in connection with UA's production activities abroad. Such pictures as "Alexander the Great," in Spain, "Trapeze" and "The Ambassador's Daughter," both in Paris, and "The Story of Goya," also Spain, will be the concern of Krim.

Latest actor to sign a producing-releasing contract with UA is Victor Mature, who will make six films in five years and star in at least three of these.

Fox Nearly Doubles Earnings Of 1953

Net earnings for 1954 were nearly double the 1953 figure for 20th Century-Fox and its wholly-owned subsidiaries. According to a company report, the firm earned $8,044,524 for the 52 weeks ended last Dec. 25 as against $4,560,887 for the previous year.

For 1954, the per share earnings on the 2,644,486 common shares outstanding was $3.04. For 1953, the figure was $1.65 on the 2,769,486 shares then outstanding.

Film rentals were listed by the company as totalling $106,355,068 for the past year and $105,662,266 for 1953. Film distribution and administration expenses was listed as $31,593,279 for 1954 and $28,223,295 for 1953.

Net earnings for the fourth 1954 quarter, ended Dec. 25, were $2,312,461 as compared with a net of $3,127,850 for the previous year's fourth quarter.

Net earnings for the 1954 third quarter were $2,635,518.

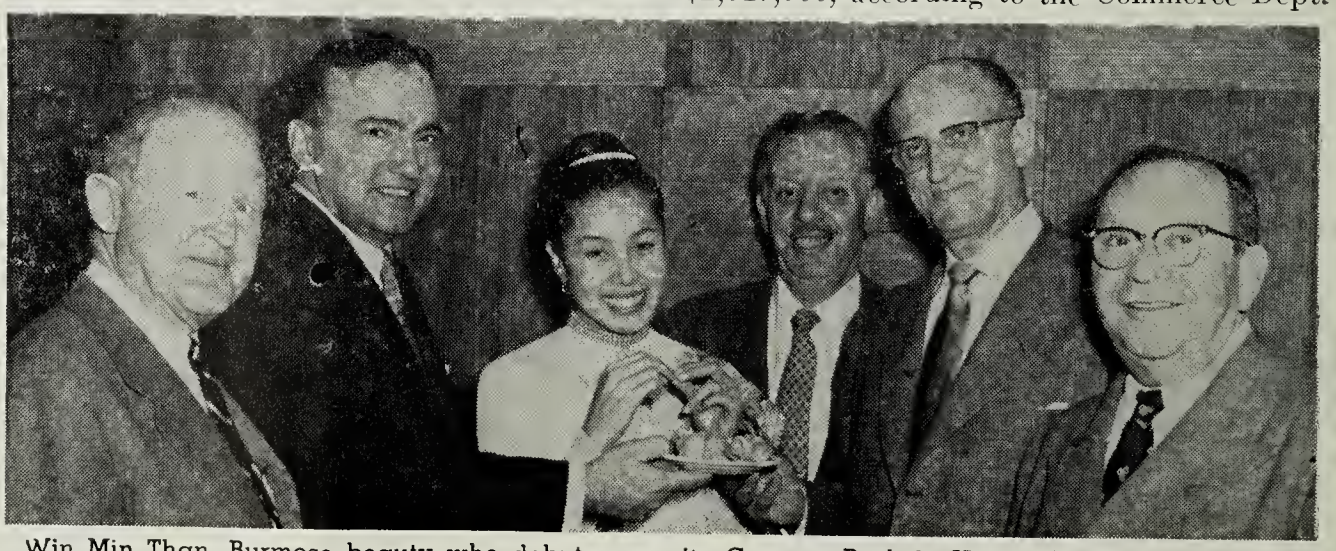
EuropeanBottleneck Foreseen By Bassler

A bottleneck in available CinemaScope production and stereophonic sound processing facilities is foreseen for Europe this Summer, when much independent filming gets underway on the Continent, according to Robert Bassler, producer who just completed "Gentlemen Marry Brunettes," for United Artists release. Bassler shot his locations in Paris and Monte Carlo for the Jane Russell starrer and arrived in the U.S. last week following eight months of work on the picture.

Reason for the predicted bottleneck, according to Bassler, is the lack of studio facilities, equipment and labs in France. The situation, he added, is not much better in England. Production costs should, however, be less for projects filmed in Europe as against Hollywood in view of the fact that "Brunettes" was turned out for $2,000,000.

Film Dividends Rise

WASHINGTON.—A total of $2,190,000 has been reported for film industry publicly declared dividends in February as compared with $846,000 for the previous February. Total for 1955's first two months was $3,244,000; for the same 1954 period the figure was $2,047,000, according to the Commerce Dept.



Win Min Than, Burmese beauty who debuts opposite Gregory Peck in United Artists' "The Purple Plain," shares a native dish with circuit officials during Chicago stopover on a month-long swing publicizing the picture. L to R: John Dromey, buyer and booker for Great States Theatres; Duncan Kennedy, Great States district mgr.; Miss Than; Harry Lustgarten, buyer-booker for Balaban & Katz; Abe Platt, B&K district mgr.; and Bill Hollander, B&K ad-pub director.

The 'Sleeper' of the year!

GINGER ROGERS
EDWARD G. ROBINSON
BRIAN KEITH



"TIGHT SPOT"

Screen Play by WILLIAM BOWERS
Produced by LEWIS J. RACHMIL
Directed by PHIL KARLSON

FROM THAT WIDE-AWAKE *Columbia!*

SAC Anniversary Sparks 'Air Command'



Kicking off Paramount's "Strategic Air Command" invitational preview at Omaha's Orpheum Theatre was the presentation by the Air Force Association of its annual Citation of Honor to the picture company for "distinguished public service" in making the film. L to r are Gen. Curtis E. LeMay, head of the Air Force's Strategic Air Command; John R. Alison, Air Force Association prexy, and Briskin, producer of the film.

OMAHA.—You think that civilians and military can never get together, that never the twain shall meet? Well — you haven't been to the gala two-day festivities teeing off the selling campaign for Paramount's big Technicolor "Strategic Air Command," starring James Stewart, June Allyson, and a bevy of beautiful airplanes. Co-sponsored by Paramount and the Air Force (SAC's headquarters are at Offutt Air Force Base nearby), the lengthy calendar of newsworthy events that unfolded showed a high degree of cooperation that should give exhibitors good cheer, as they think of the co-exploitation that will be done on this colorful air spectacle in the months to come.

"Strategic Air Command," billed as the first large-scale, outdoor film photographed in "high-fidelity" double-frame VistaVision, will offer the public its first behind-the-scenes glimpse of the Air Force upon which the U.S. and perhaps the free world depends for the preservation of peace. And the Air Force, through techincal advisor Lt. Col. O. F. "Dick" Lassiter, and Paramount, through famed Paul Mantz, in charge of aerial sequences, was determined to give the public a good look. The Air Force offered up the largest group and variety of military aircraft ever assembled for a motion picture — all extremely photogenic. These included B-36 atomic bombers, B-47 medium range atom bomb carriers, H-19 helicopters. KC-97 in-air refueling ships, T-33 jets, C-124 Globemasters and C-97 transports.



Arriving at the Orpheum for the Omaha showing of Para's "Strategic Air Command" were Barney Balaban, Paramount president, and James Stewart, star.

For the celebration, which was tied in to both the ninth anniversary of SAC's establishment and a special invitational premiere of the film at the Orpheum Theatre here, the Air Force also furnished Military Air Transport ships to transport to the field of action from New York and Los Angeles some 100 newspapermen, magazine writers and radio and television commentators, as well as stars-of-the-movie James Stewart, June Allyson and Frank Lovejoy; Barney Balaban, president of Paramount Pictures; "SAC" producer Samuel J. Briskin; writers Beirne Lay Jr. and Valentine Davies, and many others. Among the big-circulation newsmen and newswomen present were Bob Considine, Bill Mauldin and Florabel Muir.

They were joined at a round of cocktail parties and dinners by such dignitaries as Gov. Victor Anderson of Nebraska, Mayor John Rosenblatt of Omaha, many state and city leaders, and an impressive collection of military leaders—including the famed, cigar-chewing SAC Commander, Gen. Curtis E. LeMay.

Briefings Held

The Air Force is happy about "Strategic Air Command," because they hope that it will call attention to little-known SAC, lead to higher pay for the Air Force everywhere, and also stimulate enlistments and rerenlistments. The film's story is about a former flier, successful and adjusted to civilian life, who is at first bitter about having to serve for the second time in the Air Force; finally, when he sees the importance of SAC's mission, he is more than willing — as the Air Force hopes many other Americans will be — to do his part.

At a series of briefings, tours, and inspections held at Offutt Air Force Base, the stars and newsmen were made aware of Air Force problems by high-ranking officers including Gen. LeMay, Brig. Gen. William H. Blanchard, Deputy Director of Operations, SAC; Brig. Gen. Arno H. Leuhman, Commander, 3500th Recruiting Wing, Wright-Patterson Air Force Base, and Brig Gen. Richard H. Carmichael, Deputy Director of Personnel Processing and Training, Headquarters USAF.

They made clear to the assemblage — and urged them to communicate to their various audiences — the difficulties of getting — and keeping — in service the high quality of men needed to man the ships and facilities of the Air Force. (The Air Force at Offutt has the right idea: enlisted men live in new prefabricated metal barracks that look much like a first-class motel; the base furnishes, among other things, a complete machine and woodworking shop where the men may build a complete automobile).

From our point of view, the most interesting special event in conjunction with the anniversary celebration was the press preview of "Strategic Air Command," using a new giant curvilinear screen and specially-constructed horizontal feed projectors, installed at the Orpheum Theatre to permit showing of this film, which was produced in double-frame VistaVision by Paramount.

The Omaha screen may seem midget-sized alongside of the screen now being constructed in New York's Paramount Theatre — the Omaha screen is *only* fifty by twenty-seven feet! — but this observer was definitely impressed.

SAC Hailed

According to Paramount, the "chief feature of the new horizontal double-frame VistaVision is a top-and-bottom curve in the aperture plate on the projector, and a corresponding curvature at the top and bottom of the large-size screen. The curvature, determined after many months of scientific research at Paramount and at some of the country's leading optical laboratories, is said to "give a definite sense of third-dimensional viewing and an accompanying feeling of being an actual participant in the action being seen on the screen."

The double-frame VistaVision installation is planned for large, deluxe theatres, and for smaller theatres the present standard single-frame VistaVision prints will continue to be available.

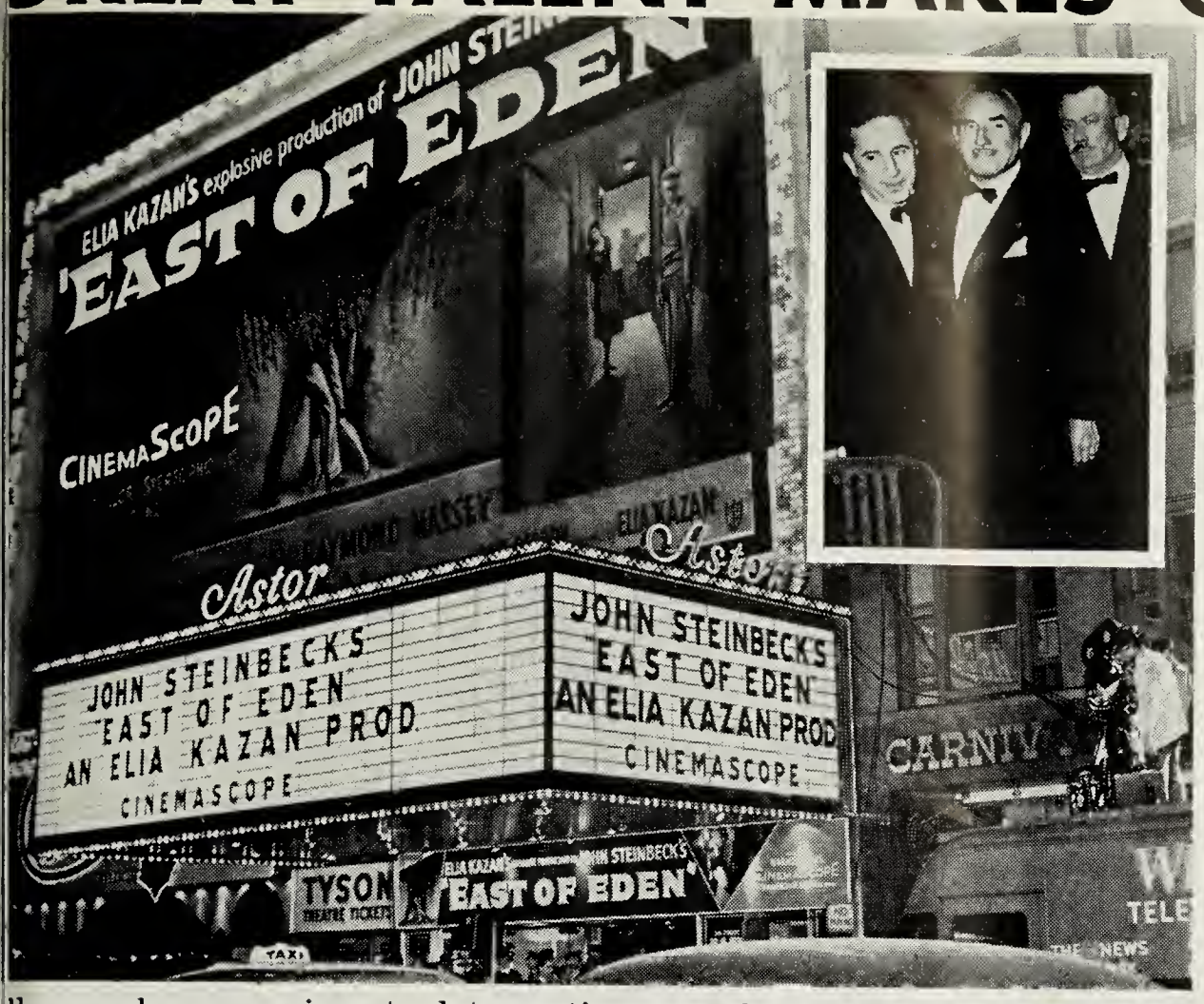
Bouquets were tossed around freely, and all were deserved. During the round of dinners and cocktail parties, government leaders, civic and business organizations and the Air Force Association, the largest and most influential setup of military airmen—Stewart, who was a World War II flying hero himself, is a charter member — joined in hailing

(*Continued on page* 22)



Star June Allyson of Para's "Strategic Air Command" is greeted at the airport on her arrival in Omaha by the local Junior Chamber of Commerce.

GREAT TALENT MAKES GREAT PICTURES!



ll pre-release openings to date continue smash pace set by brilliant New ork Astor world premiere of Elia Kazan's explosive production of John einbeck's "East of Eden". *Insert* — Jack L. Warner at premiere with uthor John Steinbeck *(right)* and Director-Producer Kazan. *(Cinema-ope and WarnerColor; print by Technicolor.)*



At the hallowed Alamo of Texas, George Stevens pauses with Rock Hudson, who will star as Bick Benedict in "Giant", Stevens' epic production of Edna Ferber's great novel. *Insert* — Jane Withers, returning to the screen for the role of Vashti Snyth, discusses wardrobe with Designer Marjorie Best.



Violence brews in snow-packed Sierras as Jack Palance, shown here with Gonzalez Gonzalez, enters criminal hideout in shadow of towering Mt. Whitney for scene of "Jagged Edge". *Insert* — On location in sub-zero weather of California's highest mountains, Shelley Winters, starring with Palance, and Director Stuart Heisler discuss script point. *(CinemaScope and WarnerColor.)*



Jack Webb, star and director of "Pete Kelly's Blues", his second picture for Warner Bros., shoots Deep South opening sequence on the banks of a Louisiana bayou as the film goes into production near city of New Orleans. *Insert* — Webb and Cameraman Harold Rosson check composition on the kind of off-beat angle shot Webb favored in "Dragnet". *(CinemaScope and WarnerColor.)*

Independent Trade Reviews

"The Prodigal"

(M-G-M) CinemaScope-Eastman Color 115 Min.

Cast: Lana Turner, Edmund Purdom, Louis Calhern, Audrey Dalton, James Mitchell, Neville Brand, Walter Hampden, Taina Elg, Francis L. Sullivan, Joseph Wiseman, Sandra Descher, John Dehner, Cecil Kellaway, Philip Tonge, David Leonard, Henry Daniell, Paul Cavanagh, Dayton Lummis, Tracey Roberts, Jarma Lewis, Jay Novello.

Credits: Produced by Charles Schnee; Directed by Richard Thorpe; Screen play by Maurice Zimm; Adaptation from the Bible story by Joe Breen Jr. and Samuel James Larsen.



Edmund Purdom and Lana Turner star in MGM's "The Prodigal," CinemaScope-Eastman Color

A super-spectacle in the most grandiose and colorful tradition of its type is presented by M-G-M in this CinemaScope-Eastman Color version of the Biblical tale about the prodigal son. The picture savors with Old Testament lore, carrying a goodly amount of violent action, bacchanalian orgies and romance as well. With its plentiful supply of entertainment, "The Prodigal" should hit the general audience jackpot. Extra box office insurance is to be found in the Lana Turner name, the anamorphic lensing of numerous ornate sets, compelling use of stereophonic sound and the splash and color of a tremendous cast.

"The Prodigal" tells the story of a young Israelite, Edmund Purdom, who forsakes the hand of a girl pledged to him in marriage by arrangement of their respective parents in order to sow his wild oats in far off Damasacus. The time of the action is centuries prior to the birth of Jesus, when the Near East was the center of the world's most decadent civilization. Purdom has an object in Damasacus: Miss Turner, the high priestess of a pagan sect dedicated to worshipping the gods of fertility. His efforts to fulfill his desire with Miss Turner, and the consequent loss of faith he experiences as a follower of Jehovah, make for sensual melodrama. Purdom, in his quest, is opposed by Louis Calhern, head of Miss Turner's sect, aud Francis L. Sullivan, a money-lender of Damasacus. Together they bring about Purdom's downfall as a free man. He is sold into slavery. Purdom's actions in leading his fellow slaves in a successful revolt against Calhern and his sect cause Miss Turner to sacrifice her life in the name of her pagan god. The finale finds the prodigal returning home, repentant.

Helping to furnish "The Prodigal" with dramatic authority are such seasoned actors as Walter Hampden, who plays Purdom's father; Joseuh Wiseman, as a canny beggar; Cecil Kellaway, a corrupt official, and Henry Daniell, a slave. Young James Mitchell delivers a strong supporting performance as Purdom's mute comrade while Taina Elg, a charming lass, lends a refreshing note to the film's subsidiary romance. Major action in "The Prodigal" is the climatic slave revolt in which massive idols, palace gates and legions of soldiers are destroyed. Numerous hand-to-hand encounters and chases also serve to punctuate the plot. All told, "The Prodigal" packs a strong spectacle punch that should boost the grosses of any exhibitor this Easter season, when the film goes into release.

"A Man Called Peter"

(20th-Fox) CinemaScope-De Luxe Color 119 Min.

Cast: Richard Todd, Jean Peters, Marjorie Rambeau, Jill Esmond, Les Tremayne, Robert Burton, Gladys Hurlbut, Richard Garrick, Gloria Gordon, Billy Chapin.

Credits: Produced by Samuel G. Engel; Directed by Henry Koster; Screen play by Eleanore Griffin; From the book by Catherine Marshall.

Here is inspirational drama that is also solid entertainment and a fitting subject for the Easter season. "A Man Called Peter," sporting a CinemaScope-De Luxe Color production, is the biography of a Scottish immigrant who became a Protestant minister of major standing in America and, before his death several years ago, chaplain to the U.S. Senate. Richard Todd and Jean Peters, who play the clergyman and his wife, deliver capable performances. The book on which "Peter" is based remained high on the best-seller list for months.

Peter Marshall, the clergyman of the story, preached vividly stirring sermons that brought tremendous crowds to the Washington, D.C., church in which he held forth. The picture presents extracts from several of these sermons in an intelligent and dramatic manner. From the preachings of the Rev. Mr. Marshall, the man emerges as a vital and understanding human being, capable of folly as well as wisdom. Via Todd's portrayal, the flesh-and-blood recreation of Peter Marshall is most convincing. His absent-minded romance with Miss Peters, their marriage and later his reactions to an illness she suffers, are made all the more real by top performing. The relations of the two main characters to the numerous members of the parish are packed with warm and often humorous incident. Audiences should consequently respond positively to each new and dramatic development in the lives of the main characters, and thus assure runs of "A Man Called Peter" of healthy returns.

As seen from the eyes of Miss Peters, who supplies an occasional narration, Todd emerges as a dedicated clergyman whose goal was the spreading of the gospel to all, regardless of class position or wealth. Because of Todd's progressive nature, he ran afoul of vested interests among the Washington aristocracy. Because, also, of his honesty and powers of persuasion, Todd was able to make friends of his opponents. During World War II he opened the historic Washington church in which he preached to lonely servicemen. After the war, he sacrificed his health to serve the Senate. The closing moments of "Peter" recreate his tragic and untimely death. Few will fail to be moved by these scenes and audiences in any situation, regardless of their religious beliefs, will respond positively to the teachings and doings of this clergyman's life.



Jean Peters and Richard Todd star in 20th-Fox's "A Man Called Peter," CinemaScope-De Luxe Color

"Strategic Air Command"

(Paramount) VistaVision-Technicolor 110 Min.

Cast: James Stewart, June Allyson, Frank Lovejoy, Barry Sullivan, Alex Nicol, Bruce Bennett, Jay C. Flippen, James Millican, James Bell, Rosemary De Camp, Richard Shannon, John R. McKee, Henry Morgan, Don Haggerty, Glenn Denning, Anthony Warde, Struther Martin, Helen Brown, Wm. Hudson, David Vaile, Vernon Rich, Harlan Warde, Robert House Peters Jr., Henry Richard Lupino, William August Pullen, Stephen E. Wyman.

Credits: Produced by Samuel J. Briskin; Directed by Anthony Mann; Screen play by Valentine Davies and Beirne Lay Jr. from a story by Lay.



Paramount's "Strategic Air Command" stars James Stewart and June Allyson, in VistaVision

"Strategic Air Command" is a highly entertaining treat for the eyes. This story of a World War II flier recalled to duty with SAC gives the American people their first good look at the atom-bomb carrying command whose long-range bombers protect the U.S. against attack. Although James Stewart and June Allyson are starred, Paramount might have well costarred the B-36s and B-47s. The awesome beauty of these bombing giants, lovingly photographed from many angles in Technicolor by horizontal VistaVision cameras and projected onto an extra-large screen, provide a rare cinematic thrill that will enchant all audiences. This wealth of visual splendor plus fine family humor, numerous scenes of danger and excitement, as well as expert performances by all concerned, should make "Strategic Air Command" a big picture everyhere. Biggest sales assets are the box office names of Stewart and Miss Allyson, plus the presence of Frank Lovejoy, Alex Nicol, Barry Sullivan, and Bruce Bennett, with a strong assist from the Air Force Association and other groups who are plugging the film in various media to stimulate enlistments.

Never have the forms and textures of airships been captured so magnificently on film. A long sequence showing a cigar-shaped B-36 flying into the sunset, streaming contrails against the sky, brought on spontaneous applause by the premiere audience in Omaha. Another scene that caused gasps of admiration showed a B-47 goliath being re-fueled in mid-air by a KC-97 tanker, and a tight side shot of the tremendous B-36, completely filling the screen, was stunning in its impact. A mock attack on the SAC base at Carswell Field, bail-outs over Greenland, the crash of a B-36 in the Arctic wastelands — simulated with amazing fidelity — and finally a nonstop overseas movement of an entire jet bomber wing covering 7,400 miles with re-

fueling in the air, will satisfy all action fans.

The film tells its story well, as it shows the problems of a former B-29 pilot forced to leave his career as a $70,000 a year third baseman with the St. Louis Cardinals and make the transformation — for the second time — from civilian to military life. This time, however, he is newly married. The flier is at first bitter, realizing he is no longer a young man, and may never get started again in baseball; he looks forward to the expiration of his 21 months of duty. Eventually, aware of the importance of SAC's mission, he decides to stay in service, but his wife provides active opposition to SAC because her home life is disrupted. Stewart and Miss Allyson — teamed for the third time as husband and wife— play their roles in a charming and believable manner. Furthermore, there is considerable suspense as Stewart cracks up in Greenland while his wife is expecting their baby, and more suspense is generated as Stewart, returning from a long flight, fights sleep, a fuel shortage, and a useless arm, to bring his ship in for a landing. Miss Allyson, finally convinced of SAC's importance, agrees to share her husband's career without complaint, but he has already been ordered to resign because of his disabled arm. All in all, ''Strategic Air Command'' offers something for everybody. It will be a great crowd-pleaser, and should rake up big grosses everywhere.

"Interrupted Melody"

(M-G-M) CinemaScope-Eastman Color 106 Min.

Cast: Glenn Ford, Eleanor Parker, Roger Moore, Cecil Kellaway, Peter Leeds, Evelyn Ellis, Walter Baldwin, Ann Codee, Leopold Sachse, Stephen Bekassy.

Credits: Produced by Jack Cummings; Directed by Curtis Bernhardt; Written by William Ludwig and Sonya Levien; Based on her life story by Marjorie Lawrence.

This biography of famed Metropolitan Opera star Marjorie Lawrence has something for everybody. Filmed in CinemaScope and Eastman Color, it tells the story of an Australian girl who journeyed to Paris to learn operatic singing and rose to international prominence in her field. At the height of her fame she suffered a crippling attack of polio. Her efforts to fight and conquer this disability make for convincing drama that will tear at the heart-strings of every patron. Playing Miss Lawrence is Eleanor Parker while Glenn Ford co-stars as her doctor-husband. Both performers contribute emotional portrayals in keeping with the human interest impact of the script. Their names, plus the drama of the story, should do much to assure ''Interrupted Melody'' of a high general audience grossing figure.

The first half of ''Melody,'' dealing with Miss Lawrence's rise to operatic stardom, contains a wealth of arias from a number of famous and popular operas. Snatches of ''Carmen,'' ''Samson and Deliliah,'' ''Tristan and Isolde,'' etc., are handsomely staged and the voice of Miss Parker expertly dubbed by Eileen Farrell, the singer. The narrative of this first



Eleanor Parker and Glenn Ford star in M-G-M's "Interrupted Melody," CinemaScope-Eastman Color



Gregory Peck and Win-Min-Than, a Burmese lass, are the the principals in UA's "The Purple Plain"

half is winning in romantic appeal. Miss Parker meets Ford in Paris, where they participate in a one-night whirlwind romance. Miss Parker wins her first stage acclaim while Ford struggles to establish himself as a physician.

Miss Parker becomes successful and joins the Met in New York. She and Ford marry. Then she falls victim to polio. Years pass and their funds run out in trying to bring about recovery. Miss Parker vainly attempts suicide and only after she consents to sing for crippled soldiers does her will to live again return. The climax finds Miss Parker on her comeback at the Met, meeting with and conquering her physical disability on stage. These final sequences pack an emotional wallop that will bring handkerchiefs into play even among the most hardened members of an audience. The personal drama in ''Melody'' is universal. Despite the picture's grand serving of opera, the general audience will find a wealth of interest and identification in its story.

"The Purple Plain"

(United Artists) Technicolor 100 Min.

Cast: Gregory Peck, Win Min Than, Brenda De Banzie, Bernard Lee, Maurice Denham, Lyndon Brook, Ram Gopal.

Credits: A J. Arthur Rank Organization presentation; Produced by John Bryan; Directed by Robert Parrish; Screen play by Eric Ambler; Based on the novel by H. E. Bates.

''The Purple Plain'' registers as good-to-look-at adventure fare, set in Burma during World War II and dealing with the exploits of a Canadian member of the RAF. As played by Gregory Peck, the airman comes convincingly to life as a battle-scarred adventurer on the border-line of mental crackup. His conflicts with fellow aviators, plus a romance with a pert Burmese lass, serve to sustain interest in the story. Boasting the Peck name, handsome Technicolor photography of some actual Burmese locales, and a press build-up of the Burmese girl, Win Min Than, ''Purple Plain'' should give a good account of itself in the general market. A long climactic episode, in which Peck treks through a tropical jungle to save the life of an injured comrade, is suspenseful stuff.

Underlying the story of ''Plain'' is the psychological change which Peck undergoes once he meets and falls in love with his co-star. From a devil-may-care, inconsiderate type, Peck's nature is transformed to one with more sympathy. While on a routine flight over Japanese territory, his plane crashes and his navigator is injured. Peck braves the jungle heat and manages to travel 40 miles to safety, saving the life of his disabled comrade in the bargain. Final clinch with Miss Than brings the story to an upbeat close. Serving as extra atmosphere-builders during the proceedings are a series of sound effects which, by turns, dramatize Peck's early mental plight and the terrors of the jungle journey he undertakes. Together with splendid Technicolor lensing, the mood of the film shapes up as extremely compelling.

"Run For Cover"

(Paramount)) VistaVision-Technicolor 92 Min.

Cast: James Cagney, Viveca Lindfors, John Derek, Jean Hersholt, Grant Withers, Jack Lambert, Ernest Borgnine, Irving Bacon, Trevor Bardette, Ray Teal, John Miljan, Denver Pyle, Emerson Treacy, Gus Schilling, Phil Chambers, Harold Kennedy, Joe Haworth.

Credits: A Pine-Thomas Production; Produced by William H. Pine and William C. Thomas; Directed by Nicholas Ray; Screen play by Winston Miller; Story by Harriet Frank Jr. and Irving Ravetch.

''Run For Cover'' is a well-done outdoor drama; out of the ordinary in the fact that it carefully develops its characters and clearly molds its plot. This would put it in the dramatic western class, being that it also has some excellent action as it unspools. Its overall prospects look strong, what with James Cagney coming through with one of his excellent characterizations, VistaVision serving as a great asset to the film along with some first rate Technicolor photography. Both Viveca Lindors and John Dere are outstanding in their portrayals as is Jean Hersholt, who returns to the screen with this film after an absence of some years. The location sites of Colorado have a freshness and beauty that is appealing. The film has been exceedingly well-cast and well directed with the dramatic scenes having great depth and the action sequences hitting hard. In the general market and with careful selling, the film should do very good business.

Cagney, a wanderer, meets Derek, a young orphan, after he has served six weeks in prison on a mistaken identity deal. Derek and Cagney are mistaken as train robbers and the mob-minded townsfolk shoot both of them, injuring Derek seriously. Recovering at the farm of Jean Hersholt and Viveca Lindfors, his daughter, Derek discovers that he will have a bag leg permanently. The townsfolk try and make amends by making Cagney sherif, while Cagney in turn makes Derek his deputy. Things go along okay until Derek lets a lynch mob take a prisoner



James Cagney, Viveca Lindfors and John Derek are in "Run For Cover," VistaVision Paramount

away from him and hang him. Cagney and Derek go out after a bandit gang, led by Jack Lambert, who greets Cagney in front of the townsfolk. Cagney goes out to capture the gang and prove to the townsfolk that he was not in league with the robbers. On the trail, Cagney learns that Derek was in with the gang. Derek, upon discovering the outlaws have been killed by Indians, tries to kill Cagney twice, then dies himself protecting Cagney

"Marty"

(United Artists) 91 Min.

Cast: Ernest Borgnine, Betsy Blair, Esther Minciotti, Augusta Ciolli, Joe Mantell, Karen Steele, Jerry Paris, Frank Sutton, Walter Kelley, Robin Morse.

Credits: Presented by Harold Hecht and Burt Lancaster; Produced by Hecht; Directed by Delbert Mann; Story and screen play by Paddy Chayefsky.

From an immensely successful and highly

(*Continued on next page*)

Independent Trade Reviews

(Continued from preceding page)

popular prize-winning television drama has come this human-interest tale of a lonely Bronx bachelor in search of female companionship. With proper handling, ''Marty'' should make its mark in first run situations and generate much favorable word-of-mouth to sustain and build the attraction for a multitude of play-offs. Although the picture has no accepted star names, performances are all top-flight, reflecting much production thought and care. Outdoor backgrounds were shot in the Bronx, where the action takes place, to lend ''Marty'' the proper degree of realistic atmosphere. In all departments, in fact, the picture is true-to-life and heart-warming. It should send audiences away with a good taste in their mouths and a fine word on their lips for ''Marty.''

The personal drama in ''Marty'' is that of an individual's efforts to overcome the loneliness of celibacy. Ernest Borgnine, playing the title role, is a Bronx butcher's assistant approaching 35 and taunted by well-meaning friends and relatives on the subject of his being wifeless. At a Saturday night dance, he meets a plain but understanding young woman, played by Betsy Blair. Borgnine intends to date her but the social forces around him (his single boy friends, his mother) consider Miss Blair unattrative and Borgnine cannot make a positive decision. Bored with the lack of direction in the lives of his friends and himself, Borgnine



Ernest Borgnine, right, is the star of United Artists' "Marty"

finally summons up the push required for him to enter a phone booth and date Miss Blair. Latter is shown to be overjoyed by his call. ''Marty'' ends on this note, which comes through in the picture as a highly emotional climax. Expert dialogue, strong direction and proper pacing keep the tale from lagging. A couple of sub-plots contribute an abundance of folk humor and pathos, also serving to point up Borgnine's aspirations and frustrations in a world that seems to reject him. Lack of the usual glamor in the romantic situation, rather than its presence, will in this case account for considerable word-of-mouth and good grosses.

"Mambo"

(Paramount) 94 Min.

Cast: Silvana Mangano, Michael Rennie, Vittorio Gassman, Shelley Winters, Katherine Dunham, Mary Clare, Eduardo Cianelli, Julie Robinson, Walter Zappolini.

Credits: A Ponti De Laurentiis Production; Produced by Dino De Laurentiis and Carlo Ponti; Directed by Robert Rossen; Story and screen play by Guido Piovene, Ivo Perilli, Ennio De Concini and Rossen.

A healthy box office potential is to be found in this Ponti-De Laurentiis-Paramount production, which was filmed in Italy in the English language. The popularity which has been accorded Silvana Mangano, who stars, together with the names of Shelley Winters, Vittorio Gassman and Michael Rennie, will add marquee weight to bookings of ''Mambo.'' The title itself is exploitable due to the current dance craze which it suggests. Here Miss Mangano, possessing an excellent figure, participates in several exotic and tantallizing dances staged by Katherine Dunham, who leads a troupe of Caribbean-type terpsichoreans. Miss Mangano also sings and is made love to by both Rennie and Gassman in the narrative portions of the film. Story casts her as a Venetian slum girl who rises to success as a dancer, then has trouble deciding which man to claim for her heart.

Picture utilizes several melodramatic ups-and-downs to achieve its romantic crises. Miss Winters, appearing as manager of the dance troupe, is killed half-way through the proceedings. Her death brings feelings of guilt to Miss Mangano, who owes Miss Winters the debt of making the star a successful dancer. Miss Mangano quits her art to live with Gassman, an unscrupulous gambler, then strikes a bargain to marry Rennie, an aristocrat. Rennie dies of a blood ailment and Miss Mangano, rather than accept inherited wealth, returns to dancing and rejects the waiting Gassman. Slanted on the downbeat, ''Mambo'' comes through with much atmosphere due to some authentic Venetian locations used for backgrounds. Also interesting are the scenes in which the star is trained as a dancer.



Silvana Mangano, Michael Rennie and Shelley Winters in Paramount's "Mambo"

"Annapolis Story"

(Allied Artists) Technicolor 81 Min.

Cast: John Derek, Diana Lynn, Kevin McCarthy, Alvy Moore, Pat Conway, L. V. Jones, John Kirby, Barbara Brown, Betty Lou Gerson, Fran Bennett, Robert Osterloh, John Doucette, Don Kennedy, Tom Harmon, Don Haggerty.

Credits: Produced by Walter Mirisch; Directed by Don Siegel; Screen play by Dan Ullman and Geoffrey Homes; Story by Ullman.

''The Annapolis Story'' is a slickly made, exploitable Technicolor feature, that should lead the way for Allied Artists into top dates throughout the country. The well-made film has expensive production mantling and rings with authenticity all the way through. The Annapolis footage lensed at the Naval Academy is highly interesting as is footage about an aircraft carrier. The well-constructed story, though along familiar lines, manages to avoid the usual cliches and helps the film achieve a standard of good popular entertainment throughout its running. The Technicolor photography is effective and excellent, giving the picture an added appeal. Also of interest is the very colorful Annapolis parade.

Two brothers, John Derek and Kevin McCarthy, are at Annapolis, where McCarthy makes it quite obvious that he loves Diana Lynn. Derek falls in love with her, also. Bitterness flares up between the two men. It continues during action in Korea. When Derek saves McCarthy's life after he is shot down in action, the brothers realize what brotherhood is and become pals again. Derek, upon hearing that Diana still is in love with McCarthy, bows out like a gentleman.

"Tight Spot"

(Columbia) 95 Min.

Cast: Ginger Rogers, Edward G. Robinson, Brian Keith, Lucy Marlow, Lorne Greene, Katherine Anderson, Allen Nourse, Peter Leeds, Doye O'Dell, Eve McVeagh, Helen Wallace, Fank Gerstle, Gloria Ann Simpson, Robert Shield, Norman Keats.

Credits: Produced by Lewis J. Rachmil; Directed by Phil Karlson; Screen play by William Bowers; Based on the play, "Dead Pigeon," by Leonard Kantor; Produced on the stage by Harold Bromley.

''Tight Spot'' is a top melodrama — taut, suspenseful entertainment, which gives Ginger Rogers one of the meatiest roles of her career and further emphasizes the fact that young Brian Keith is en route to becoming one of Hollywood's biggest stars. Dealing with the protection of a witness from a boss hoodlum's gunsils, the film is loaded with sharp, fast dialogue and despite the fact that a greater portion of the action takes place in a hotel suite, the film is fast moving and keeps the spectator interested all the way. Miss Rogers is first class as the brassy blonde who is on a vacation from prison but also a moving target. Word of mouth on this one should aid grosses and the film should do good box office in general playdates all over the country.

Miss Rogers is given leave from jail to help prosecutor Edward G. Robinson get the goods on racket boss Lorne Greene, who has a bad habit of having his hoods bump off witnesses to his killings. Greene is fighting a deportation rap and Ginger, the last living witness, is hidden in a hotel, while Robinson tries to convince her to talk in court and put the finger on Greene. Her guard is Keith, a cop who is taking pay from both sides. Keith and Ginger fall for each other, but when he is threatened with death by Greene, Keith leaves a bathroom window open so one of Greene's hired guns can kill Ginger just before the trial. At the last minute, Keith realizes that he is a policeman and that he loves Ginger and he rushes in and guns the would-be assassin down, dying in the effort himelf from the gunman's bullets.

"Cult of the Cobra"

(Univ.-Int'l.) 82 Min.

Cast: Faith Domergue, Richard Long, Marshall Thompson, Kathleen Hughes, Jack Kelly, Myrna Hansen, David Janssen, William Reynolds, James Dobson, Leonard Strong, Walter Coy.

Credits: Produced by Howard Pine; Directed by Francis D. Lyon; Screen play by Jerry Davis, Cecil Maiden and Richard Collins, from a story by Davis.

Combining supernatural elements with a strange romance in the heart of Manhattan, ''Cult of the Cobra'' is a fast-moving and frightening film that is just a little different. ''Cobra'' certainly will be a crowd-pleaser as a programmer and may be helped additionally by word-of-mouth. Good script and acting and taut, atmospheric direction take advantage of most of the possibilities of this macabre love-story. Exhibitors may find that ''supernatural'' films like this one, which have up-to-par production details, and likeable and believable performers, can do better than expected at the box office, with proper exploitation.

Action begins when six G.I.'s in Asia, on a lark a few days before flying home, sneak into a sacred ceremony of snake-worshippers who believe that gods can be changed into cobras and back again into humans. Discovered, the G.I.s foolishly cause the death of the high priest; as they escape, a curse of death is hurled after them, and after they return to Manhattan, the Cobra Goddess (Faith Domergue), alternately a deadly Cobra and a beautiful woman known as Lisa Moya, proceeds to destroy them, one by one, in various ways.

Meanwhile, one of the ''doomed'' ex-soldiers (Marshall Thompson) falls in love with her human form, and she is surprised to find herself excited. Her alternating passion and coldness, and his bewilderment as she refuses to marry him, are excellently portrayed by Thompson and Miss Domergue, who has her best role to date. Dick Long is also fine, as another ex-G.I. Thompson is finally awakened to Lisa's

(Continued on page 20)

Nothing succeeds like CINERAMA

On Sept. 30, 1952 when "This Is Cinerama" pioneered the motion picture revolution and gave the screen a new dimension inspiring the many technical improvements that have contributed to the re-birth of prosperity at the nation's box-offices, Cinerama assumed the well-known penalty of leadership. When a motion picture grosses $20,000,000 in only 14 theatres (9 runs continue) . . . when one engagement in New York plays to a gross of $4,500,000—*what can you do for an encore!*

Now that critics reports (see opposite column) and the early S.R.O. box office returns are in . . . this second Cinerama presentation: Louis deRochemont's "Cinerama Holiday"—provides proof it will be even more fabulous than the first.

With Cinerama's unique power to "put you in the picture"—to impart extraordinary emotional impact and the sense of actual physical participation by the audience—it is a writer's, director's, producer's dream.

Standard motion pictures in all aspect ratios come and go . . . but month after month in the great cities of our land . . . and in every world metropolis where we have opened . . . Cinerama defies all box-office experience; creating new patrons and reviving the interest in motion pictures of the "lost" audience. Thus Cinerama is not in competition with the established industry . . . but a new entertainment power . . . a once or twice a year deluxe show for the entertainment-loving millions of the globe.

S. H. Fabian

S. H. FABIAN President,
Stanley Warner Corporation

N. Y. Critics Acclaim

CINERAMA HOLIDAY

"Cinerama is able to take a sensational event and give it to you in terms that absolutely knock you for a loop! It is something the movies as we know them have never before shown. It is an overwhelming sensory reality!"
—Winsten, N. Y. Post

•

"A unique display of spectacle. A Dandy Show!"
—Crowther, N. Y. Times

•

"The best photographic process since Edison gave pictures movement!"
—Quinn, Daily Mirror

•

"★★★★"
(HIGHEST RATING)
—Cameron, Daily News

•

"Practically lifts audience out of seats. Terrific. Don't miss it!"
—Pelswick, Journal American

The fabulous record of "THIS IS CINERAMA"

New York 122 weeks • Detroit 96 weeks • Philadelphia 68 weeks Pittsburgh 59 weeks • St. Louis 51 weeks (These theatres now playing "Cinerama Holiday") Continued Runs "This Is Cinerama" • Hollywood 92 weeks • Chicago 80 weeks • Washington 67 weeks • San Francisco 60 weeks • Boston 59 weeks • Minneapolis 43 weeks • Cincinnati 36 weeks • Dallas 35 weeks • Montreal 10 weeks. Buffalo (Opened March 16.) Now playing in London, Osaka, Tokyo • Coming to Milan (April 9) Rome (May 1) Paris (May 17).

STANLEY WARNER CINERAMA CORPORATION; DIVISION: STANLEY WARNER CORPORATION

Independent Trade Reviews

(*Continued from page* 18)

real nature, and the ending occurs in a haunting scene when he is forced to push the Cobra out of a window; rushing to the street below, he finds Lisa's broken body lying in the gutter.

"Jump Into Hell"

(Warner Bros.) 93 Min.

Cast: Jack Sernas, Kurt Kasznar, Arnold Moss, Peter Van Eyck, Marcel Dalio, Norman Dupont, Lawrence Dobkin, Pat Blake, Irene Montwill.

Credits: Produced by David Weisbart; Directed by David Butler; Written by Irving Wallace.

This action melodrama about the last days of the French Foreign Legion's stand at the Indo-China fortress of Dienbienphu may have a potent topical value in the general market. Story follows routine lines in depicting the fate of four French officers who parachute into the beleaguered fortress. Via flashbacks, a couple of romantic interludes are presented to portray the only women in this film. So far as the action goes, suspenseful battle encounters with the natives, together with a number of interspersed newsreel shots, make for uneven and often unconvincing footage. Top billing for "Jump Into Hell" will depend on whether audiences are curious about the now concluded Indo-China war; how well the exhibitor exploits the title and theme. Lack of star names will necessitate strong bally campaigns.

"Jump Into Hell" moves along at a fairly lively pace but could be tightened by some judicious cutting for more adequate programming. Pivotal plot figure is Jack Sernas, playing a French officer bored with routine office life in Paris and excited at a chance to move into the Indo-China fracas. Along with three other French officers, Sernas parachutes into Dienbienphu, where Arnold Moss is the commandant, and receives his baptism of battle. The odds are against the French, who are putting up a spiritual show of strength against the enemy. Before the fortress is destroyed, Moss sends Sernas to safety with the record of the embattled defenders.

"Love In The City"

(IFE) 90 Min.

Credits: Produced by Cesare Zavattini, Riccardo Ghione and Marco Ferreri; Directed by Michelangelo Antonioni, Federdico Fellini, Albert Lattuade, Maselli-Zavattini and Dino Risi; Edited for the U.S. by Harry Henderson.

"Love in the City" is an unusual attraction from Italy composed of a series of short subjects having in common the fact that all were more or less shot off-the-cuff. By means of English narration, some English dialogue and English sub-titles, the shorts are presented in a manner resembling a popular picture magazine. The producers claim that plain people, not actors, performed for the cameras; many of them re-living the incidents detailed in the picture. Subjects unspooled in "Love in the City" include a visit to a teen-agers dance hall in Rome; re-enactments of attempted suicides by the people involved; the story of how a matrimonial agency operates; a tale of how a penniless woman abandons, then recovers, her fatherless child.

Sequences range in emotional experience from the tragic to the wistful, the pathetic to the melodramatic. As a finale, the picture presents a gay sequence composed mainly of shots of pretty and buxom lasses walking along the streets of Rome in springtime. A clever musical score accompanies these shots, which the producers claim were made without prior knowledge of most participants. This sequence caps "Love in the City" with the proper amount of humor for a variety-novelty attraction and turns the film into a well-rounded entertainment. Art houses will derive profit from showing the picture and, with proper handling, a good general audience response should be forthcoming.

"To Paris With Love"

(Continental) Technicolor 78 Min.

Cast: Alec Guinness, Odile Versois, Vernon Gray, Jacques Francois, Elina Labourdette, Austin Trevor.

Credits: A J. Arthur Rank Organization presentation; A Two Cities Film; Produced by Antony Darnborough; Directed by Robert Hamer; Screen play by Robert Buckner; From a story by Sterling Noel.

A pleasant British comedy, located in Paris, is offered herein with the major attraction for domestic audiences found in the Alec Guinness name. This great comedian is seen as a middle-aged Scotsman fooling himself into believing that a romance with a girl half his age is just what the doctor ordered. To make things worse for Guinness, Vernon Gray, his son, has begun a romance with an older woman who would be the right age for the father. The two flirtations overlap continuously during the proceedings, causing mistaken identities and embarrasing situations to befall all. The humor that results is sprightly, sometimes mild. Audiences should find numerous chuckles along the way and leave the theatre with pleasant sensations.

"To Paris With Love" is strictly situation comedy, the sort of humor that should click in the broadest possible domestic market. Boasting the Guinness name, returns should be satisfactory for this film. Art house runs are, of course, in order. The Technicolor photography is unusually refreshing in that it utilizes the Parisian locations for a maximum of eye-appeal. Although the performers other than Guinness are relatively unknown to American audiences, all turn in diverting portrayals of the usual stereotypes to be found in a picture of this sort. The leading ladies are pleasant to look at and their French accents charming to hear.

"This Island Earth"

(Univ.-Int'l.) Technicolor 87 Min.

Cast: Jeff Morrow, Faith Domergue, Rex Reason, Lance Fuller, Russel Johnson, Robert Nichols, Karl Lindt, Douglas Spencer, Regis Parton.

Credits: Produced by William Alland; Directed by Joseph Newman; Screen play by Franklin Coen and Edward G. O'Callaghan; Based on the novel by Raymond F. Jones.

An intriguing science-fiction tale is unfolded in "This Island Earth." Loaded with such gimmicks as flying saucers, interplanetary wars, weird creatures, etc., the picture makes a natural exploitation subject. Because the special effects are worked into the story with skill, and the tale itself is absorbing, a general audience playoff should result in solid grosses. Picture was filmed in Technicolor for maximum atmospheric effects which add to the fantastic nature of the narrative. When sneak previewed at the RKO 86th St. Theatre, N.Y.C., the audience reacted audibly and favorably to the proceedings.

"This Island Earth" compensates in excitement for what it lacks in star names. Story tells how an electronics scientist is lured to a massive hidden laboratory run by strange creatures dedicated to the task of transforming lead into uranium. Here the scientist, Rex Reason, meets Faith Domergue and plots an escape. Destructive electronic rays almost annihilate the couple prior to their recapture and subsequent forced journey via flying saucer to the planet Metaluna. Here a terrible war is taking place and the couple narrowly escape death before they board the saucer once more for a perilous trip to earth and escape from the strange forces.

"Jungle Moon Men"

(Columbia) Sepiatone 69 Min.

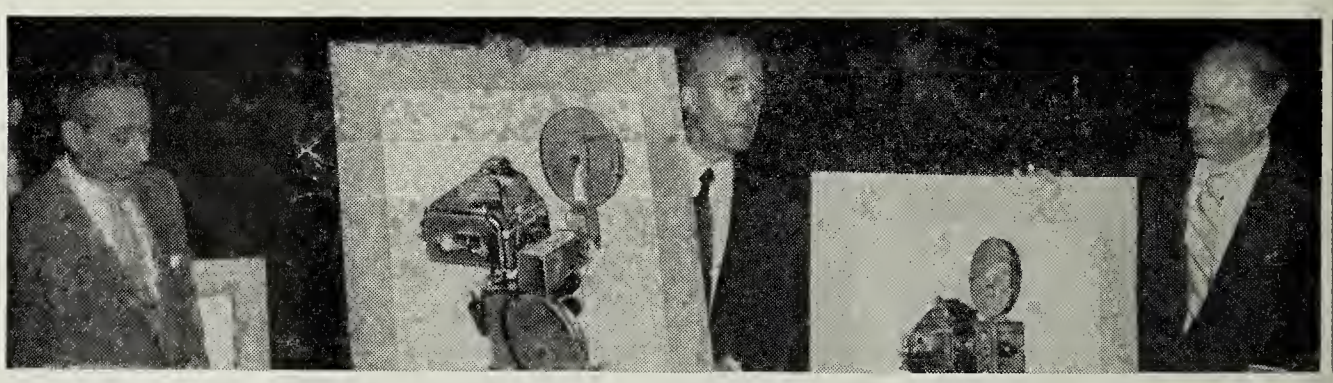
Cast: Johnny Weissmuller, Jean Byron, Helene Stanton, Bill Henry, Myron Healy, Billy Curtis, Michael Granger, Frank Sully, Benjamin F. Chapman Jr. Kenneth L. Smith, Ed Hinton.

Credits: Produced by Sam Katzman; Directed by Charles S. Gould; Screen play by Dwight V. Babcock and Jo Pagano; Story by Pagano.

Perhaps this will amuse the youngsters at the matinees, but some of the brighter kids will take all this with tongue-in-cheek. Written in a style below comic book technique, this is a well-photographed, well-produced film, which has Johnny Weissmuller playing himself. The cast tries valiantly with the inept story, as does the direction, but the film moves slowly and has only sparse moments of action, although Helene Stanton, playing a 2,000 year old goddess, is lovely to look at. This programmer will go out and do about average in the general market and probably okay in small towns and neighborhoods, but it will be due solely to the strong marquee following of Weissmuller.

A girl researcher, Jean Byron, asks Weissmuller to guide her into Baku country so that she can do further research on Ra, the ancient Egyptian sun god. In their travels, they cross paths with the Moon Men, who are kidnapping men to take to Miss Stanton, their goddess, who is seeking a male high priest. When Benjamin F. Chapman Jr. is killed by Helen when he tries to leave her, his father, Michael Granger, seeks revenge on the Moon Men Meanwhile Myron Healey, Frank Sully, Kenneth Smith and Ed Hinton discover that the goddess Helene has a large cache of diamonds so they follow Weissmuller. Helene wants Henry, who was in love with Jean as her high priest, but Weissmuller says that he will substitute if Helene will let everybody go free, since they are all trapped in her palace. Helene agrees, but chaos ensues and she turns into dust.

Advantages Of Largest VistaVision Screen Demonstrated



Frank Lagrande, Paramount Pictures eastern technical head, shows reporters a picture of new horizontal double-frame VistaVision projector at Paramount Theatre interview called by Robert K. Shapiro, theatre's managing director (left), to explain features of proscenium reconstruction to accommodate "Strategic Air Command" in the new projection process. A. W. Schwalberg (right), Paramount Film Distributing Corp. president, holds photo of standard projector.

The advantages of double-frame horizontal VistaVision projection and the big, curved screen to permit 64 x 35 projection were outlined to the trade press by Robert K. Shapiro, Paramount Theatre managing director, during a special demonstration at the theatre at which a detailed advance view of the new screen installation was presented. Shapiro said that the construction at the theatre would be completed in time to show Paramount's "Strategic Air Command," the first double-frame horizontal VistaVision picture, in mid-April.

Shown at the demonstration were photos which compared the regulation projector to the new horizontal VistaVision projector.

Ticket-Selling Sessions Dedicated Strictly To Business: Mike Simons

Metro's Ticket Selling Workshops are strictly business affairs, emphasized Mike Simons, head of M-G-M customer relations department and executive in charge of Workshop operations. Exhibitors attending these sessions, said Simons, are discouraged from making long speeches and introducing their ideas with social amenities. Time-consuming remarks are taboo at Workshops, he stressed. The theatreman gets a time limit in which to make his point and, moreover, must present a genuine ticket-selling idea to win the floor, Simons added.

Such are the methods employed at Workshop sessions to encourage attendance and gain exhibitor respect. Evidently the policy has paid off. Exhibitors have been inviting Simons to bring the Workshop into their areas to the tune of 11 engagements in less than six months time. Between now and June 30, 13 additional Workshops have already been scheduled.

Promotional Aids Stressed

Simons said that he attends each armed with various types of promotional aides. He delivers a short and informative talk on what is to be the agenda of the day-long session and, Simons made plain, the main and only topic is to help sell tickets and nothing else but.

The Metro executive disclosed that he will not and has not forced a Workshop session on any exhibitor group. The theatremen must want and ask for a session; Metro will not instigate one, he said. Simons added that these strictly-business affairs are never opened by local mayors or their assistants as the time such addresses would take up would not be in the interests of selling tickets.

The result, Simons contended, has been more than satisfactory. Theatremen have travelled hundreds of miles to participate in Workshop sessions and hear visiting panelists present their promotional brainstorms. Ideas for selling tickets in both small city situations and rural area houses and drive-ins are thus aired by the panelists.

Some of the unusual revelations that have been gleaned by Simons as a result of the Workshop sessions were regarded as eye-opening disclosures by the New York audience that heard the Metro executive at an AMPA luncheon.

Simons pointed out that some exhibitors have never seen a press book. Workshops, he added, stress correct use of press book material not only for Metro pictures but for product from all companies.

Exhibitors of all ages and with varied experience are bringing assorted ideas to sessions and leaving with new ones, Simons disclosed. He said that the younger men, accustomed to the lush wartime days of merely opening the doors of the theatre and standing aside to let the patrons flock in, are picking up ideas on how to promote pictures in a more competitive day.

The older theatremen, Simons contended, are eager to group the newer promotional methods which embrace the theory that to properly sell tickets the exploitation punch must be on the picture, not the gimmick.

Theatremen in rural areas are discovering, Simons noted, that merely greasing a pig or a turkey and letting it loose in the drive-in area for the lucky patron to catch is not enough to sell a ticket any more.

He said that for smaller cities exhibitors have found it profitable to address service clubs such as the Rotary on the advisability of grouping local merchants into a city-wide promotion to boost evening shopping.

Charts Displayed

Simons made his points well by displaying illustrated charts on the paths taken by various patrons from their homes to the theatre and back again. By inducing retailers to keep their windows lighted and/or shops open until the theatre closes, many patrons will stop to make purchases rather than go directly home, he suggested.

Exhibitors at the Workshops are warned by Simons against the playing of salacious pictures and the use of salacious advertising. He noted that many towns lacking a theatre are waking up to the importance of motion picture entertainment as a means of combatting juvenile delinquency.

Another point made by Simons was that exhibitors are urged at Workshops to attract the patronage of 13-year-old girls and old people. The young girls, he said, were important since they exert considerable influence in the home. Exhibitors who ignore this group run the risk of losing their audience, Simons argued. As for old people, they have



A typical session of a Metro Ticket Selling Workshop, like this one held in Detroit, was symbolic of the strictly business type of atmosphere prevailing at the one-day affairs described by M-G-M's Mike Simons at his discussion in New York.



Metro's customer relations director Mike Simons gives away a brief case as a door prize at the AMPA session during which he explained the goings-on at a typical Ticket Selling Workshop. Simons usually gives away a bicycle at these sessions.

a lot of time on their hands and little money to spend — therefore, naturals for film theatre attendees, Simons explained.

The AMPA audience, composed of film company representatives as well as exhibitors from the New York area, heard Emery Austin, Metro's exploitation director, give a follow-up talk to Simons. Austin said that "the need for co-existence between the theatre and the newspaper" has been impressed upon exhibitors in the field.

"Newspapers are opening up and allowing more news of Hollywood to go into their pages," he asserted. He disclosed the fact that exhibitors are also being reminded that radio is still an important medium in the promotion of films. Special charts giving statistical breakdowns of local radio station listeners and the areas in which they reside were illustrated at the session.

Workshops offer exhibitors 34 promotion services, Austin declared. Not all of these services will suit every theatre requirement but the exhibitor, he noted, will find at least several of the 34 applicable to his situation.

Services Listed

The services fall into categories such as: field press representatives, press books, advance press book proofs, serial stories in two forms, publicity mat news services; tie-up still services, national tie-ups, booking dates, advance manuals, records for tie-ups and promotions.

Also, test engagements, newsreel bulletins, educational aids, story-in-pictures layouts, special art layouts, tie-ups with safety groups, Kodachrome color service of two types, sheet music tie-ups, advance planting in newspapers, customer.

Also, color still, M-G-M tours, co-operative campaigns, special accessories, promotions and tie-ups involving book publishers, participation in circuit contests, trade papers, national magazine publicity, national magazine advertising, key-city advertising in daily newspapers and Sunday supplements and on radio and TV, radio station services, television services, regular and teaser trailers and accessories used in the motion picture celebrations.

Meanwhile, Workshops were held this week in Milwaukee and Oklahoma City and an upcoming session is slated for Charlotte, N.C., Apr. 4.

TOA's Picture Financing Group Seen Getting Started By May 15

The newly formed Exhibitor Film Financing Group (EFFG) should get off the ground by May 15th, according to the latest TOA bulletin. Reporting that 38 states have been cleared for mailing, with four more to be cleared at any moment, the bulletin says that 'this is the time for exhibition unity . . . insure the future of your business and answer your need for more good pictures."

Other bulletin highlights: Idaho passed a 75¢ minimum wage law, expected to work a hardship on small theatre owners employing part-time school students at 50¢ per hour. . . . E. D. Martin announced these appointments to COMPO's Executive Committee: Myron H. Blank, S. H. Fabian, Pat McGee, Walter Reade Jr., Elmer C. Rhoden, Morton Thalhimer, Robert B. Wilby. . . . Anti-daylight savings time forces won a victory in Utah, due to organized exhibitor effort. A similar organization is being formed in the Inter-Mountain area.

Further: a West Coast representative will be retained by TOA starting April 1st to assist state and regional units with organizational problems. . . . More than 2,000 exhibitors have already responded to the appeal by the Committee Against Pay-As-You-See TV for funds. The bulletin also tells how the board of United Theatre Owners of America met in a most appropriate spot to discuss film rentals. The spot was Starved Rock on the Illinois River near La Salle, Ill., where "once a desperate tribe of Indians" decided on "death by starvation . . . rather than surrender its freedom." Exhibitors feel akin to the legend created by these Indians, the bulletin concludes.

"Air Command" Sparked By Anni

(*Continued from Page* 14)

SAC and Paramount for the vivid portrayal of the heroism, sacrifice and dedication to the maintenance of peace that have gone into the building of SAC.

The city of Omaha declared a holiday in honor of the preview, the anniversary of SAC and the film stars and guests. Mayor Rosenblatt had proclaimed an entire week as "Strategic Air Command Week," paid the city's tribute to SAC on its anniversary and welcomed the press preview. Gov. Anderson, on behalf of the entire state, congratulated Gen. LeMay on the SAC anniversary and commended Paramount for producing "Strategic Air Command," which, he said "portrays the trials and tribulations and the mission and function of our ever alert bombing force." Harold D. LeMar, chairman of the Omaha Chamber of Commerce Armed Forces Committee said the city, whose principal buildings were appropriately decorated for the weekend events, considered it a "real privilege" to be the focal point in the two-day celebration.

All in all, a job well done, and both Paramount and the Air Force deserve credit for a jet-style inauguration of a motion picture which will benefit them both. Everyone was really "flying high" for this one, and this spectacular take-off will certainly help to sell a lot of theatre tickets.—*Robert Wendlinger.*

Fox Publication Cited

"The Dynamo," 20th-Fox's house organ, edited by Roger Ferri, has been named "the outstanding company publication" for 1954 by the Company Publication Editors of North America, representing house organs of 332 leading industrial and business corporations in the Northern Hemisphere. This marks the sixth time that "The Dynamo" has been singled out for journalistic honors. It is reported that as a result of the five previous citations, at least 43 national organizations altered their publications to coincide with "The Dynamo's" format.

Exhib Groups Endorse Hospital Collection Day

A one-day audience collection for which a special appeal trailer is in production, will most likely be held in mid-August, on the opening day of a new attraction, for the benefit of the Will Rogers Memorial Hospital, Saranac Lake. The collection plan won the approval of leading exhibitor organizations, including TOA, National Allied, ITOA and MMPTA. Decision to hold the day-long collection in mid-August was based on the fact that the drive-in season is then at its peak. Exchange area distributor and exhibitor committees have begun an intensive solicitation of pledges from individual theatres to support the drive. S. H. Fabian is national chairman of national collection drive.

Theatre Video Talk Shocks Theatremen

Exhibitor eyebrows were lifted as a result of a piece by Clarence Derwent, president of ANTA, and former president of Actors' Equity, published on the front page of the New York Herald Tribune drama section. Headlined, "Closed TV Is Shiny, But Is It Fool's Gold?" Derwent displayed a dim view of closed circuit theatre TV despite the fact that ANTA, along with CARE, was the beneficiary of closed circuit performances in 31 film houses just this week.

Derwent asked: "Is is not possible that some of the 'mistakes' of Broadway, if exposed to a vast provincial audience, might tarnish the most established reputation? Our producers should ponder carefully before they reach too avidly for the easy money which closed circuit seems to promise. Let them consider to what extent their lengthy Broadway run is dependent on the out-of-towner; and let them ask themselves if there will remain the same incentive for the long journey and the expensive tickets if their wares have already been seen for a fraction of the sum on TV screens throughout the country.

"The amount of money available for entertainment is not inexhaustible," Derwent concluded. "When the choice is between what is new and what has already been seen, let us be sure we know where the coins will fall."

New Appointments . . .

Al Levy, Pittsburgh branch manager for 20th-Fox, has been named manager of the company's Boston exchange, succeeding John Feloney. Nat Rosen, presently Albany branch head, succeeds Levy in Pittsburgh and Clayton G. Pantages has succeeded Rosen in Albany. Pantages was formerly an Albany branch salesman.

Shepard Bloom has been appointed as branch manager of 20th-Fox's New Haven exchange, succeeding Herman Hirschhorn, who passed away last week. Bloom was formerly sales manager of the company's Philadelphia office.

William Graham, office manager and city salesman in Buffalo, has been transferred to the position of office manager in the Boston exchange.

Robert W. Selig, formerly assistant to the president of Fox Intermountain Theatres, has been named division manager of the company's 65 theatres.

Ray Murray was promoted to assistant exploitation manager from his post of trade press contact at Columbia Picture. With the company for 12 years, Murray will concentrate in his new position on supervision of national exploitation, under the direction of Al Rylander, exploitation manager. Martin Blau, general assignment man in the publicity department for four years, fills Murray's former post while Ted Spiegel, with the company for seven years, transfers from the exploitation to the publicity department.

Howard J. "Buddy" Robbins was named by Columbia Pictures Music Corp. as general professional manager. He will act as liaison man with the film company and the various record concerns as well as play an active role in the plugging of tunes from Columbia films published by the Columbia music firm.

Birk Binard has been appointed director of publicity and advertising for Stanley Warner Theatres in the Philadelphia zone, succeeding Irving Blumberg, who resigned recently. Binnard has been manager of the Warner Theatre, Reading, for the past ten years. Roy Robbins will continue as assistant director.

Extra "Peter" Push

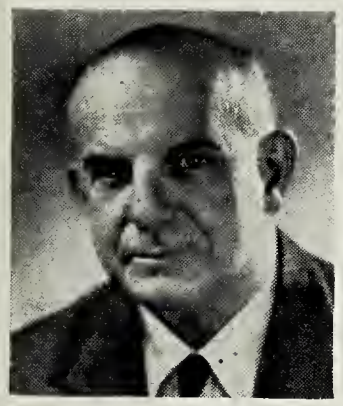
An additional audience of 20,000,000 is anticipated for runs of "A Man Called Peter" by 20th-Fox as a result of the company's national preview program of the picture for more than 1,000,000 ministers, Sunday school teachers and superintendents, church women's groups, lay churchmen and civic leaders. The preview program, called greatly successful by 20th-Fox, is being extended to accommodate those unable to attend earlier showings.

Lodge Installations Set

Cinema Lodge of B'nai B'rith will hold installations of officers for the new year at an industry-wide Sheraton-Astor Hotel luncheon Apr. 19. Max E. Youngstein, United Artists vice-president, is the newly elected president. Vice-presidents are Marvin Kirsch, Milton Livingston, Sol Rissner, Norman Robbins, Cy Seymour, Robert K. Shapiro, Jack Weissman, Al Wilde and Lou Wolff.

Next Six Months Vital, Says Yates

HOLLYWOOD.—The gains made by the industry during the past year are an encouraging signpost for the future, but the coming six months will probably establish the destiny of the film business for the next two years. This was the opinion voiced by Herbert J. Yates, Republic Pictures president.



H. J. YATES

Addressing the final session of Republic's western regional sales conference at the studio, Yates stressed the importance of strengthening producer-exhibitor relations in order to maintain present standards. He emphasized that this should be the first consideration in a general film industry endeavor to raise audience attendance from the present day level of 45,000,000 patrons and recapture to a large measure the peak audience of 95,000,000 which we had during the war years.

"The rose-colored glasses must be discarded in favor of realistic adjustments of producer investments against theatre gross receipts," Yates told the assemblage. He bluntly told his sales force that Republic's production policy for the future would be determined by gross returns during the next six months.

Hopeful But Realistic

Yates said he was hopeful and optimistic about the coming months, but he also intended to be realistic and Republic, like any other good business organization in other fields, would pattern its production policy on the basis of income received from its most ambitious program.

"Producers and exhibitors must join hands now in a common cause to increase theatre attendance or both face an economic readjustment," Yates said. He emphasized that spiralling operating costs both in the production and selling of pictures must be brought under control by all producers in order not to place additional strain on corporate structures.

Yates pointed out that Republic has invested more millions in forthcoming productions than at any time in its history, naming such films as "The Eternal Sea," "Road to Denver," "Magic Fire," "Santa Fe Passage," "A Foreign Adventure," "The Texas Legionnaires" and "The Gunman."

Rogers, Autry Films On TV

World-wide television distribution rights to the 123 feature films made by Gene Autry and Roy Rogers for Republic have gone to MCA TV, Ltd., Film Syndication Division. The 67 Rogers and 56 Autry films, said to have been produced originally at a cost exceeding $25,000,000, have been re-edited for hour-long programming.

A long court battle over the films culminated in a Supreme Court decision favoring the studio last October. Litigation had concerned the Rogers-Autry contention that they had not given Republic consent to show their films on TV. The decision in favor of the studio opened the way for sale of other features without player approval.

U-I's Albany Hoopla

Hometown Hails Kirk Douglas At "Man Without A Star" Preem

ALBANY.—What is an independent production? Seems like a silly question. But Kirk Douglas, hosting a brunch for the trade press during his Homecoming Celebration in Albany last week, in connection with the opening of U-I's "Man Without A Star," had a rather unusual answer. "Every good picture is an independent production," he said. Douglas, who now has his own production unit, went on to say that a good picture was independent in a creative sense. "Billy Wilder, Perlberg and Seaton at Paramount — they're independent producers! They've got control over their stars, story and so forth. It doesn't matter who puts up the money," he argued.

Douglas, a native son of nearby Amsterdam, was half-way through the two-day celebration in his honor on March 21st and 22nd, which reached its climax when he met with Governor Averell Harriman and was introduced before the New York State Legislature. Soon afterward, he made a series of personal appearances on the stages of the Strand Theatre, Albany and the Troy Theatre, in neighboring Troy, where "Man Without A Star," which also stars Jeanne Crain and Claire Trevor, opened simultaneously.

The night before, the star was guest of honor at a 300-person "Welcome Home" cocktail party and dinner at the Hotel Sheraton-Ten Eyck, sonsored by the Variety Club of Albany. Guests included Mayor Erastus Corning 2nd of Albany, various state and civic leaders, members of Douglas's family, some of his high school and St. Lawrence University teachers, and various personal friends. Mayor Corning had proclaimed that 21st and 22nd as "Kirk Douglas Days" with a special proclamation.

Sold On Television

Now Douglas, restless and energetic as he appears on the screen, was taking a breathing spell in the midst of these and other activities in connection with the celebration. What did he think of television? "I think it's absolutely great," he answered. "You know, movies really are better than ever, and it's because they've had to be, because of the competition. Also, television gives a performer a chance to do unusual things. You'd be surprised at the reactions I've had from my appearance on the George Gobel show," he said. "People say, 'I never knew you were like that.' I like to use TV for experiments."

Douglas is also learning quite a bit, he says, from the six-city personal appearance tour he is now making — his first — in connection with "Man Without A Star." "You hear a lot of viewpoints that you don't hear in that little city called Hollywood," he agreed.

Since Douglas owns 50 percent of the picture, he admitted that naturally he'd be willing to knock himself out a little on a tour. But he insisted that percentage deals are even better for the studios than for the stars. Everyone works faster, more efficiently, he said. Douglas made "Man Without a Gun" in four tight-packed weeks, between "20,000 Leagues Under the Sea" and "The Racers," but he warned not to confuse "shooting-time" with "working-time." "A quick shooting-time in this case simply meant that U-I was a smooth-working outfit," he said. "Why, when I was dolled up in my '20,000 Leagues' costume I was practicing gun-twirling for 'Man Without a Star' between takes. Quite a sight, I might add."



Greeting Kirk Douglas, star of Universal-International's "Man Without A Star" at the State Capitol during his gala Albany homecoming were (l to r) Governor Averell Harriman of New York, and Eugene Bannagan, Dem. minority leader.

His future plans? Douglas has many. His next film will be for his own firm, Byrna Productions, one of the six he will release through U-A. Called "Indian Fighter," the film "is very simply the story of a white man who decides that he has more in common with the Indians than the whites," Douglas said. After that, he wants to do the story of Van Gogh, and then there is his old interest in comedy and clowns and circuses to be satisfied.

"Eventually I want to direct," Douglas added. "I didn't just set up a corporation to sit around and make announcements. Nothing's easier than that." Douglas, as he left to meet the governor, left the impression that he is a pretty independent fellow, with a lot of work to do.—*R.W.*

Release Slate Upped By Two At Universal

An increase of two in the number of feature releases for the current calendar year to a total of 34 has been made by Universal-International, according to Charles J. Feldman, vice-president and general sales manager. Total releases for the four-month period beginning in May will be 12; half in color, one in 3-D and two in CinemaScope.

Among these will be the pre-release of "The Shrike," starring Jose Ferrer and June Allyson, "Revenge of the Creature," "Cult of the Cobra," "The Looters," "This Island Earth," "The Man From Bitter Ridge," "Abbott and Costello Meet the Mummy," "Foxfire," "Ain't Misbehavin'," "The Purple Mask," "Francis in the Navy," "The Private War of Major Benson" and "One Desire."

Mayer Analyzes Color TV Effect

HOLLYWOOD.—The industry will successfully weather the coming popularity of color television, the effect of which on the movie business will be of "a rather short duration," it was predicted by Louis B. Mayer at the awards presentation banquet of the American Cinema Editors.

Mayer said that the color TV fad will be a repetition of the experiences film theatres went through when Technicolor was first introduced to motion pictures. Mayer reminded his audience that when color began all that was necessary was to shoot any sort of western in Technicolor and a box office hit was produced. He added that the novelty soon wore off.

Neither size, shape or color ever did much for replacing the basic quality of the entertainment in motion pictures, the production veteran maintained. The future of the industry, he added, will not be influenced as much by physical means as by the quality factor.

The banquet at which Mayer spoke saw honors given to ACE members who have been nominated for film editing awards for the Academy of Motion Picture Arts and Sciences and winners of the Academy of Television Arts and Sciences editing awards.

Honored for their editing on "Operation Undersea" for TV were Lynn Harrison and Grant Smith, who won an "Emmy." In the motion picture category, pictures and editors selected were "The High and the Mighty," Ralph Dawson; "The Caine Mutiny," William A. Lyon and Henry Batista; "On The Waterfront," Gene Milford; "20,000 Leagues Under The Sea," Elmo Williams; "Seven Brides For Seven Brothers," Ralph Winters.

Para, Hitchcock Ink Two-Picture Contract

Paramount and Producer-director Alfred Hitchcock have signed a new contract under which Hitchcock will make two more pictures for the studio than the number called for in the present contract. It was also agreed with James Stewart that he will star in both of these additional productions. The two added pictures will be made over the next few years.

Hitchcock soon will start production on "The Man Who Knew Too Much," starring Stewart and Doris Day, as part of the former contract.

HOLLYWOOD ...on the wire

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Kirk Douglas was signed to portray Vincent van Gogh in M-G-M's "Lust For Life," biography of the famous Dutch artist. John Houseman will produce and Vincent Minnelli will direct the feature adpated from Irving Stone's book with Norman Corwin writing the screen play. At the same studio, it was announced that Robert Taylor will team with Stewart Granger as stars of "The Last Hunt," based on the novel by Milton Lott. The story told against the background of the final big buffalo hunts in the days of the early West. Richard Brooks is writing the screen play and will also direct.

* * *

"Maracaibo," a novel by Stirling Silliphant, was purchased by Universal-International. Howard Christie was assigned to produce the film version of the book and Ted Sheredeman was assigned to do the screen play. The story is set in Venezuela and has as its principal characters a carefree adventurer and a beautiful Pulitzer Prize-winning poetess who develop an unusual romance.

* * *

Over at Columbia, David E. Rose will produce "Port Afrique," his picturization of the Bernard Dryer best seller, which he will release through Columbia. Romney Pictures has scheduled "The Island," for Columbia release. The science — fiction story will star Jack Hawkins with Edna Romney producing and Peter Glenville directing. Shooting will take place in Britain and Spain.

* * *

Incorporation papers have been filed in Sacramento for Earl McEvoy Productions, which has been formed to produce motion picture and television films. The company is headed by Earl McEvoy, director formerly with Columbia; vice-president is Mrs. Miriam McEvoy and secretary is Robert Sands.

* * *

"Naked Sea," a feature length, documentary sea story in color of the American tuna clipper fleets which sail the southern seas to the outposts of the Pacific, will be distributed world-wide by RKO, J. R. Grainger, president announced. Allen Miner produced, directed and photographed the feature. He worked on the project for three years.

Producer-director Robert Aldrich has signed Ruth Roman and Ilka Chase for his United Artists release of "The Big Knife." They join the cast headed by Jack Palance, Ida Lupino, Shelley Winters, Wendell Corey, Rod Stieger, Everett Sloane. Aldrich starts rehearsals for the film Apr. 9.

* * *

Mark Robson's next Columbia assignment will be the direction of "The Harder They Fall," the picturization of the Budd Schulberg best seller of the prize fight racket, to star Humphrey Bogart, executive producer Jerry Wald announced. Philip Yordan will produce, with camera work scheduled to start July 12. Following this feature, Robson plans to make the New York and London stage hit, "The Little Hut," independently, in association with F. Hugh Herbert.

* * *

Henry Fonda has the screen rights to "Clown," the life story of Emmett Kelly, and plans to produce it into a feature film. Fonda, incidentally, appeared in "Clown," a TV version of the property, which portrayed a segment of Emmett Kelly's life.

* * *

Howard W. Koch has signed a deal with Joseph and Irving Tushinsky to have his United Artists' Foreign Legion-themed Ralph Meeker-Marla English starrer, "Desert Sands," coverted to SuperScope. . . . Cornel Wilde will make his debut as a feature motion picture director on "Storm Fear," which will be produced by his own company, Theodora Productions for United Artists release. Wilde will also star in the melodrama as an escaping bank robber. The film is scheduled for an Apr. 11 start and is being written for the screen by Horton Foote, noted stage and TV playwright, as his initial film writing assignment.

* * *

James Dean will go into the top role of Jett Rink in "Giant," film version of Edna Ferber's famous novel about Texas and Texans, which George Stevens is to direct and produce in association with Henry Ginsberg at Warner Bros. This will follow "Rebel Without A Cause," in which Dean will star with Nicholas Ray directing and David Weisbart producing for Warner Bros.

* * *

An agreement has been officially reached between Gomalco Inc., and Paramount Pictures for the production of a major feature picture to be made this summer starring George Gobel. Shooting will start around July 5th. Gobel will start his film career with "The Lady Eve," which will be produced by Paul Jones. . . . Peggy Lee has joined the cast of Jack Webb's feature, "Pete Kelly's Blues," which Webb is starring in and directing for Warner Brothers release. Other cast toppers in the feature are Janet Leigh, Edmond O'Brien and Webb. Also added to the cast was famed songstress Ella Fitzgerald.

* * *

Producer Leland Hayward signed Franz Waxman as musical director for "Mr. Roberts," which is slated for a summer release



Henry Fonda, James Cagney, Leland Hayward, William Powell, Jack Lemmon and Mervyn LeRoy enjoying a good laugh between scenes on the "Mister Roberts" set—an Orange Production for Warner Bros.

Filmakers' Producer Hal Chester: Exhibs Should Aid Indie Finances

By Richard Bernstein

"You have to make an 'off-beat' picture today," Producer Hal E. Chester stated at a luncheon interview. "But just what is an 'off-beat' picture? No one knows exactly. If there are too many so-ealled 'off-beat' pictures you are told, you should make an 'on-beat' pieture. To sum all this double talk up, I would say that there isn't any such thing a an 'off-beat' picture."

Chester has just finished producing "Crashout" for Filmakers. One of Chester's policies is "the right actor for the right part." In "Crashout," he has William Bendix, Arthur Kennedy, Luther Adler, William Talman, Gene Evans, Marshall Thompson and Beverly Michaels in the leads. It was directed by Lewis R. Foster and based on a screen play by Chester and Foster.

He has set an Apr. 12 starting date for "Battle Hell," his next for Filmakers, based on an original screen play by Robert Lewin. This film will also be directed by Foster.

Chester Enthused

Chester is enthused with "Battle Hell," which he explains as the story of a mission. "It shows that a war is made up of a big battle and that the big battle is made up of small battles. The biggest battle, however, is the battle of a soldier within himself.

"This is a human story. It's the story of six men, six soldiers. It is an emotional story with action. I'm going to do it realistieally. I have found a locaton that is similiar to the Liri Valley and the Longo Mountains in Italy where the story takes place," the produeer said.

Chester plans to start another feature, "The Smoldering Sea," on May 20. This will be based on the U.S. Anderson novel of the same name. The novel was published by A. A. Wyn and is the story of a freighter in the war. The script is by Fred Friedberger.

"A producer should capture realism, but he should also always remember to be sure that he is presenting entertainment," Chester stressed. "Sea" also will be distributed by Filmakers.

Stresses Production Changes

Chester pointed out that independent production has changed a lot. Today, the major studios give participation to stars, produeers and directors, so the independent produeer has to give participation too and make it very attractive.

Chester spent a great deal of time in Europe on business and explains that subsidies over there are a great help to independent production.

"The Filmakers play or pay plan is a step in the right direction as an aid to independent production," Chester said. "But the exhibitor should also work up a plan with the independent producers, and not at arms length, to help in the financing of product. Why should the independent producer take all the chances? Some method should be devised to protect the independent producer of any loss."

Chester believes that the Filmakers plan is working wonderfully and that it has done a great deal to encourage producers to enter the independent field. He has exceptionally high praise for Irving H. Levin and Harry Mandell of Filmakers, who he claims realize all the problems of independent production and do all within their power to help.

The 33-year-old produeer, who has been in the motion picture business 23 years, having started as an actor, stated: "TV is a great sales medium for the motion picture."

He also had a lot to say of European and American co-production as a stimulant to the motion picture industry and revealed that he will produce a film, "The Weapon," in London under the Alliance Picture banner in conjunetion with Periclean Films of England. He stressed that there is an international market today and co-production is very feasible and of mutual benefit.

Chester is very careful about selecting his directors and has high regard for what part a director plays in the making of a film. "A director can make an ordinary script great," he says.

Deriding shooting a film just to make a motion picture, Chester said that preparation is the asset that every picture needs. The script has to be ready, the right people have to be available and feel that their parts are right for them.

"The grosses today are fabulous and that is because everyone is striving for quality, not quantity," the producer stated. Chester produced "The Beast From 20,000 Fanthoms" for Warner Bros. release.

Exhibs Aid Furniture Dealers: Art Director

HOLLYWOOD.—The film exhibitor is a valuable friend to all the furniture dealers and decorators within his bailiwick because of the effeetiveness of movie interiors and sets in inducing patrons to want to live better, Joe Wright, prominent screen art director, asserted as the main speaker before the Decorators and Designers League.

"The screen has had to take a lot of kidding along the lines of that old wheeze that in the movies, 'ribbon-counter clerks live in pent-houses," Wright, who has just signed as art director on Samuel Goldwyn's production of "Guys and Dolls," for M-G-M release, stated.

HOLLYWOOD...

by Warner Bros. . . . Republic Studios exercised its option on composer-conductor Victor Young for his services and assigned him to write an original score for "The Texas Legionnaires," starring Sterling Hayden, Anna Maria Alberghetti and Richard Carlson. . . . Jack L. Warner announced that James Stewart has been signed to portray Charles Lindbergh in "The Spirit of St. Louis," Leland Hayward's production of Lindbergh's own Pulitzer Prize story, which Billy Wilder will direct.

* * *

Robert L. Lippert Jr. has started shooting his AnscoColor feature, "Charge of the Rurales," near Mexico City. The film stars Dane Clark and James Craig and Louis King is directing. . . . Indie producer Burt Kaiser, who made "Hangover," which stars Lawrence Tierney and John Carradine and introduces Jayne Mansfield, went on a scouting trip with director Bruno Ve Sota for his next production, a gangster story with a documentary midwest background. . . . Arthur Hilton has been named associate producer on Garrett King's forthcoming independent production, "Sicilian Bandit."

* * *

"Flight From Bengazi," an adventure action story told against the background of the North African desert following World War II, will be the first Panamint Pictures, Inc. production to be produced for distribution by RKO. Richard Conte and Victor McLaglen will be two of the four stars to appear in the film, which will go before the cameras at RKO Apr. 15 under the direction of John Brahm. Sam Weisenthal and Gene Tevlin, president and vice-president of Panamint Pictures Inc. will produce the film. John Tucker Battle wrote the original story and screen play. The film will be shot in SuperScope.

* * *

With Mark Stevens in the triple role of producer, director and star, "Timetable," the initial feature on the slate of the newly formed Mark Stevens Productions goes before the cameras Apr. 25 at California Studios. A suspense drama involving a chase which begins in San Francisco, races through California, on to Phoenix and climaxes in Tia Juana, the film will be produced in association with Jack Gross and Philip Krasne. Aben Kandel authored the original screen play and the filming will take place both here and in Mexico.



At a surprise cocktail party tendered Alfred E. Daff, Universal-International executive vice-president, (second from left) at the studio to mark his 35th anniversary with the company were (l to r): N. J. Blumberg, board chairman; Daff; Edward Muhl, production veepee, and David A. Lipton, v.p.

REGIONEWS

ALBANY

A $350,000 treble damage anti-trust suit has been filed in U.S. Dist. Court at Utica by Capitol City Theatre Corp., former operators of the Eagle in Albany, against 20 exhibitor and distributor companies, claiming the "monopoly" forced them to sell the house, a subsequent-run. Harold Strassman is present operator of the Eagle. . . . Concession stand at Alan Iselin's Auto-Vision, E. Greenbush, recently rebuilt for cafeteria-type operation, was destroyed with most of the new equipment in an early morning fire which is believed to have been started by a short circuit.

Fabian Theas. will build a 1,200-car ozoner on a 23-acre site one mile north of the Latham Traffic Circle, Albany-Schenectady Road. Leon M. Einhorn, local architect, has been retained for the job. . . . Kirk Douglas, who addressed the guests at a Variety Club dinner-dance in the Sheraton-Ten Eyck while in the city to promote "Man Without A Star," was inducted into Tent 9. . . . Jules Perlmutter, operator of drive-ins at Lake George and Richmondville, leased the Spa on Saratoga-Corinth Rd., which had been conducted by Jerome Fuller since its completion in 1953.

ATLANTA

Dick Kennedy, pres. of Alabama Theatre Assn., announced that directors of ATA authorized a contribution of $1,000 to the Joint Committee on Toll TV. . . . Ray Lewis and Harry Riddle announced a gala grand opening for the first Smiley Burnette Checkered-Shirt Drive-In at Orlando, Fla., on April 9. . . . Charles Tracy appointed mgr. of the Charlotte Harbor D-I at Punta Gorda, Fla. . . . Florida Theatre, Daytona, sold by D&H Theas. to Mr. & Mrs. J. G. Millirons for $81,500. . . . Tobey Allen appointed mgr. of the Weis Theatre, Savannah, Ga. He formerly managed the Lucas there.

Gold-Dobrow Theatre Co. of Pahokee, Fla. are new owners of Bend Drive-In, Belle Glades, Fla. . . . Alexander Film Co. reopening its Atlanta office at 116 Walton, in the Wallace Films quarters. Arnold Gregory appointed special rep. in this area and Pierce E. McCoy in the Augusta, Ga. area. . . . Walter Powell added to the 20th-Fox sales force at Jacksonville, Fla. . . . Tommy Mote, U-I booker, leaves soon for military service. . . . Julie Cheek, granddaughter of P. H. Savin of Allied Artists exchange, back home after surgery. . . . Alpha Fowler, theatre owner in Douglasville, Ga., has a new son, his fourth.

Park Theatre, Summerville, Ga., destroyed by fire, with loss estimated at $50,000. . . . Ted Toddy, pres. of Toddy Picts., reports big business in Florida on "Garden of Eden." . . . UA branch mgr. Bryan Adams announced arrival of a baby boy. . . . Bill Fegenbush, head of Florida Theatre art shop, Jacksonville, back after a trip to the hospital where he underwent surgery. . . . Peachtree Art Theatre playing "Aida" at roadshow prices, twice a day. . . . Arthur C. Bromberg, Allied Artists Southern Exchanges pres., getting along fine after his recent operation.

Roy L. Bang, Fla. theatre owner, has taken over the Florida Theatre, St, Augustine, from S. A. Newton. . . . Matt Whithman, with Martin Theas. for the past 25 years and now mgr. of theatres in Tifton, Ga., celebrating 50 years in show business. . . . Capital Theatre Supply installed CinemaScope and wide screen at R. L. Buzbee's Ritz Theatre, Dadeville, Ala. Similar installations were made at DeSoto Drive-In, Arcadia, Fla., managed by George West; Jay Theatre, Jay, Fla., Ace and Breezeway in Homestead, Fla.

BOSTON

Steve Broidy, pres. of Allied Artists, promised two major productions a month, as well as program pictures, to his many exhibitor friends who attended the luncheon he hosted at the Hotel Bradford Roof, celebrating Monogram-AA's 25th anniversary. Al Daytz of Daytz Ents., representing 75 theatres, pledged full support of AA's production plans. . . . Robert E. McNulty, owner of the Warwick, Marblehead, was elected a trustee of Marblehead Public Library for a three year term. . . . A special sceening of "Blackboard Jungle" was arranged by Karl Fasick and Floyd Fitzsimmons for 40 teachers and educators of the vocational training schools in the city.

April 18 is the date set for hearing of RKO's "French Line" censorship case in Federal Court, with Joseph Welch and George Foley representing the plaintiffs. Three suits, against the Comm. of Public Safety, the Mayors of Boston and Lynn, and other law-enforcement officials, are involved. . . . Harry F. Harding, 25, has been upped from asst. mgr. to gen. mgr. of the Beacon Hill, replacing Anthony Zinn, who resigned. His first move was to select Sebastiano D'Angeli, a former Howard Johnson mgr., as his asst., making this the youngest managerial team of a downtown first-run in the city.

James M. Connolly resigned as northeast div. mgr. of 20th-Fox to join the advertising firm of John Donnelly & Sons as exec. asst. to the v.p. His territory will be temporarily supervised by Glenn Norris, eastern div. mgr. Fox branch mgr. John Feloney also resigned to establish his own buying and booking organization, and is succeeded by Al Levy, who moved in from the Pittsburgh exchange. . . . Embassy Picts. has taken over distribution of "Davy Crockett, Indian Scout" for immediate release in this area. . . . The Commonwealth of Mass. will again extend daylight saving through Oct. and most of New Eng. will undoubtedly go along this year.

Ernest Cote, mgr. of Interstate's Old Colony, Plymouth, arranged a series of high school screenings of "Julius Caesar" for early morning showings, starting at 8:30 A.M. . . . Dick Young, student booker at 20th-Fox, was transferred to the Albany exchange as full booker. . . . Permit has been issued to a group headed by Stephen Minasian for a new drive-in on Route 114, Danvers-Middleton line, near the proposed Jordan Marsh shopping Center. . . . Harry Segal, UA branch mgr., was elected pres. of Sentry Lodge of B'nai B'rith. Installation of officers and dinner dance will be held May 15 at the Hotel Bradford Roof.

BUFFALO

Jack Mundstuk, M-G-M branch mgr., reports a flood of acceptances from area exhibitors for the company's Ticket-Selling Workshop which Mike Simons, director of customer relations, will conduct on April 18 at the Hotel Statler. . . . Ben Dargush is the new mgr. at the Center, where he succeeds Leon Serin, now city mgr. for UPT in Philadelphia. . . . A large number of clergymen were on hand for the Buffalo screening of "Man Called Peter," set up by Fox branch mgr. Charles B. Kosco prior to the April 8 opening at the Paramount. . . . Elmer F. Lux, Darnell Theas. head and pres. of the Buffalo Common Council, has been named chairman of the Buffalo Ad Club's Civic Affairs committee.

Carl E. Bell mgr. of Perkins Theatre Supply, reports his company is putting CinemaScope equipment in the Aero and Broadway drive-ins, Buffalo. Perkins is also supplying wide screen equipment for Francis Tate's theatres in Wilson, Newfane and Phelps, N.Y. . . . Along with a number of ozoners which started the 1955 season here, Buffalo's newest, the Wehrle on Wehrle Drive and Transit Road, also made its debut. . . . Variety Club's testimonial dinner to Dave Miller, scheduled for April 25, has been postponed. A committee working on details will soon announce the new date.

Advance sale for the Teck's Cinerama is big and gen. mgr. Paul Swater reports many reservations received from cities along the Canadian border. . . . Hats off to Phil Todaro, Century ad mgr., who pulled down a prize for his promotion ideas on "Underwater." . . . Joseph Zebrun, former mgr. at the Apollo and Strand, is aiding his box office at the Dipson Amherst, where he is now mgr., thru his almost weekly tie-ins with merchants in the area. . . . New Variety Club members are: Peter Becker, Joseph Denzak, Sarah Kallett, Billy Katz, Margaret Irwin, Nan Saperston, Edythe Tanner and Katherine Zeller. The girls joined up with Tent No. 7's Women's League. . . . Stu, son of Ben and Helen Hample, will marry Amie Block in June. Ben and Helen are receiving congratulations on their 35th wedding anniversary.

CHARLOTTE

A six months trial of Sunday movies was approved by the Laurinburg, N.C. City Council after management of two local theatres gave assurances there would be no conflict with church services. . . . Paramount branch mgr. Al Duren was married to Lois Nixon. . . . Gus Heffner, back at Paramount after two years in the Army, was also recently married. . . . Alonzo Parrish was in

CHARLOTTE (cont'd.)

buying equipment to replace screen at his Starvue Drive-In, Benson, N.C. . . . W. F. Harris appointed sales rep. for Harris Theatre Supply. . . . The Anderson family, owners of Anderson circuit in N. and S. Car., will soon leave for a trip to Hawaii. Their son Howard will take over.

Atlanta WOMPI's were in town to help get a Charlotte branch started. Among officers elected were Mrs. Myrtle Parker, Paramount, pres.; Mrs. Gladys Hawkins, Wilby-Kincey, 1st v.p., and Mrs. Rosaline Hutton, Columbia, 2nd v.p. . . . C. A. Dandelake, Colonial Theatre, Tarboro, N.C., back after a checkup at John Hopkins Hospital in Baltimore. . . . Another son arrived at the home of Joe Johnson, feature booker for Wilby-Kincey. Jack Griffith, U-I sales rep., welcomed a daughter. . . . Floyd Hanks, pioneer theatre man of Lenoir, N.C., announced his retirement after 40 years in exhibition.

CHICAGO

Rep. Van Der Vries of Winetka has introduced a bill in the Ill. legislature to license coin vending machines. . . . In a drive for new Variety Club members, chief barker Jack Kirsch has scheduled weekly free buffet luncheons and preview showings of new films. . . . Alliance Circuit's 25 outdoor theatres are gradually being reopened, each equipped with large screens, protected against changing weather conditions with Cine Plastic paint. . . . Mgr. Arthur Manheimer of National Screen Service reports theatres in this territory making good use of the company's posters boosting movie attendance. Maryline Tourville of NSS, who was seriously injured in an auto accident, is on the mend. . . . "Superama," a new, low-cost, fully guaranteed theatre screen, is being introduced by Radiant Mfg. Corp. . . . Easter sunrise services will be held at the Harlem Drive-In and ABC Outdoor Theatre.

New B&K managerial appointments include Roger Singer at the Century, Will Doonan at the United Artist, and Sam Abrams as asst. mgr. at the Riviera. . . . S. J. Gregory, pres. of Alliance, named chairman of the building committee to raise a million and a quarter for construction of St. Andrews Greek Church. James Gregory is chairman of the finance committee. . . . Phil Bland, who gave up the Calo Theatre recently, is now operating the Royal and Wicker Park. . . . Reported that Plaza Theatre is now under Fadem management. . . . James Jovan sent 25,000 invitations to neighborhood folks to attend "Romeo and Juliet" at his loop Monroe Theatre as guests.

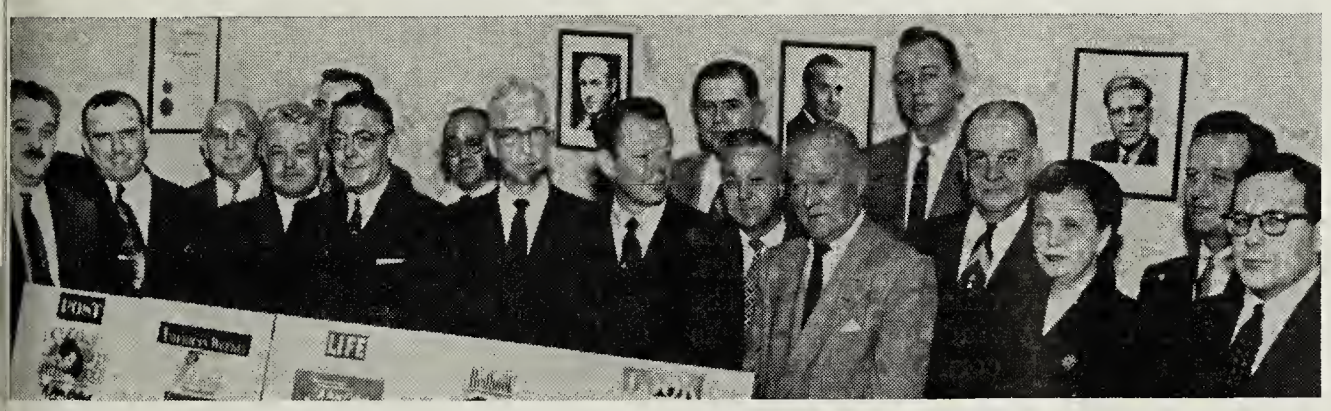
Jack Rose, Indiana-Ill. Theatres exec., appointed amusement div. chairman of the Jack Kirsch testimonal banquet, set for April 19 at the Covenant Club. Rose is spearheading industry efforts to sell $1,000 Israel Bonds as admission to the dinner, at which Jack Benny will receive the first Israel Oscar. . . . Dan Newman, owner of the Astor Theatre, Chicago, and Mrs. Newman leaving for European trip, to include visit to Israel. . . . Republic mgr. Sam Seplowin reports "Doctor in House" breaking records at H&E Balaban's Esquire Theatre. Negotiations are under way for early loop showing of "The Eternal Sea," which was previewed at the Glenview Air Base. . . . Abe Bloom, B&K concession dept. mgr., in Louis Weiss Hospital for surgery.

Jack Robinson retired as sales mgr. of Golde Mfg. Co. and returned to Acme Mfg. as pres. of the company. . . . Abbott Theatre Supply furnished Schoenstadt's Midwest Theatre with 825 BushBak seats. The circuit closed its Boulevard Theatre and reports are that it will be turned into a dance hall operation. . . . James Coston, head of the Coston circuit; Col. Henry Crown, Columbia Picts., and Lawrence F. Stern, theatre financier, named trustees of Cancer Research Foundation of University of Chicago. . . . Alfred H Davis, sales mgr of U.C. Lite Mfg. Co., reports their Big Beam emergency lights being installed in leading Chicago theatres.

For "A Man Called Peter"



An estimated 112,000 clergymen have already been present at nationwide screenings of "A Man Called Peter" Shown here at the Fox Theatre preview in Philadelphia (l. to r.): Dr. Warren C. Johnson, pres., Philadelphia Council of Churches; Dr. Howard Kerschner; Pastor Henry Luffberry, Tabernacle Lutheran Church; Harold Seidenberg, mgr. dir. Fox Theatre.



Attending a conclave in Detroit devoted to local promotion of the 20th-Fox film, following a national magazine merchandising campaign, were (l. to r.): Milt Herman, Cohen Theatres; Henry Caponi and Walter Norris, Butterfield Theatres; Floyd Chrysler, Chrysler Booking Service; Jack Haynes, United Detroit Theatres; J. J. Lee, Fox branch mgr.; Lou Rosenfeld, Lucon Theatre, E. Lansing; Dillon Krepps, United Artists Theatre; Sol Gordon, 20th-Fox; Lou Mitchell, Kilbride Theatres; Bob Buermele, General Theatres; James Sharkey, Co-operative Theatres; Bob Gilfert, Life Mazagine; Wm. Arnoldy, American Weekly; Alice Gorham, UDT.; Jay Hammen, Parade; Bill Westman, Wisper & Westman Theatres.



Shown at Fox Theatre screening in Atlanta (l. to r.): A. B. Padgett, Wilby Theatres; Dr. Wallace Alston, pres., Agnes Scott College; H. G. Ballance, 20th-Fox southern div. mgr.; Mrs. Edward L. Askren, pres., United Church Women; Willis Davis, Wilby Theatres.

CINCINNATI

While M. J. Gordon and Tom Alley were in Cincy making arrangements for opening of their Dayton and Miami ozoners in Dayton, a windstorm blew down the screen tower at the Dayton, causing a delay of some six weeks for repairs. . . . Logan Gaines & Co. installed CinemaScope in their Riverview Drive-In at Carrollton, Ky. . . . J. H. Davidson of Associated Theas., Lynchburg, installed CinemaScope in all his drive-ins except the Roselawn at Allensburg, which will be so equipped later in the season. Davidson operates ozoners in Jasper Mills, Peebles, Lebanon and Waverly, O.

Midwest Theatre Supply is installing the big new Dyn-Arc lamps with 19" reflectors in the following: Max Milbauer's Belmont Auto Theatre, Dayton; Mark Cummins' Circle 25 D-I; Bill Miller's Millers Grove, Tipp City; Nat Kaplan's Woodlawn, Glendale, and Northside of the Sherwood Twin D-I, Dayton, owned by Sam Levin. Midwest also installed CinemaScope in Jerry Kunz's Auto In, Price Hill, and Dent Auto Theatre, Dent, and the Skyline, Dayton, owned by Lou Walters. . . . Charles J. Weigel opened his Deer Park Theatre, Deer Park, with CinemaScope.

Frank Weitzel has added Lou Smith's Marianne Theatre, Bellevue, Ky., and Arthur Schruhl's Frontier Drive-In, Charleston, W. Va., to his booking and buying service. . . . Jim Christian, head booker at U-I, resigned and asst. Jack Quigley took over his post. . . . William Garner is the new sales rep. in this territory for Buena Vista. . . . The Don Redas (Kentucky exhibitor) of London, Ky. are receiving congratulations on the arrival of a third son, named Philip. . . . Mrs. Fon Sexton, former circuit operator with houses in Ashland, Ky. and Ironton, O., passed away after a lingering illness. Her daughter, Mrs. Eila Deprez, has been managing the theatres since Mrs. Sexton was taken ill.

CLEVELAND

Jerry Gross, booker for U-I here, was transferred to the Detroit office as a salesman. . . . Marie Rossel, Universal cashier, was given a party on her 35th anniversary with the company. . . . U-I salesman Jerome Levitte is recuperating nicely in Charity Hospital following his recent operation. . . . Duke Hickey, U-I publicity, is working with Stan Hart in coordinating publicity for opening of "Revenge of the Huntress" in 42 spots in Cleveland, April 1 to 15. . . . Congratulations to Harry Buxbaum, Paramount branch mgr., on the arrival of a son. . . . David Rosenthal, UA branch mgr., is attending the national UA sales conference in Chicago, April 1-3.

DALLAS

Texas Drive-In Theatre Owners Assn. has engaged as counsel Edwin Tobolosky of Dallas. . . . Ned Depinet, former pres. of RKO, was guest speaker at the banquet given by Dallas WOMPI to honor Texans in the industry 25 years or more. . . . The Peak ozoner is giving a free complete movie every Saturday to all admitted at 10 A.M., following with the regular show. Hot dogs are free 12 to 5 P.M. . . . "Hung Jury," produced on location at Camp Wisdon by Tonawanda Productions and Universal Productions, headed by Mrs. Ollie M. Jones and Bill Locklin and in which Dallas talent was used, will premiere here around May 1.

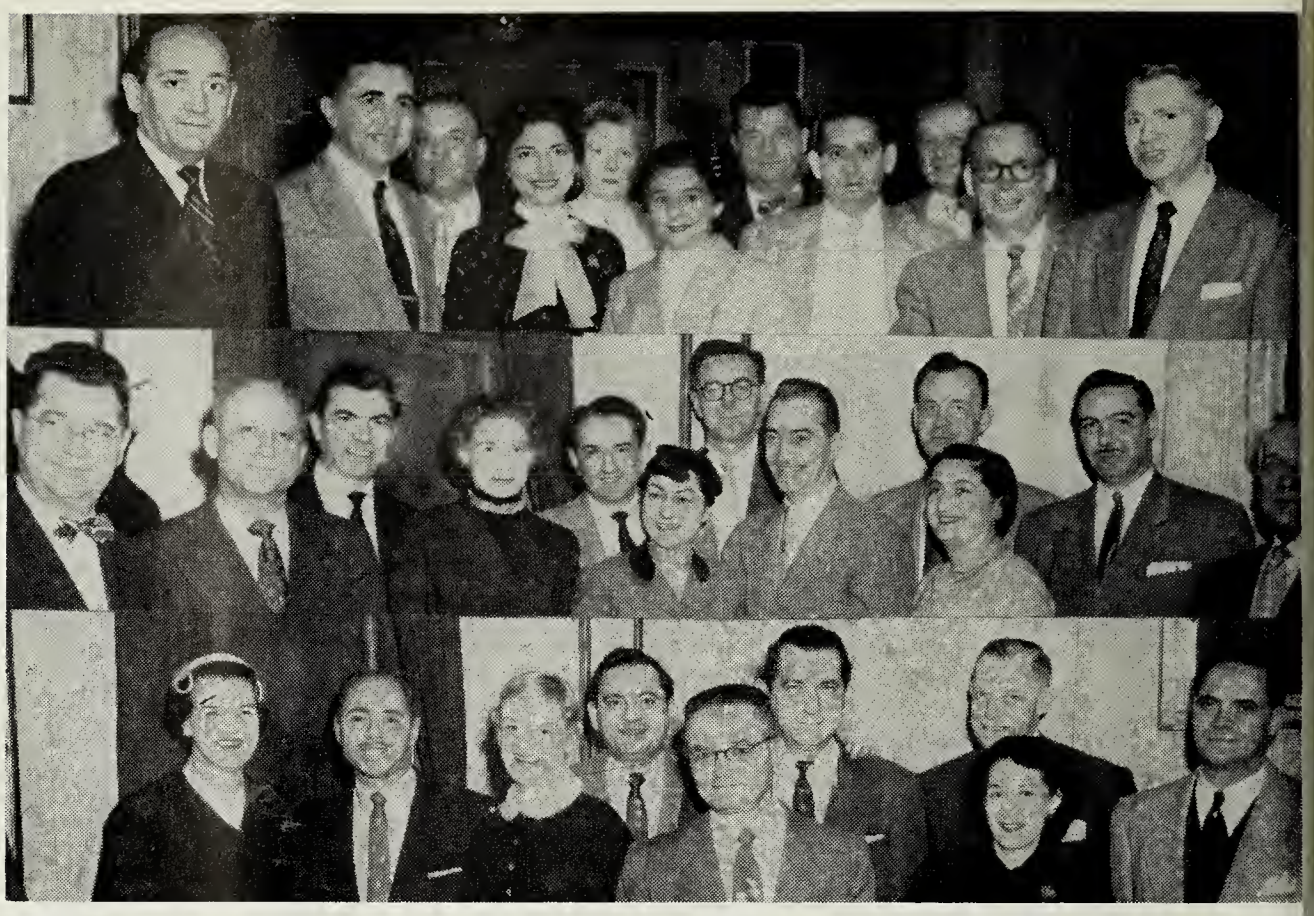
Interstate Theatre opened suburban runs of four of the pictures nominated as best of the year, following the Oscar Awards presentation. Only one omitted will be "Country Girl," current and in holdover at the Tower. . . . Mr. & Mrs. W. R. Waynelong, who operate the Corral Drive-In on Hyway 80 between Odessa and Pecos, Tex., have installed the first aluminum screen in the state. They ran a free show with half old, half new screen, to show the contrast.

DENVER

Dist. Judge Robt. H. McWilliams Jr. dismissed a suit by Excelsior Picts. asking that Fox Inter-Mountain be forced to show "Garden of Eden," a nudist film, at the Tabor. He declined to view the film, and said Excelsior could seek relief in a civil suit since contract provided a formula for computing damages in case it was breached. . . . Alberta Pike, who operated the Vogue for seven years on an art basis, relinquished her lease, turned the house back to owner Fred Brown, and returned to work for Fox Inter-Mountain. Brown appointed Merf Evans, Lakewood mgr., as mgr. and will continue with the same policy.

Realart moved its exchange to 2081 B'way, with Hal Fuller as sales rep. American Releasing also named Fuller its representative, with Laura Haughey as office mgr. and booker. Hugh Braly, dist. mgr., and Irving Wormser, gen. sales mgr. for Distributors Releasing, were in town and arranged with Fuller to release their product. . . . Robert Quinn moved in from the coast as publicity man for Warner. He was formerly here in a similar capacity for Paramount. . . . Robert Selig, asst. to the pres. of Fox-Intermountain, was named mgr. of the Inter-Mountain division of National Theas.

Robt. Lotito resigned as mgr. of the Denham to spend full time with his publicity company. Denham publicist Wm. Fitzgerald will look after the theatre. . . . The neighborhood Uptown is now open Sundays only. . . . Chas. P. Weber, projectionist at the Paramount screening room, is father to a second child, Chas. P Jr. . . . The Monaco and Wadsworth drive-ins, owned by Lem Lee, are now on a first-run basis. . . . Joe Wills, who recently bought the Zia, Las Lunas, N.M., closed the house. . . . Jack Dianco, film contact man for Galagher Transfer, has gone to work for Denver Shipping and Inspection Bureau. The force at Galagher's is on strike.



Bookers of Warner Bros. N.Y. Exchange hosted circuit bookers in the Metropolitan area at a luncheon in honor of the Norman Moray Silver Anniversary Month, in May, to tee off drive to secure playdates of shorts. Shown (l. to r.) TOP: Phil Levine, Brandt; Jack Birnbaum, Randforce, Tony De Meo, WB; Shirley Levy, WB; Ann Levy, Fabian; Charlotte Brecker, Century; Manny Gross, WB; Sylvan Schein, Century; Joe Wright, Army; Irving Kaplan, Randforce, and Mike Anderson, W.B. CENTER: Manny Gross, WB; Joe Ornstein, ITS.; Al Blumberg, WB; Gertrude Sheedel, RKO; Max Polinsky, Brandt; Louise Crest, Moss; Sid Pearl and Danny Ponticelle, Brandt; Ray Olson, ITS.; Shirley Chester, Cinema; Byron Schward, Skouras, and Pete Sayr, W.B. BOTTOM: Josephine Degman, Prudential; Ben Drexler, Brandt; Ann Brown, Prudential; Sid Klein, Island; Sam Miller, WB; Len Lightstone, Island; Rose Taylor and Bert Schroeder, VPT.; and Lee Kaye, Navy.

DES MOINES

The Marland Theatre in Marcus reopened under management of Greater Marcus Corp., owners of the theatre. Mr. & Mrs. Fred Hoover were retained to operate the house. . . . A howling windstorm tore bricks from the southwest corner of the Iowa Theatre in Fort Madison but fortunately no one was injured. . . . More than 600 persons were guests of the Star in Colfax on the occasion of theatre's sixth anniversary under its present management. M. C. Marquis was host. . . . John Banks, mgr. of the Avery in Garner, started a new schedule of showings once a night Mon. thru Thurs., and the regular two showings Fri., Sat. and Sun. . . . Fort Madison's Drive-In, first in that area to reopen for the season, was last to close last year. Special equipment will soon be installed for showing CinemaScope productions.

Sam Watson, owner-operator of the Watson in Graettinger, reopened the theatre after two weeks' closing for extensive alterations. A wide screen and new lighting system were installed and acoustic changes made. . . . W. Eldon Harwood, mgr. of the Commonwealth Creston theatres, reports closing of the Uptown Theatre for the drive-in season and preparations being made to open the Skylark Drive-In north of Creston on April 1. . . . The Comet Theatre in Coggon was reopened after installation of a new screen. . . . Wm. Obrecht mgr. of the Ritz in Rolfe, announced that CinemaScope films are now being shown there.

DETROIT

Charles Howard, mgr. of the Ric at Richmond, has scheduled an egg hunt for the Saturday before Easter, with the management supplying 2,000 chocolate eggs hidden in the Community Field, a block from the theatre. 250 door prizes will be given to the youngsters. . . . For promotion of the world premiere of "Big Honse, U.S.A." at the Fox, starlet Randy Farr made several radio, TV and lobby appearances, and managing director David Idzal had a lobby display of items made by inmates of Jackson Prison. . . . Almost 1,000 prospective ticket purchasers are turned away each weekend from the Music Hall, where "Cinerama Holiday" made its debut on Feb. 14. . . . Stan Dudelson is off on a mid-western promotional tour in connection with films he is distributing.

Joseph P. Uvick, owner of the Burton at Flint, is on a West Indies cruise with Mrs. Uvick. . . . Howard Bruce of Amusement Booking Service is convalescing following an eye operation but may have to undergo another within three months. . . . Irwin Serlin, who is scheduled to do the electrical work on the new Wonderland Drive-In, was in to confer with Sam Green and Dave Korman on details. . . . Closing of the Lyon Theatre in South Lyon by Rex Kinnie is reported from upstate. . . . Clyde Wixom, former Kunsky Circuit theatre mgr., has been named state chairman for National Circus Clown Week, to be celebrated in June.

DETROIT (cont'd.)

Jack Zide is handling details for local Variety Club members who are interested in attending the International convention in Los Angeles, May 4-7. Variety's heavy schedule of special events includes an Easter party on Apr. 15 at Veterans Memorial Bldg; opening of Detroit Tigers baseball game on the 14th; United Detroit's staff party Apr. 30 at Variety Club rooms and the annual golf party on June 27 at Tam O'Shanter Country Club. . . .A Communion breakfast for members of the entertainment industry is scheduled for the latter part of April at St. Aloysius Catholic Church. Chairmen for the event are Edgar Lamoureaux, mgr. of the Palace in Windsor, and Thos. P. Allen, div. mgr. for United Film Serv. Program chairman is Ernest T. Conlon,. exec. secy of Allied Theatres of Mich. . . . The death of John Kane, old-time mgr. of the National Theatre, was reported from Cincinnati. . . . Donald Shields, booker at Albert Dezel's, is recuperating from his recent illness in Mt. Carmel Hospital.

HOUSTON

"Battle Cry" finished its record-breaking run of five weeks at the Majestic, the second picture to stay that long in a downtown Houston theatre. The other was "The Greatest Show On Earth." . . . Publicity director at Interstate Theatres, Conrad Brady, goes to Charlotte, N.C. April 4 to be a panelist, for the third time, in one of MGM's Ticket-Selling Workshops. Among Houston theatremen who were guests at the Dallas' Workshop were Homer McCallom, mgr. of Loew's; Trail Drive-In owner Jack Farr who also heads the Texas Drive-In Men's Ass'n; Robert Lewis, Lewis Theatres; Fred Cannata, Horowitz Theatres. Mike Simons and Emery Austin of MGM conducted the Workshop which was hosted by branch mgr. Leroy Bickel.

New mgr. at the Variety Club is Bob Coggins who for the past five years has been sec-treas. of Tucker Wayne Ad. Agency in Atlanta, Ga. Allen Mason goes to News Inc., publishers of Citizens' newspapers. . . . Impressed with Variety Club's benefit show at the Shamrock, producer Joe Pasternak, who was in town for opening of "Hit The Deck" at Loew's, wired Calif. for a prize-winning gown which was auctioned off here for $1700. Last report on the proceeds, which will go toward building and maintaining Boys Clubs, was $70,200.

KANSAS CITY

Ashland Theatres, the only one in K. C. equipped for closed-circuit TV shows, presented the American Natl. Theatre and Academy's benefit show for CARE. . . . Construction has begun on a 200-car ozoner, to be called the 19 Drive-In, at Cuba, Mo. Adolph Meier, owner of Cuba Theatre, is the builder. . . . Contributions from audiences and local industryites raised $7,622 for the March of Dimes. . . . Republic Midwest launched a plan to make June the big month of the year, honoring Bob Withers, mgr.

Riverside Drive-In near North K. C. installed new concession equipment. . . . CinemaScope was added to the Victory at Knobnoster, Mo., the Roxy at Warsaw, Mo. and to R.L. Dyson's Plaza at St. Joe. . . . Rex Cool's Royal at Unionville, Mo. has new concession equipment. . . . Allied Artists scheduled a Mar. 31 luncheon for Steve Broidy, pres., and Morey R. Goldstein, v.p. & genl. sales mgr., who visited K. C. in connection with premiere of "Seven Angry Men" at Osawatomie, Kans.

Geo. Spencer, former mgr. of Commonwealth's Uptown in Columbia, purchased an interest in the St. Charles Drive-In at St. Chas., Mo. and will manage and do the booking. . . . Ron Harrison is now mgr. of the Tower in Wichita and Dale M. Smith is house mgr. for the Civic in Wichita. . . . Bob Wolf, IFE representative in K. C., set Mar. 24-Aug. 11 for a Playdate drive in recognition of division mgrs. . . . Leon Hoofnagle, booker for Commonwealth, is recuperating at home from an appendectomy.

In the U.S. District Court in K. C., Kans. Judge Stevens Chandler, Jr. of Oklahoma City is hearing a case without a jury which involves suits and countersuits of an Okla. construction firm and the Leawood Drive-In and three Glem W. Dickinson operating firms. The construction co. seeks payment of balances due for construction of the Leawood and Pittsburg theatres and the counterclaims were filed for alleged faulty construction. . . . The Tower Theatre in downtown K.C. was robbed a second time in March and the Granada in K.C., Kans. was robbed the same evening. . . . Don Clark was named to succeed Chuck Decker, who resigned as head booker and office mgr. for Allied Artists. Clark joined AA after four years as booker for Paramount.

MILWAUKEE

Oliver and Ray Trampe hosted a luncheon at the Schroeder Hotel for Steve Broidy, Allied Artists prexy, and Morey Goldstein, v.p. & gen. sales mgr., to discuss AA's plans and coming productions with exhibitors of the territory. In the morning, "Shot Gun" and "Annapolis Story" were screened in Warner's projection room. . . . The drive-in here that had opened for the season was forced to close temporarily because of a snow storm and very cold weather. . . . UA branch mgr. J. Imhof attended the western divisional meeting in Los Angeles. . . . The husband of RKO inspectress Isabelle M. Schilling was killed in an auto accident. . . . The downtown Fox-Strand closed. . . . F. J. McWilliams and John Adler returned from sunny Florida to attend the Allied spring convention. . . . John Mednikow is recuperating from his second bout in the hospital.

Watch These Dates!

April 3-5: Biloxi—Allied Theatre Owners of Gulf States annual convention—Edgewater Gulf Hotel.

April 18-22: Chicago—Society of Motion Picture & Television Engineers (SMPTE) convention—Drake Hotel.

May 2: New York—Variety Club's Second Annual Heart Award Dinner, honoring Richard F. Walsh, IATSE president—Waldorf-Astoria.

May 2-3: Minneapolis—North Central Allied Independent Theatre Owners convention—Nicollet Hotel.

May 4-7: Los Angeles—International Variety Clubs 19th annual convention—Ambassador Hotel.

May 10-12: Lake of the Ozarks—Missouri-Illinois Theatre Owners and Kansas- Missouri Theatre Assn. joint meeting—Arrowhead Lodge.

May 15-17: Atlanta—Joint convention of Motion picture Theatre Owners & Operators of Georgia and Alabama Theatres Assn.—Biltmore Hotel.

June 26-28: Gulfport — Mississippi Theatre Owners Assn. annual convention—Edgewater Gulf Hotel.

Nov. 21-22: St. Louis — Missouri-Illinois Theatre Owners annual convention—Hotel Chase.

MINNEAPOLIS

Operators of five drive-ins in the Mpls. area have signed a new contract with Projectionists Local 219. Under terms of the new contract, covering 10 projectionists, there will be no pay increase this year; five cents in 1956 and an additional five cents in 1957. . . . Joe Rivkin, exec. asst. to Harold Mirisch, v.p. of Allied Artists, was in from Los Angeles to arrange for the March 30 luncheon for AA pres. Steve Broidy and v.p. Morey Goldstein. . . . Earl Lorentz, 20th-Fox salesman, retired after being on the job for 25 years. . . . Roger Dietz, Columbia booker, purchased a new house in suburban St. Louis Park and will move in April 15.

Fire of undetermined origin completely destroyed the Palace at Hector, Minn., operated by Nels Madsen. . . . Allied Artists moved into its new offices at 1019 Currie Ave. Building was occupied by Universal before it moved into its own exchange recently. . . . Harlan Blake, mgr. of the neighborhood Paradise, is recuperating at Mt. Sinai Hospital from a heart attack. . . . Work has begun on remodeling of the loop World. . . . Retired M-G-M branch mgr. W. H. (Bob) Workman, in town on business, was an exchange visitor.

John Potier is the new asst. at the RKO Iowa, Cedar Rapids, replacing Leland Davis, who was transferred to the RKO Brandeis, Omaha. . . . Lyle Carisch of Waysata, Minn. bought the El Lago Theatre and the 53 Auto-Vue Drive-In at Rice Lake, Wis. from the Miner circuit. . . . Theatres which have closed in the area include the World, Duluth, Minn.; the Roxy, Richardson, and the Roxy, Steele, N.D.; Fort, Montfort, Wis., and Manila, Manila, Iowa. Reopening were the Marmarth, Marmarth, N.D., and Royal, Park Rapids, Minn.

NEW HAVEN

The June 1 opening of the $250,000, 500-car project being built at Bridgeport will bring to five the number of E. M. Loew outdoor ventures in this state. George E. Landers, Hartford div. mgr., is supervising construction. A new 120x45′ screen has been installed at the Hartford Drive-In, Newington, and a similar unit is planned for the Farmington at Bristol. . . . Ernie Grecula, who served as ad-pub dir. for Hartford Circuit before leaving in 1954 to become mgr. of the Walter Reade Paramount in Plainfield, N.J., has joined the sales force at Coppola Auto Sales, Westport.

Philip W. Maher and Paul T. Sullivan, plaintiffs in an action against Peter A. and Milton LeRoy, their partners in the Blue Hills Drive-In at Bloomfield, received a temporary injunction pending a hearing on their claims. In retaliation, the LeRoys have asked that the injunction be dissolved be-

NEW HAVEN (cont'd.)

cause of "flagrant misrepresentations" by Maher and Sullivan. . . . Jack Simons of S-W's Palace and Rialto, So. Norwalk, and Mike Adorno, asst. gen. mgr., M&D Theas., Middletown, happened to spot local Marines in "Battle Cry" and promptly contacted their local newspaper editors for special stories and art. . . . Herman Hirschhorn, 47, 20th-Fox branch mgr. here since last June, passed away suddenly.

Perakos Associates announced plans for a 900-car ozoner on the Silas Dean Hyway at Wethersfield, a Hartford suburb. . . . Henry Germaine of Paramount was reelected chief barker of Variety Tent 31. Others named are Hy Levine, 1st asst.; John Pavone, 2nd asst.; Sam Germaine, dough guy; George Weber, property master; and Bob Elliano, international canvassman. . . . Bernard Menschell, pres. of Community Amuse. and Manchester Drive-In Theatre Corp., Hartford, became father of a second child, named Steven Ira. . . . George Smith was named to succeed Carroll J. Lawler as mgr. of the Colonial, Hartford. Lawler resigned.

The 38 mgrs. of S-W theatres in Conn., Mass. and N.Y. are taking part in the three-month Stanley-Warner Festival, promotional followup to the recently-concluded Fabian's Fabulous Forty, in which Irving Hillman, mgr. of the Roger Sherman in New Haven, took top honors. Winner of the current campaign will get a two-week trip England. . . . Allen M. Widem, Hartford Times motion picture editor, flew to Los Angeles to cover the Academy Awards. . . . Jack Sanson, mgr. of S-W's Strand, is back at his desk following surgery. . . . Bob Schwartz, Lake Drive-In, Meriden-Waterbury Road, is marking his 25th year in the industry.

NEW YORK

An industry committee of 54, to serve as part of the Cardinal's Committee of the Laity in the 1955 Catholic Charities drive of the Archdiocese of N.Y., which seeks $2,500,000 in gifts through 50 different committees of businessmen, was announced by John J. O'Connor, Universal v.p., who is chairman of the m.p. committee. George J. Schaefer is treas.; L. Douglas Netter, Jr., Altec exec., is vice-chairman. . . . Max Cohen, pres. of Cinema Circuit, was sworn in as a member of Borough Pres. Hulan Jack's Permanent Advisory Committee, made up of business leaders in major commercial and industrial fields.

Robert Fleisher resigned as national magazine contact for 20th-Fox, effective April 8, and will take a brief vacation before announcing future plans. . . . Marvin Rochelle, son of veteran exhibitor Jack Rochelle, operator of the Park Theatre, Rockaway Park, was married last week to Judy Gier. . . . Elias Youngstein, father of UA v.p. Max E. Youngstein, passed away. . . . Stanley Fellerman, sales exec. for United World Films and son of Max Fellerman, exec. v.p. and gen. mgr. of Lopert Films, was betrothed to Sandra Feldman of Riverdale, N.Y.

OMAHA

The Lincoln City Planning Commission has asked the City Council to change a zoning ordinance to permit the location of drive-in theatres in class A-A rural and public use areas. It also recommended that a permit be given the Center Ents. for operation of an ozoner in such a zone at 84th &



M-G-M's "Wheel of Fortune" float, which will tour the country in advance of the release of "The Prodigal," now scheduled for May bookings, gets the stamp of approval from the company's home office promotion trio. L. to R.: Joe Flynn, asst. to Emery Austin; Austin, exploitation head; and Oscar Doob.

"O" Sts. . . . Most drive-ins in this area were back in operation before the first day of spring. Bill Miskell's Sky View operated continuously through the winter with 700 in-car heaters despite the coldest Feb. since 1936, and the Airport began use of in-car heaters when it resumed operation late in the winter season.

PHILADELPHIA

Common Pleas Court Judge Edwin C. Lewis has ordered the State Board of Censors to permit showing of "She Shoulda Said No," a film dealing with drug addiction that was banned in July 1953 as "immoral and indecent." . . . Reminder that Tent 13 is holding an informal reception for Bob O'Donnell, international ringmaster, in the clubrooms on Monday (4) at 9 p.m. . . . Archie P. Kauffman, Sydney Orlofsky, Gilbert Pleet, and William J. Wolf are now members of Variety Tent 13. . . . The Robert Adlemans have been blessed with a baby girl. . . . Myer "Mickey" Lewis, National Theatre Supply, announced that his daughter, Renee, has wed Jerry Fox.

Stanley-Warner's Stanton Theatre is closing for redecorating. . . . Kirk Douglas and William Campbell were in town making radio and TV appearances and participating in promotional stunts on behalf of "Man Without A Star," to world premiere at the Goldman Theatre. . . . William Goldman, exhibitor who won a precedent making anti-trust suit against the major distributors a decade ago, testified as a defense witness in the Sablosky-Norris Amuse. Co. anti-trust suit against the majors.

Dave Brodsky, theatre decorator, has filed for City Council on the Republican ticket. . . . Morris Fox, 78, former ad. mgr. of Fox Film Corp. who retired in 1947, died. . . . Chas. F. Widmyer, Widmyer Prangley Co., one of the operators of the Colonial, died. . . . Lansdale Theatre, Lansdale, inaugurated the "Golden Age Family," in which persons of 65 or over are admitted at reduced admission of 50¢ by merely saying at the boxoffice, "I am a golden ager."

Robert J. O'Donnell, International Ringmaster of Variety, will be principal speaker at the Allied Jewish Appeal annual dinner meeting on April 4 at the Drake Hotel. . . . Birk Binnard, mgr. of the Warner Theatre in Reading, succeeds Irving Blumberg as local ad-pub dir. for Stanley-Warner. . . . A. M. Ellis' Bala Theatre advertises that it has achieved a first run in the neighborhoods. . . . James A. Carey will do his own booking and buying for the York and Elmwood theatres in York, Pa. . . . The S-W Lane discontinued its policy of showing art films. . . . Roy Sullender's National Theatre Service is now handling Silver Spring Drive-In, Hogestown; Midway D-I, Lewistown; the Hount Holly Springs drive-in and Huntington D-I, Huntington, Pa.

PITTSBURGH

Over 275 theatres were represented at the Allied MPTO convention which flayed toll TV, attendance tax and the film shortage . . . Fred A. Beedle, the Canonsburg exhibitor, is back at his office after being hospitalized with lobar pneumonia. . . . Harri Amuse. Co. planning a big shindig for the golden anniversary of the Nickelodeon, the first in the country, on June 5. . . . Al Levy mgr. of the 20th-Fox exchange, transferred to the Boston office as head man and is replaced here by Nate Rosen from Albany. . . . Reissue of Garbo's "Camille" has broken all records for the Guild Theatre.

PORTLAND

After complete renovation and remodeling, Art Adamson reopened his 600-seat Parkrose Theatre with an art policy and T. W. McDougall as mgr. . . . Jay Clarke, nationally known mentalist, is supplementing the film fare at Hamrick's Liberty Theatre. . . . "Camille," the 1936 Garbo film, is currently being shown at the Guild Theatre . . . Loyal T Zell, who was Pacific Northwest representative for United Film Service, has been appointed dist. mgr. for Equitable Savings & Loan Assn., with headquarters in Seattle.

ST. LOUIS

"Knock On Wood," which was trade shown here almost a year ago, opened first-run at the St. Louis Theatre on March 25, ending a lengthy disagreement between F&M officials Harry & Edward Arthur and Paramount over rental terms, during which time no Paramount features were shown at the circuit's theatres. . . . Geo. Spencer, former mgr. of the Uptown in Columbia. Mo., purchased an interest in the St. Charles Drive-In at St. Charles, Mo. . . . The 55-year-old Avenue Theatre building in East St. L. is being wrecked to make room for a new Woolworth store. . . . Fred Cline, who has been connected with a radio station in Harrisburg, Ill., leased the 500-car Harrisburg Drive-In at Pankeyville from J. D. & N. H. Barter and Fred Wilmoth.

Adolph Meier, operator of the Cuba Theatre at Cuba, Mo., is building a 200-car ozoner on Rt. 19, to be ready for May 1 opening. . . . Mrs. Regina Steinberg sold her 700-seat Madison at Madison, Ill. to Pete Malek, who had been associated with the theatre for 20 years. . . . The 400-seat Girard at Girard, Ill., reopened recently under mgmt. of Mrs. Ruth Hess. . . . Palace Theatre at Jackson, Mo. is to continue in operation under a granddaughter of the late Robt. K. Wilson, who was killed in an auto accident early in March. . . . The new Holiday Drive-In here is scheduled to open around April 15.

Columbia Amuse. has broken ground for its new twin ozoner at W. Paducah, Ky. One side will accommodate 600 cars, the other 400, and both will have a combined conces-

ST. LOUIS (cont'd.)

sions building. . . . Bloomer Amuse. started grading operations on its new 1,000-car ozoner on Hyway 460 near E. St. L., Ill., and will start on another 1,000-car project between Belleville and nearby Scott and Air Force Base. . . . Mrs. W. A. Wright closed her Wright Theatre at Avon, Ill. because of illness of the mgr. . . . K. A. Bushur's Neoga Theatre, 266-seater at Neoga, Ill., will be closed unless a plan can be devised to keep it operating at least a couple of days a week. . . . Mrs. Ann Lee Pool closed her 500-seat Kay at St. Francisville, Ill. for an indefinite period. Also closed is the 225-seat Mansfield at Mansfield, Mo. by operator B. H. Pettit; the 250-seat State at Morrisonville, Ill. by Mr. and Mrs. Buel Mitchell.

Wehrenberg circuit added some 600 spaces to its 66 Park-In Theatre in St. L. County, increasing capacity to 1,300 cars. . . . Many local theatres recently began closing one night a week as result of the new wage scale and working agreement with Operators Local 143. . . . Reported that the new 200-car ozoner under construction near Mansfield, Mo. will book out of Kansas City instead of St. L. . . . Wm. S. Levine assumed his new duties as mgr.-dir. of the Ambassador here, succeeding Ray Connor who moved on to a new assignment for Stanley-Warner. . . . Daylight Saving in Mo. will be eliminated if bill recently introduced by Rep. Carl Webber is passed. . . . MITO moved into its new and larger quarters at Oliver & Leonard. Prexy Lester R. Kropp announced dates for the annual meeting of the organization set for Nov. 21-22 at the Hotel Chase. . . . Hugh McGregor, owner of the Ritz at Arcola and the Oakland at Oakland, Ill., passed away.

SALT LAKE CITY

Reports are that the former Rimrock Drive-In, which was dismantled last season, has been moved to a new location and will reopen shortly in this region as Hilltop Drive-In. . . . Several first-runs here have started a policy of double features with good results. Included are the Studio, Capitol, Rialto, Villa and Utah. . . . . Safety Council of Utah has nominated the Golden Rule Club for a special citation from the National Safety Council. Former Tower Theatre mgr. P.A. Speckart started the club. . . . N. Rinetti, who leased the State Theatre to the Swanson Brothers, is now assisting Frank Davis, mgr. of the Rialto.

Maj. Gen. C. W. Christenberry, pres. of the American-Korean Foundation, was guest speaker at an industry luncheon, chairmaned by Ray M. Hendry of Intermountain Theas., Sam Gillette of Associates Amusements, and Jack McGee, Fox I-M dist. mgr., who will supervise foundation activities in this area. . . . Falcon Theatre at Twin Bridges, Mont. purchased a new lamp house and Simplex power generating equipment from Wm. Stahl of National Theatre Supply, Seattle. . . . CinemaScope was installed in the Star Drive-In, Conrad, Mont. . . . Fire of undetermined origin completely destroyed the Liberty Theatre at Billings, Mont. Owners Wm. Dillison and Paul Alweis estimate damage at $75,000. . . . Glen Brogger, former Paramount salesman in Portland, and J. A. Clark have purchased the Star and Weiser theatres in Weiser, Idaho, and plan to build an ozoner in the area soon.

"Alley" Crew Lauded



John Wayne and William A. Wellman receive from Col. H. H. Allison a citation to Warners' CinemaScope-WarnerColor "Blood Alley" cast and crew for distinguished service as honorary recruiters for the United States Air Force.

Italian Films Tribute



Dr. Goffredo Lombardo, Jr. (right), pres. of Italian Film Producers Assn. and of Titanus Films, the oldest motion picture studio in Italy, and director Alberto Lattuada (right), co-founder of Cineteca Italiana, were the honored guests at premiere of the Museum of Modern Art Film Library's "50 Years of Italian Cinema" at the Museum's auditorium. Also shown (left) is E. R. Zorgniotti, exec. v.p. of I.E.F.

SEATTLE

Modern Theatre Supply installed CinemaScope and a 50' RCA Dynalite screen at the Northgate Theatre near Seattle. . . . The Liberty at Lynden, Wash., is now CinemaScope equipped. . . . John H. Riley of National Theatre Supply reports a sale of complete booth equipment, National excelite lamps, X-L sound heads and projectors to Ron Gamble's Twin City Drive-In, Chehalis. . . . CinemaScope, new drapes and a Walker America screen installed at the Roxy, Morton, Wash. . . . Merle P. Songstad installed an enlarged screen at the Harbor Drive-In, Aberdeen, and at the Kitsap Lake Theatre near Bremerton.

B. F. Shearer reports installation of Optical CinemaScope at the Ruby Theatre, Chelan. . . . Jerry Davis resumed buying and booking for his theatre at Brewster after being associated with Maurice Saffle of Seattle. . . . Recent visitors in Seattle were Joe Marble of the Denali Theatre at Anchorage, Alaska, Red Prach of Real Art Theatre, Tacoma, and Joe Luis of Brook Theatre, Snoqualmie, Wash. . . . S. J. Gregory, pres. of Alliance circuit, closed a deal for the Skyline Outdoor Theatre in Richland, giving the circuit seven outdoor houses in Wash., which are under the supervision of Edward Hickey and Ferd Nessle, booking mgr.

WASHINGTON

Al Sherman, film publicist, disposed of his interest in the Georgetown Theatre, Washington art cinema, to open his own offices at 2017 S St., N.W. as public relations consultant specializing in foreign film and art cinema promotions and operations. . . . The following have been approved for Variety Club membership: Paul J. Foley, Airport Drive-In Theatre; Philip J. Mason, v.p., Hirsh Coin Machine Corp.; Joseph B. Walsh, partner in M. P. Buyer and Film Service; and associate applicant Herman R. Spiegel, merchandise mgr. for The Hecht Co. Tent #11's official delegates to the International convention in Los Angeles, May 4-7, will include Jack Fruchtman, Morton Gerber, and International canvasman Alvin Q. Ehrlich, and in an international capacity, Nathan D. Golden and Jake Flax.

All S-W mgrs. in this exchange area attended a special meeting called by zone mgr. George A. Crouch to discuss the coming "Stanley Warner Spring Movie Festival" during April, May and June. Speakers were Frank LaFalce, Louis F. Ribnitzki, C. E. McGowan, A. Julian Brylawski, E. N. Read, Alton J. Pratt, and dist. mgrs. Harry E. Lohmeyer and Charles Grimes.

In attendance from Wash. were Sidney Hoffman, Metropolitan; Julian Lewis, Ambassador; Raymond Burch, Tivoli; Kenneth R. Davis, Uptown; Robert H. Campbell, Avalon; Emanuel C. Costolo, Beverly; George Sadler, Calvert; Walter Cannon, Central; Ernest Wells, Kennedy; Edward Camp, Penn; Roy Sherman, Savory; Philip Rinaldi, Sheridan; Claude Land, Silver; Frank Sobotka, Takoma. From Virginia: Frank Shaffer, Dixie & Strand, Staunton; Don Nichols, Masonic, Clifton Forge; Edward Purcell, Virginia, Harrisonburg; Ralph Daves, State, Lexington; Lamar Keen, Capitol, Winchester; Henry Clark, Warner, Lynchburg. From Maryland: Rodney Collier, Stanley, Baltimore; Claude Poole, Colonial, Hagerstown; George Payette, Maryland, Hagerstown.

Songstress Honored



Kitty Kallen, making her screen debut in Univ.-Int'l.'s Technicolor-CinemaScope musical, "The Second Greatest Sex," receives the "Cashbox Award of 1954" from Carl Taft, West Coast editor of Cashbox Magazine, as cast members look on. L. to R.: Star Jeanne Crain, Taft, Miss Kallen, Director George Marshall and Mamie Van Doren.

A GREAT WESTERN

in the tradition of "Red River" and "High Noon"



THE STRANGER
The town gave him 12 hours to live!



THE WILDCAT
When she couldn't outshoot a man—she used other weapons!



THE KILLER
A kid who liked to play...with lives!



The LAND BARON
He owned the town-lock, stock and gun-barrel!



THE COLONEL
He liked his cigars lit for him—and his killings done for him!

The public likes its westerns *BIG* these days. Here, to satisfy them, is a *BIG* adventure story—starring a *BIG* boxoffice favorite—with the kind of high pitched excitement that pays off!



LEONARD GOLDSTEIN PRODUCTIONS

PRESENTS

JOEL McCREA

in

STRANGER ON HORSEBACK

IN ANSCO COLOR BY PATHE



CO-STARRING **MIROSLAVA** with KEVIN McCARTHY · JOHN McINTIRE
EMILE MEYER · NANCY GATES · JOHN CARRADINE Screenplay by HERB MEADOW
and DON MARTIN · Story by LOUIS L'AMOUR · Produced by ROBERT GOLDSTEIN
Directed by JACQUES TOURNEUR

thru UA

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

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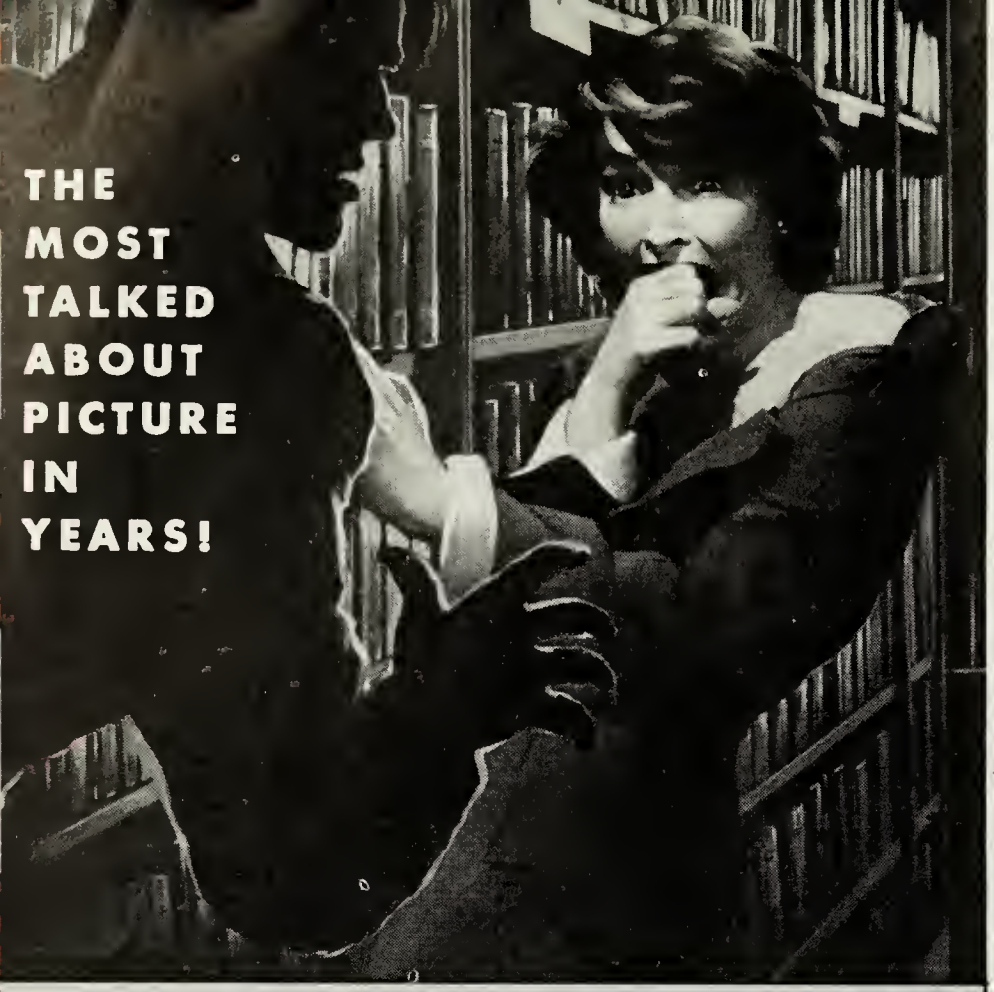
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EVERYBODY'S BUSINESS

TODAY, as in years past, the motion picture business is once again everybody's business and the industry should do everything in its power to keep it that way. The public enjoys being taken behind the scenes of motion picture production and many of the top-rated television programs are making increasing and interesting use of film clips of full-length features, scenes of behind-the-camera Hollywood activities, and personal interviews with established movie stars and rising new screen personalities.

"Disneyland," Ed Sullivan's "Toast of the Town," and numerous other shows are regularly furnishing concrete proof of television's ability to add most substantially to the patronage potential of forthcoming theatrical attractions which are exploited over the airwaves.

(See Page 3)



M-G-M presents

"BLACKBOARD JUNGLE"

Starring

GLENN FORD

ANNE FRANCIS · LOUIS CALHERN

with MARGARET HAYES

Screen Play by RICHARD BROOKS

Based On the Novel by EVAN HUNTER

Directed by RICHARD BROOKS · Produced by PANDRO S. BERMAN

(AVAILABLE IN PERSPECTA STEREOPHONIC OR 1-CHANNEL SOUND)

SENSATION OF THE NATION!

IN PHILADELPHIA: "A real shocker . . . Should have the whole town talking." —*Daily News*

IN NEW YORK: "Bound to be one of the most widely discussed pictures of the year! A picture you won't soon forget!" —*Journal-American*

IN BOSTON: "Powerful . . . Authentic . . . One of the most arresting films of the year." —*Globe*

IN SAN FRANCISCO: "Packs dramatic punch . . . Topical and timely drama." —*Examiner*

IN CLEVELAND: "Great . . . You will be moved as you rarely have been moved." —*News*

NATIONALLY: "Shocking and unforgettable" says *Walter Winchell,* (Syndicated Columnist, Radio-TV Commentator)

"BLACKBOARD EXPLODES ACROSS AMERICA!

BOSTON BOFF! *(Held! 3rd Week!)*

STATE—BEST IN A YEAR!
ORPHEUM—TOPS EXCEPT "KNIGHTS OF ROUND TABLE" AND NEW YEARS

CLEVELAND WOW! *(Held! 3rd Week!)*

SENSATIONAL IN SPITE OF SNOW AND RADIO "STAY HOME" WARNINGS!

FRISCO WHAM! *(Held! 4th Week!)*

EQUALS HAPPY NEW YEAR BIZ!

PHILLY PHENOM! *(Held! 4th Week!)*

BEATS "MOGAMBO" FOR ALL-TIME HOUSE RECORD!

NEW YORK TOPS! *(4th Week of Extended Run!)*

BIGGEST IN 6 YEARS AT STATE, N. Y.

Every New Opening Proves It's Sure-Fire!
Hold-Overs Everywhere!

April 16, 1955
Vol. 35 No. 7

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Everybody's Business

(*continued from cover*)

Disney's "Davy Crockett" series proved so popular on TV that it has been set for feature presentation in theatres, with more than 1300 saturation play-offs anticipated during the first month of release.

That the major film companies are keenly aware of the marketing advantages inherent in such television promotion is being made more evident with recent developments.

This week, Warner Brothers announced the signing of a long-term contract with the American Broadcasting Company under which Warner Studios will prepare a series of 39 full-hour programs for commercial sponsorship, with at least six minutes of each program devoted to taking viewers "on location" for the making of important motion picture releases designed for exhibition in theatres.

In a similar vein, Darryl F. Zanuck, production chief at 20th-Fox, indicated at a trade press conference late last week that the primary role of any package shows to be produced for television in the near future by his company will be to stimulate theatre attendance, with the inclusion of an institutional advertising campaign on moviegoing which will reach millions of televiewers in their homes. Zanuck revealed that this would be accomplished by incorporating a "protective" clause in all 20th-Fox TV contracts which would allow a generous portion of time for publicising the studio's theatrical output.

There are those who will advance the argument that the presentation of good television shows will dry up the theatre audience but it is difficult to subscribe to this position. All this industry has to fear is fear itself. Even the "Oscar" award presentations, which drains off an impressive segment of the theatre-going audience, has tremendously beneficial repercussions at the boxoffice.

Audiences have to leave their television sets sometimes to buy the advertised products. It's certainly as good for motion pictures as it is for the sale of automobiles or any other product that requires constant merchandising and, from where we sit, the industry never could get a better selling opportunity.

There is a substantial audience that can literally be blasted with in-the-home advertising—an audience that is presently not coming to the theatres. If the film companies are ingenious enough, and we believe they are, to create newsworthy, attention-getting plugs for forthcoming films in the general format of these shows, the industry can find its lost audience and make new ones. This formula has proven boxoffice appeal—and with the film companies taking the plunge into television production, they all might well give major attention to similar "protective" clauses.

For many years now, we have maintained that TV will ultimately be a healthy adjunct to the motion picture theatre industry and that each medium will complement the other. In the novelty stages of television, the prophets of doom predicted catastrophe for theatres while the saturation impact of television shrank theatre attendance to its low point. Now, the bottom of the curve has been reached and moviegoing is once again in an upward spiral with the constructive impact of television.

War and Peace?

From the bulletin of the Theatre Owners of America—(April 11, 1955):

"TOA and its predecessors have been peace-loving people. Each administration has dedicated itself to long-view thinking based on the philosophy that this is an interdependent industry. That philosophy, however, is a two-way street, and it is obvious now that distribution has not recognized that philosophy, or, having recognized it, has refused to go along with it. It is now, therefore, for distribution to choose the road: along one lies peace, harmony, and the greatest good for the greatest number; along the other lies strife, jungle warfare, and chaos. We prefer the former, by all means, but we shall have the courage to accept the latter if that is distribution's challenge.

"The time for calling the all industry conference is now!"

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Trio Of Majors Accelerate Television Production Plans

A trio of major distributing companies accelerated their respective television production plans over the past week with Warner Bros. taking the plunge, 20th Century-Fox explaining its future policy, and M-G-M undertaking a survey of the media.

Warner Bros. and the American Broadcasting Co. jointly announced a long-term contract this week which calls for Warners to prepare 39 full-hour features titled "Warner Bros. Presents," each one based on one of three outstanding motion picture successes: "Casablanca," "King's Row," and "Cheyenne."

Each of these three Warner Bros. pictures will be the title of the three broad program categories which the series will embrace. "Casablanca" will be the series title for the Adventure programs; "Kings Row" for the Romance group; "Cheyenne" for the Westerns. Each of the three series will be specially prepared for television, and will feature up-and-coming stars rather than the stars of the original versions.

Far-Reaching Results Seen

In making the announcement, Leonard Goldenson, president of ABC-Paramount Theatres, expressed his belief that the program "will have far-reaching results from an exhibition viewpoint, because it brings a new and definite vitality to the marketing and merchandising of motion pictures."

An ambitious audience-building program for 20th-Fox was outlined late last week by Darryl F. Zanuck, vice-president in charge of production. Principally, the program calls for production of television shows designed to promote theatrical film releases.

First such programs, to be made in conjunction with CBS, will be a 39-week half-hour series based on the movie, "My Friend Flicka," to be telecast in black and white and color, starting in September.

Zanuck Cites 'Disneyland'

Regarding TV production, Zanuck said plans call for a "healthy portion" of any series produced by 20th-Fox's TV subsidiary to be devoted to present and future theatrical film releases. He cited "Disneyland" as an example of a TV show which aids theatre box office, attributing a great deal of the success of "20,000 Leagues Under the Sea" to the TV exploitation on "Disneyland."

In another announcement relating to motion picture-television activity, E. J. Mannix, M-G-M executive, confirmed a published report that the company has been making a survey for telefilm production. Les Peterson, M-G-M studio executive in charge of the TV and radio department, is now preparing a survey which will be presented to Nicholas M. Schenck, M-G-M president, and other company executives in the East for a decision on the company entering television production.

Warner Bros. made two other announcements relating to television. They will bring "Our Miss Brooks," one of the nation's top TV shows, to the screen, starring Eve Arden. Warners thereby follows their own precedent in presenting a feature-length "Dragnet" in theatres, starring Jack Webb, who like Miss Arden, stars in the television version.

Also, Warner announced the formation of Sunset Productions, as a separate television film subsidiary headed by Jack Warner Jr. Sunset's initial undertaking will be a series of half-hour shows titled "Men of the Sky," dealing with the progress of aviation in war and peace, and bearing the official seals of the Department of Defense and the Air Force.

The 39 features series will be completely self-contained stories, and at least six minutes of each program will be devoted to taking the viewers "on location," either behind-the-scenes or on outdoor location of a Warner production in the making. The viewing public will also be given an opportunity to meet new screen personalities. Jack L. Warner announced his belief that "coordinated with our current nation-wide search for talent, which we announced recently, the new show will exploit to the fullest extent the value of the television medium in the marketing of theatre motion pictures."

Zanuck also stated that in 20th-Fox's contemplated series for General Electric, six minutes of the one-hour show would be devoted to the institutional advertising of theatrical motion pictures.

Not Profit-Making

The company's entry into the field of TV, he explained, is not expected to yield a profit in dollars and cents. "If we don't lose too much money," Zanuck said, "the company would be satisfied, banking on the returns of TV promotion at the box offices. Eventually, he hopes that the studio's TV program will become profitable by itself. But the important thing, he insisted, is that "we can reach the 50 million who now have TV in their homes, and sell them on the idea of movie-going."

"There will be a protective clause in all of our TV contracts," Zanuck noted, "which will allow us a good portion of time to publicize our present and future theatrical product."

Gary Stevens was appointed general manager of the Warner Bros. television division which will produce the series, and Art Silver will supervise the "Behind the Scenes" subjects which will be shown with each of the features. Solly Baiano, formerly head of Warner's studio casting department, will be in charge of all TV casting.

More Pictures Promised Children's Film Library

Promising that distribution would make more pictures available for the children's library, the sales managers committee of the Motion Picture Association appointed a two-man sub-committee, Bernard Goodman of Warner Bros. and Monroe Goodman of Paramount, to report on what must be done to increase the program's effectiveness and to offer more opportunities for the showing of films especially suited for children.

Republic's Policy Unchanged: Yates

Faced with the formation of a stockholders' "protective" committee and rising exhibitor agitation, as a result of his disclosure to a stockholders' meeting that his company would determine within 60 days whether or not to halt theatrical production, Republic president Herbert J. Yates this week issued a formal statement insisting that "our production policy is unchanged."

"Republic's production policy has been grossly misstated and not authorized by me or Republic's board of directors," Yates began. He went on to say that Republic plans to complete and deliver to exhibitors during the first six months of 1955, 14 De-Luxe pictures and 6 special pictures, a total of 20 pictures, which exceeds the entire number of pictures we produced during 1954. "Our branch managers were so informed as far back as March 22nd in Chicago," Yates said. Our studio in Hollywood, he continued, "has already started planning production for the second six months of 1955."

No Comment On Meeting

Yates made no comment, however, on statements made during and after the annual stockholders' meeting, where he suggested the possibility of ceasing production and distribution of theatrical motion pictures so that Republic might devote itself exclusively to television and to its laboratory facilities.

The Republic president claimed that his announcement was "no secret" to the trade, explaining that he had talked to the presidents of the country's four top circuits, telling them that if Republic did not get more playing time and more money for its pictures, it might bow out of the theatrical market.

Exhibitor reaction followed quickly. In a letter to Yates, TOA president E. D. Martin told Yates that "if your company would make more and better films that would suit the needs of your customers your company would accomplish much more than heaping abuse upon your customers.

Martin Attacks Republic

"Your company, in my opinion," wrote Martin, "must bear the blame for its lack of success. It has not kept pace with circumstances and conditions. It is not an accident that the statements and reports of almost all other producers and distributors of motion pictures show a tremendous improvement and very profitable operations. These profitable operations are based primarily on their activity in the theatrical motion picture industry and not in the field of television."

Harry Hendel, executive secretary of Allied Motion Picture Theatre Owners of Western Pa., in an open letter to Yates, called upon the Republic president not to be a "quitter." "You are unfair to blame theatre owners for the payment of inadequate film rentals—and for not granting Republic Pictures unwarranted preferred and extended playing time for program subjects that today have limited audience appeal," he wrote.

"If your energies and long experience . . . were concentrated on . . . top quality sub-

(*Continued on page* 36)

TOA Blisters Distribution With Round Table Demand

A spirited "call to action" urging an industry round-table conference "forthwith," without waiting for agreement on arbitration was issued this week by E. D. Martin, president of Theatre Owners of America. With a blistering four-page statement, containing various attacks on distribution, and clearly indicating a basic change in TOA policy, the exhibitor organization lined up with National Allied in demanding an immediate round-table meeting.

"Distributors' profits are greater than ever. Yet they continue ruthlessly on their gouging ways," Martin wrote. They either do not know, or do not care to know, that every successful revolution of importance was accomplished by a handful of men. That will be the story in this industry if the distributors do not awaken from their dream-world and take heed of the justifiable complaints of their customers," he continued.

"It is not possible," Martin asserted, "to think of an industry, other than the motion picture industry, wherein the sources of supply display such indifference and such callousness toward its customers!"

When informed of Martin's statement, Allied president Ruben Shor, in Cincinnati, welcomed TOA's decision to no longer grant top priority to arbitration.

At the same time, Harry Brandt, president of Independent Theatre Owners also commented on the new TOA position. Said Brandt: "I am not with Allied in seeking governmental regulation for the industry. I am with TOA on the need for an immediate conference where we should discuss problems like sensible men. Some method of conciliation service should come forth from a round-table discussion."

Allied Welcomes Statement

Spokesmen for distribution and other exhibitor organizations either declined to comment on TOA's statement for publication or could not be reached. Nor was there any release forthcoming from the MPAA meeting held later this week with respect to the bulletin.

The architect of the proposed industry conference, 20th-Fox's Al Lichtman, and other unnamed distributor spokesmen were scored by Martin for lulling exhibitors "into complacency." Lichtman also was criticized for stating at the 1954 TOA convention that only one point divides exhibition and distribution from agreement on arbitration. Subsequently, Martin claimed, TOA learned that the situation was different.

Martin's statement declared that "what is needed now, more than anything else, is immediate and substantial relief from the inequitable conditions of licensing, and from the outrageous and prohibitive rentals being demanded by distributors. "To do any less," the statement continued, "is to drive harried and overburdened exhibitors into desperate acts, which they and the entire industry may well regret in the forseeable future." By "desperate acts" Martin may have been referring to Allied's proposed move to seek Federal regulation of film rentals.

Continued Martin: "We can no longer hold the position that the completion of an arbitration system must precede the industry conference. It is now untenable. The crucial times and the crying need for relief dictate that the industry conference be held immediately, and that a constructive progra mof relief result from it. We dare not sit idly by and permit the distributors to drive exhibitors, and themselves, out of existence."

Martin went on to say that TOA's interest in an arbitration system was "no less keen" than heretofore. But in addition to pointing out the "narrowness" of the present proposed arbitration draft and the lack of agreement in the forseeable future, he declared a conference on "outrageous" trade practices is needed first. Trade practices, as previously announced, are outside the scope of the present proposed arbitration system, a factor which caused Allied to withdraw from the negotiations.

The statement warned distribution that there are two "roads" open to the industry, one peace-loving and recognizing that "this is an interdependent industry" and the other full of "strife, jungle warfare, and chaos. We prefer the former by all means, but we shall have the courage to accept the latter if that is distribution's challenge," the Martin statement concluded.

Court Holds Censorship Legal But Lawmakers Of Kansas Repeal Act

TOPEKA, KANS.—Forces opposing political censorship of films won a rousing victory here when Gov. Fred Hall signed a measure, passed by the State Legislature, repealing a censorship statute on the books since April 1913, and it was hoped that the Kansas action would have repercussions outside the state. With the elimination of the Kansas Board of Review, only Maryland, Ohio, Pennsylvania, New York and Virginia now authorize state censorship boards.

The Kansas Supreme Court ruled soon afterward that the State Board of Review was within its legal rights in banning "The Moon is Blue." The court had witnessed a special showing of "Moon" and said it was not passing on the merits of the film, but on "the constitutionality of the statute creating and regulating the Board of Review." The court noted that "if the situation is to be changed it is the duty of the Legislature to make the change." That has been done, and therefore the court's opinion was principally of academic interest and will prevent Kansas showings of "Blue" only until July 1st when the new law becomes effective.

Sablosky Wins Trust Suit

PHILADELPHIA. — Damages of $425,000, to be trebled by the court to $1,275,000, were awarded to Norris Amusement Co. by a Federal District Court jury here. The suit involved the right of the Sablosky's Norristown theatres to play on national release at the same time as Philadelphia. In effect, the jury's decision held that Norristown and Philadelphia were not in substantiatial competition and that there should be no clearance between them.

NARTB Opposes Subscription TV

WASHINGTON.—The National Association of Radio and Television Broadcasters this week drafted a strong resolution in opposition to pay-as-you-see TV, and will file its opposition with the FCC. The NARTB's decision gives film exhibitors a powerful ally in their fight against subscription television interests.

The NARTB's television board's decision was approved by 13 of the 15 directors attending or represented at the meeting. John Esau, of KTVQ, Oklahoma City, abstained from voting. Paul Raibourn, of KTLA, Los Angeles, voted "No." Paramount, which owns KTLA, also owns International Telemeter Corp., one of the groups proposing pay-TV. Spokesmen for the leading TV networks—CBS, NBC, ABC and Dumont—were all represented at the meeting and opposed the decision.

The statement, made at a special meeting of the association's television board, said that "the petitioners before the Commission claim to have developed mechanical and electronic means by which programs can be fed into selected homes, if the owners of the sets are willing to pay a price for the reception of such programs.

"Allocations by the Federal Government have been established during the last decade of free television's growth in the United States," the statement continued. "The Board does not believe that the public interest is served, if the promise of free television now should be curtailed to provide a system of 'pay-as-you-see' television. Over 34 million families have bought sets on the assumption that service would be free and full.

Say Public Not Served

"The premise of free entertainment over broadcast facilities has been established for more than three decades, through the unique development of radio broadcasting in this nation. That basic pattern should not be altered at the expense of the public."

The Board also questioned whether existing legislation gives the FCC power to allocate or assign any portion of the television broadcast bands "to the limited purpose sought by the proponents," and said that the proposal, as made "if adopted, would necessarily diminish and encumber unlimited free reception by the public in order to provide this limited use."

The proposals, as made, are contrary to the public interest, but subscription TV could be provided by other means without detriment, the Board said. The "other means" were not described.

The NARTB decision was heralded earlier this week when CBS, which had previously been accused of discriminating against the anti-toll-TV forces, was accused of discrimination by the other side. The network rejected a commercial about Phonevision on the TV program,' "Omnibus,' sponsored in part by Zenith Radio Corp., stating that under its contract with Zenith, only products could be advertised. "Phonevision is not a product but a controversial issue," the network said.

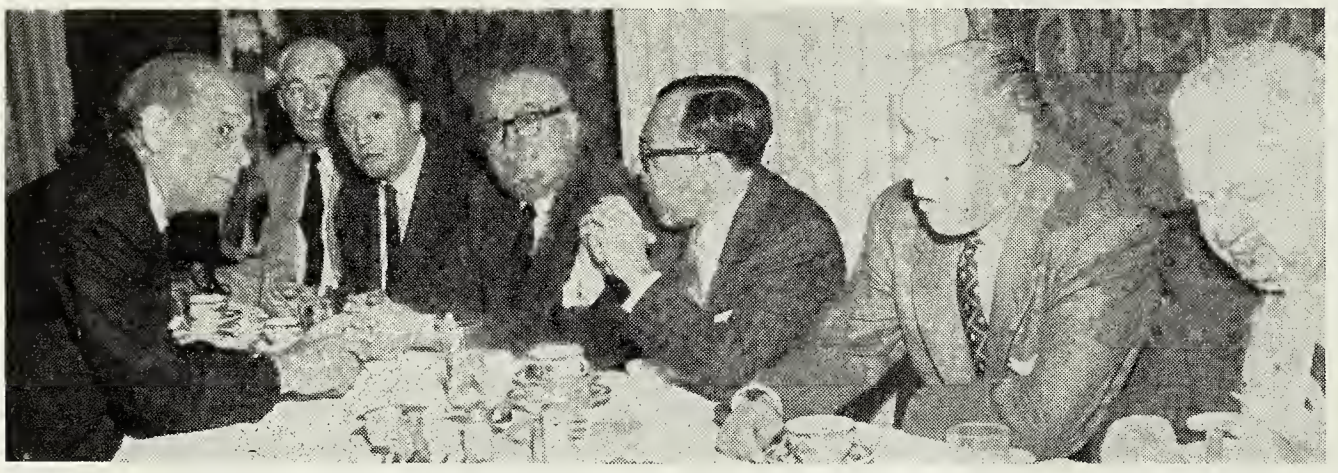
Zenith promptly cancelled their sponsorship of "Omnibus," accused CBS of "arbitrary and unwarranted censorship," and

(*Continued on page* 8)

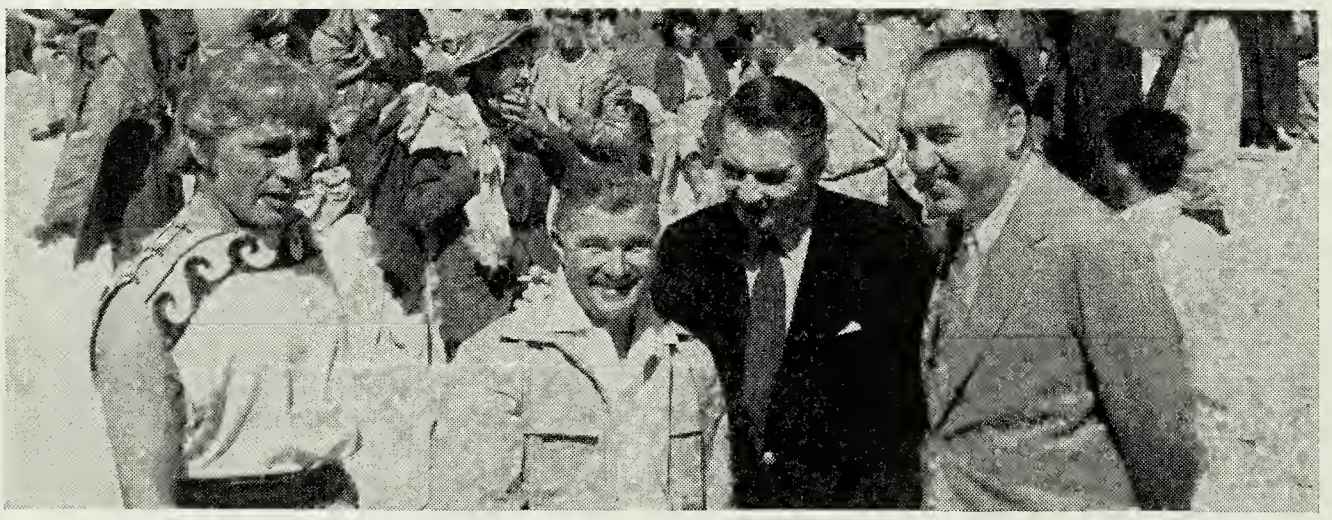
PERSONALITIES . . . *in the news*



Darryl F. Zanuck, 20th Century-Fox production vice-president, told the trade press that improved CinemaScope, utilizing wider gauge film, is slated for mid-summer demonstrations; company will place greater stress on pre-sold story material, and TV protective clauses will be used to promote theatre attendance.



Steve Broidy, head of Allied Artists (right), heard Elmer Rhoden, National Theatres president (right of Broidy), proclaim AA "emerging as the first new major film company in 25 years" at a luncheon for 70 Los Angeles area exhibitors and circuit heads, marking the 14th and last of a series of such affairs held by AA throughout the land. Leaning over table is Leo Miller, Warner's buyer; in front, l to r, are M. J. E. McCarthy, AA Los Angeles exchange mgr.; Harold Wirthwein, AA western dvn. sales mgr.; Ben Wallerstein, Warner's Pacific Coast zone mgr., and Harold Mirisch, AA vice-prexy.



On Spanish location site for United Artists' "Alexander the Great" are (l to r): Richard Burton, star; Robert Rossen, producer-director; Burton's agent, and Arthur B. Krim, UA prexy touring Europe.



At Atlanta meet forming Southeastern Movie Festival, May 16-June 16, were (l to r): Standing—Roy Nico, Howco; Dan Coursey, 20th-Fox; Roy Brauer, Repub.; Russ Gaus, M-G-M; Jimmy Hobbs, AA; George Rosco, Col.; Gordon Bradley, Para.; Paul Wilson, 20th-Fox; Jimmy Frew and Bill Kelly, both Univ. Seated—Dick Kennedy, Ala. Theatre Owners head; Tommy Thompson, Ga. Theatre Owners head; Bolivar Hyde, Talgars Theatres mgr., and Jerry Gold, Fla. Theatre Owners head.



Rocky Graziano, former middleweight boxing champion (seated), and currently a television actor, signs a contract with M-G-M by which a picture dealing with his life story and based on his autobiography, "Somebody Up There Likes Me," will be produced. Charles C. Moskowitz, Loew's, Inc., vice-president and treasurer, is seated beside the former champ while Rowland Barber, co-author of Graziano's book, looks on.



New York University's chancellor, Henry T. Heald, (right), presents Producer-Director Stanley Kramer, responsible for United Artists' forthcoming "Not As A Stranger," with a citation honoring the filmaker's achievements at a University ceremony while Mrs. Kramer looks on. Kramer is a graduate of NYU.



TV comic George Gobel (left) concludes an agreement with Paramount Pictures for production of a film this summer. Don Hartman, executive producer of Paramount, signs the pact, while David P. O'Malley, Gobel's manager and business partner in Gomalco Inc., the comic's firm, looks on. Picture, a remake of "The Lady Eve," will be produced by Paul Jones.

Summer Demonstration Slated For CinemaScope Innovations

Some "rather startling" improvements in the CinemaScope process should come forth this summer, when a "revolutionary" change in the studio lens and camera involving the use of extra-wide film will be demonstrated to the industry. So said Darryl F. Zanuck, 20th-Fox vice-president in charge of production, addressing the trade press late last week.

"Engineers tell me that the change will be as revolutionary as was the original introduction of CinemaScope," Zanuck said. The continuing research on the process, he said, at this stage involves only a "studio investment" in camera and film. Until they see the final results, Zanuck said, it will not be known whether an additional cost to theatres might arise. But the company's aim will be to keep the improved system usable in all theatres presently equipped with CinemaScope, or those to be equipped.

Zanuck said he was unable to divulge details of the improvements, which will not be ready for use in actual production until the latter part of the year. He stated specifically, however, that he was not referring entirely to the recently disclosed CinemaScope procedure involving the probable use of wider gauge film in production, subsequently reducing it to 35mm. "There has been a new development," said Zanuck. "It may not even be necessary now to make a roadshow version of our pictures, using the new system, as was thought likely for a time."

Reports 21,000 Installations

As of April 7, he reported, there were over 21,000 CinemaScope installations, consisting 13,070 in the domestic market, and over 7,400 in the foreign market. Installations are continuing at the rate of 200 weekly, Zanuck said. Zanuck also mentioned his "violent" opposition to the use of CinemaScope without color as "a step backward." All properties can benefit from the use of color, he asserted, noting the fine effects achieved by the British and Japanese with subdued tones.

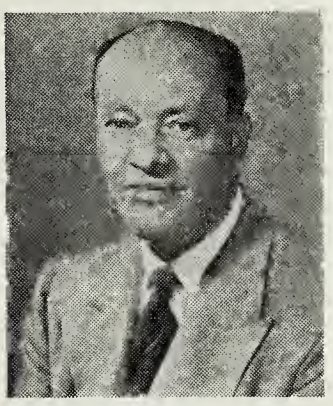
The 20th-Fox studio head also revealed that he no longer was going to wait for top-name stars' availability for his pictures. "The public is more interested in the story today," he noted. "Looking at three films doing top business—none of which are ours—it can be seen that big names are not the drawing card." He specifically referred to the success of Warner's "Battle Cry," and said that many of his past successful films—like "The Grapes of Wrath," "How Green Was My Valley," "Gentlemen's Agreement," and "Pinky"—were advertised on their pre-sold story merits, and not on their casts.

"Of course this does not mean that we will not use the top talent when it is available," he said. However, a factor which weighs against the dependence on star performers as heretofore is that "recognized personalities" today are involved with their own co-production deals or acting as independent producers. This fact, according to Zanuck, plus the policy of not "waiting," will open up the avenues for new talent. Time and time again, he declared, a new personality has been introduced to the screen simply because the recognized star was not available.

Zanuck, explaining 20th-Fox's greater emphasis on pre-sold properties, listed plays, books and "timely subjects." The company has found that people are most interested in subject matter, Zanuck declared. He explained that his use of "pre-sold subjects" also meant books and plays which have not yet been published or produced. Before the curtain went up, he stated, 20th-Fox bought the film rights to "Anastasia" and "Bus Stop." He is currently negotiating for three other Broadway stage properties, he said.

NSS Posts Split; Dembow Prexy

The upper echelons of National Screen Service were revamped this week by the board of directors of that organization upon the recommendation of Herman Robbins, president and chairman of the board.



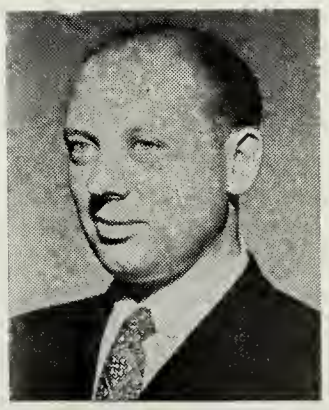
GEORGE DEMBOW

In the new alignment, the positions of chairman of the board and president were separated. George F. Dembow, vice-president in charge of sales for company, became president. In his new post, Dembow will function as chief operating officer. Robbins will assume the position of chief executive officer for the corporation.

Burton Robbins Upped

Another significant changeover in top NSS personnel brings Burton E. Robbins into the capacity of vice-president in charge of sales, succeeding Dembow. Robbins Jr., comes into the new post via a board of directors' election.

In a letter to all NSS executives, Robbins Sr. pointed out that his current age is 66 and he has entertained "a strong urge . . . to try to arrange things for the best interests of all of us, while I am healthy and active."



BURTON ROBBINS

Promotion of Dembow was made in accordance with the company's policy of elevation within the ranks for reasons of merit and ability.

It was pointed out that Robbins Jr. brought distinguished service to NSS as a result of his role as the company's ambassador of good will in travelling the nation for extensive visits at regional exhibitor gatherings and conventions.

William B. Brenner will continue as vice-president in charge of operations.

Big Earning Rise Viewed For AA

An increase in billings and resulting earnings by at least 50 percent is anticipated by Allied Artists starting May 1, when the company expects to begin rolling up the biggest income in its history, Morey Goldstein, AA vice-president and general sales manager, predicted on his return from a 16-city tour.



MOREY GOLDSTEIN

The AA executive, who revealed that his company received numerous pledges of playing time from exhibitors throughout the land, said that AA plans to release two "big" features each month together with 15 "small" pictures for the remainder of the current year.

National exhibitor support of AA's aggressive merchandising program, and particularly for plans involving "The Big Combo," "Annapolis Story," "Shotgun" and "Seven Angry Men," will be responsible for the company's expected earnings boost, Goldstein remarked.

He said the purpose of his nation-wide tour, which was made with Steve Broidy, AA president, was to acquaint the industry with company plans for the immediate future and also to determine the degree of industry acceptance to these plans.

Says Response 'Healthy'

Results were "way beyond our expectations," Goldstein concluded. Especially in the South was the response high, he added. Another facet of the tour, Goldstein said, was the wealth of "good will" accorded AA. "Exhibitors came from the far corners of each area to attend our luncheons."

This renewed exhibitor interest in a "new major company," Goldstein noted, indicated a "very healthy sign" for the industry. He and Broidy were "deluged with playdates" after every visit, he added.

Goldstein lashed out at "certain antiquated buyers" who, he said, choose pictures by label, not by entertainment value. He called these men "out of line" with the current trend in film business. He argued that over 50 percent of the people who attend movies fail to identify the picture's label an hour after leaving the theatre.

The AA vice-president said that he and Broidy asked exhibitors only to lend support by giving AA "the tools and playdates, then we will do the job. If 10,000 theatres would give us four dates in an eight-to-10 week period, with rentals being approximately $25, we would have 40,000 playdates and an income of $1,000,000 which would immediately be ploughed back into production."

Exhibitors everywhere expressed pleasure and gratification at the association of William F. Rodgers with AA as consultant in sales matters, said Goldstein. He added that support from theatremen will prove "mutually beneficial," as AA will help keep the exhibitor in business.

Washington Closeups

Buying Office Wins Victory

WASHINGTON.—The Supreme Court this week refused to consider a case in which it was alleged that a film buying organization was in violation of the anti-trust laws. Refusal to consider has the effect of upholding lower court decisions in favor of the co-op.

G&P Amusement, operators of the Cleveland Moreland, brought an anti-trust suit against Regent Theatre, Co-Operative Theatres of Ohio, Loew's, 20th Century-Fox, Warner Bros. and Universal. It charged that the co-op used its buying power to procure preferential treatment for its clients, among which was the competitor Regent, and that this forced the Moreland to close. The Regent responded that the Moreland had operated at a loss and had closed several times before the co-op was even formed.

Exhibitor Gets TV Preference

Columbia Amusement Co. was awarded Paducah, Ky., channel 6 in an initial decision by FCC hearing examiner William G. Butts this week. Loser in the television license proceeding was Paducah Newspapers. Butts said in effect that the cause of diversification of mass media is better served by a television station grant to the only theatre owner in a city than to the only newspaper publisher there.

Study Films' Effect On Teen-Agers

Hearings on whether motion pictures contribute to juvenile delinquency have been tentatively scheduled for the end of May, according to counsel Bobo of the Senate Juvenile Delinquency subcommittee. The subcommittee, under the chairmanship of Sen. Estes Kefauver (D., Tenn.), wound up two days of hearings on the impact of TV on youthful morals.

High Court Avoids Censor Ruling

A ruling on the constitutionality of censorship as such was again avoided by the Supreme Court when the highest tribunal dismissed an American Civil Liberties Union appeal of a Chicago ban of "The Miracle." ACLU had won a lower court decision on the grounds that "prior restraint" of films is unconstitutional in the same manner as prior censorship of the press and broadcasting is illegal. The city of Chicago won an appeal, and ACLU appealed to the Supreme Court, asking that body to clear up the confusion created by previous rulings on "The Miracle" and "M." In these cases, the high court merely held that the censorship statutes of Ohio and New York were too vague, but reserved rulings on the validity of censorship as such.

Film Exports Gain Over '53

Exports of motion picture films and equipment in 1954 totalled $39,082,772, a gain of about 33 percent over 1953 exports, according to a preliminary report of the Department of Commerce. The compilation revealed that total exports of all types of motion picture equipment, including cameras, projection and sound and studio equipment during 1954 was valued at $14,470,800, or about 23 percent higher than 1953. Prominent in these higher exports were larger shipments of screens, and sound and projector equipment.

Exports of rawstock in 1954 were valued at $12,166,553, an increase of nearly $5,000,000 over 1953, with 35-mm. rawstock showing the largest gains. Exports of exposed feature films, both 35-mm. and 16-mm., positive and negative, totalled 323,404,549 linear feet valued at $12,445,419, some 20,000,000 feet more than 1953 exports valued at $10,188,253.

New Effort With Military

Film industry representatives will make another strong effort to solve the problems of military post clearances before the resignation of Deputy Assistant Defense Secretary D. Walter Swan becomes effective at the end of April, according to industry sources. All negotiations over clearances have been channeled through Swan, but a tentative agreement was recently stalled at the Pentagon level.

Schwartz Sees Outlook Good For RKO Theatres

WILMINGTON, DEL. — The outlook for RKO Theatres is good, but business will depend upon the quantity and quality of pictures available, president Sol A. Schwartz told the annual stockholders meeting here. Schwartz said that the first eight weeks of 1955 were a little ahead of last year, although in March there were "not as many pictures around." The prospect for July-August-September is brighter, Schwartz added, explaining that production appears to favor those months for releasing their stronger product.

At the stockholders meeting, all directors were reelected and the stockholders approved the retirement of 58,977 shares of stock. The capital stock was thus reduced from 3,914,913 to 3,330,936 shares. At board meetings following, all directors were re-elected.



Emanuel Frisch, president of the Metropolitan Motion Picture Theatres Association, which represents theatre circuits in the New York City area, presents a check, representing 100 per cent paid up contributions by MMPTA members, to Philip F. Harling, treasurer of the Committee Against Pay-As-You-See TV.

NARTB Opposes Subscription TV

(*Continued from page 5*)

registered their protest "in view of press reports that you intend to oppose subscription television because of its possible effect upon your present competitive position. . ." The network will officially state its position on pay-TV before the FCC on May 9th, the closing day for written comments.

In Washington, the FCC declared itself unconcerned over the matter, stating it has no jurisdiction over programming, business arrangements, or except in special cases, network methods. FCC Commissioner Frieda B. Hennock had expressed an opinion that the Commission might look into the dispute.

Meanwhile, CBS is reportedly planning an important half-hour television show on April 24th devoted entirely to the pay-as-you-see issue, possibly with Edward R. Murrow as narrator. A spokesman for the Committee Against Pay-As-You-See TV said that the show was being set up as a discussion program with representatives of both sides citing reasons why pay-TV should not be given to the public.

Debates In Offing

Another debate—and an important one—took place late this week before an opinion-making audience of 450 club members, Congressmen and FCC Commissioners at the National Press Club in Washington. Opposing Dr. Millard C. Faught, Zenith economic consultant, Alfred Starr, co-chairman of the Committee Against Pay-As-You-See TV, claimed that what the toll-TV people wanted was to capture 50 mass markets and preempt the choice business hours, meanwhile desiring "to be paid by the public for everything the public wants to see and hear."

No fee—no see TV "will not devote the morning hours for the instruction of young mothers on how to give baby a bath, or that choice evening hour for a lecture on the 'Dialogues' of Plato," Starr assured his listeners.

Starr quoted David Sarnoff, RCA-NBC board chairman, as saying that toll-TV was a snare and a delusion, and said that pay-TV proponents want to sell sporting events and Broadway plays that are now being seen free of charge. According to Starr, "free TV and coin-box TV cannot co-exist." "One must drive out the other in order to survive," he concluded.

Starr On Circuit

Subscription television will also be the topic of a Northwestern University Reviewing Stand forum on April 17th, to be debated by Trueman T. Rembusch of Indiana Allied; Larry Walters, Chicago Tribune radio-TV editor and Joseph S. Wright, Zenith general counsel. James H. McBurney, Dean of the University's School of Speech, will moderate the forum, which will be carried by WGN, Chicago and the Don Lee network.

Starr and E. D. Martin, president of TOA, will appear at a state-wide exhibitor rally which the United Theatre Owners of Illinois will hold at the Pere Marquette Hoel, Peoria,

(*Continued on page 20*)

NEW BOXOFFICE POWER

ALLIED ARTISTS

...the new major company explodes into ACTION...not plans or promises...but a powerhouse line-up of COMPLETED top "A" pictures packed with CINEMASCOPE, TECHNICOLOR and BIG STAR CASTS! Our answer to your product shortage is on the following pages.

Allied Artists is on the move, in the news, ready for boxoffice action!

"THE BIG COMBO
can tap the big money that rewarded such smash films as ON THE WATERFRONT and DRAGNET. It has sock and shock!"

—HOLLYWOOD REPORTER

CORNEL WILDE

RICHARD CONTE

BRIAN DONLEVY

JEAN WALLACE

THE BIG COMBO

Written by PHILIP YORDAN
Produced by SIDNEY HARMON
Directed by JOSEPH LEWIS

"You've got to go back to 'Scarface', 'Public Enemy' and the early Bogart pictures for a melodrama comparable to this. It's sexy, candid, convincing. Promises big returns."

—MOTION PICTURE HERALD

ALLIED ARTISTS...THI

CINEMASCOPE

brings terrifying power to the high tension and blazing excitement of this blood-stained saga of an infamous sin town!

EVERY HOUR WAS HIGH NOON FOR WYATT EARP!

WICHITA

STARRING **JOEL McCREA**

ALSO STARRING **VERA MILES · LLOYD BRIDGES**

WALLACE FORD · EDGAR BUCHANAN · PETER GRAVES

with KEITH LARSEN • CARL BENTON REID • JOHN SMITH

A WALTER MIRISCH Production • Directed by JACQUES TOURNEUR

Story and Screenplay by DANIEL B. ULLMAN

PRINT BY TECHNICOLOR

NEW BOXOFFICE POWER

...now he was like the others...ready to destroy any man or woman who got in his way!...

"Strong entry in any situation. Strong-arm violence... excitement and thrills!"
— *SHOWMEN'S TRADE REVIEW*

"Powerful...a production of extraordinary impact!"
— *MOTION PICTURE DAILY*

SEVEN ANGRY MEN

starring **RAYMOND MASSEY** **DEBRA PAGET** **JEFFREY HUNTER**

with LARRY PENNELL · LEO GORDON · JOHN SMITH

Produced by VINCENT M. FENNELLY · Directed by CHARLES MARQUIS WARREN

Story and Screenplay by DANIEL B. ULLMAN

ALLIED ARTISTS... ...TH

"Should pile up fine returns in all situations! Expensive, handsomely mounted production...forcefully told and well acted...exciting. Exploitation potential is high!"
— *VARIETY*

AN ANNAPOLIS STORY

A WALTER MIRISCH PRODUCTION starring

JOHN DEREK · DIANA LYNN

co-starring **KEVIN McCARTHY** with **ALVY MOORE**

COLOR BY TECHNICOLOR

Directed by DON SIEGEL

Story by DAN ULLMAN

Screenplay by DAN ULLMAN and GEOFFREY HOMES

NEW BOXOFFICE POWER

HOT-BLOODED KILLER and a FEMALE SADDLE TRAMP

...clashing, killing, hating, loving...in a searing blast of drama that strips down to raw emotions and savage, desperate violence!

STERLING
HAYDEN

YVONNE
DeCARLO

ZACHARY
SCOTT

"It's always open season on women like you!"

SHOTGUN

PRINT BY TECHNICOLOR

A JOHN CHAMPION Production
Directed by LESLEY SELANDER
Written by CLARK E. REYNOLDS and RORY CALHOUN

ALLIED ARTISTS...TH

DRENCHED IN BARBARIC TERROR!

RAGING WITH BRUTAL PASSIONS!

BIG AS ONLY CINEMASCOPE CAN MAKE IT!

ERROL FLYNN

JOANNE DRU

PETER FINCH

THE WARRIORS

PHOTOGRAPHED IN

CINEMASCOPE

with

YVONNE FURNEAUX

ROBERT URQUHART

NOEL WILLMAN

A WALTER MIRISCH Production

Directed by HENRY LEVIN

Story and Screenplay by DANIEL B. ULLMAN

PRINT BY TECHNICOLOR

NEW BOXOFFICE POWER

Saturation Play-Off For "Crockett" Assured With Major Chain Dates

"Davy Crockett, King of the Wild Frontier," may prove to be the fore-runner in a series of live-action pictures which the Walt Disney organization will produce for primary showings on television and follow-up datings in film theatres, Leo F. Samuels, general sales manager of Buena Vista, the Disney distributing subsidiary, disclosed this week.

"Crockett" has to date won upwards of 350 theatrical bookings and it is estimated that more than 1,300 play-offs will take place during the first month of its theatrical release beginning June 9, Samuel added.

Samuels said that if "Crockett" does what Buena Vista thinks it will, several other films originally run on video, including "Johnny Tremaine," may reach the theatres.

New Series Set

The Disney studio has scheduled a June 18 production start on the first of four additional "Crockett" film episodes, all starring Fess Parker and Buddy Ebsen, who appeared in the original series, the Buena Vista executive revealed. He said that the initial "Crockett" films cost between $750,000 and $1,000,000 to produce. Tennessee locations were used, Samuels added.

Samuels explained that the reason for running these films first on TV was to enable Disney to bring new talent to theatres without paying for an expensive exploitation campaign which the organization could not usually afford.

Original plan for the first "Crockett" pictures, according to Samuels, was to run domestic TV initially, follow up with European film theatre saturation, then, in a couple of years, release the pictures theatrically in the U.S.

Snowballing of domestic publicity on "Crockett" was responsible for the earlier domestic theatrical release, he said.

Theatres are contracting for "Crockett," filmed in Technicolor and suitable for wide-screen projection, on percentage terms, Samuels stated. Prior to and continuing into the first month of theatrical release, Ebsen and Parker will make a 22-city tour to promote the feature, which is composed of three interlocking episodes for a total running time of 95 minutes, according to Samuels.

Reasons Cited

Openings in New York, Chicago and Los Angeles will be delayed until July, he explained, so that Buena Vista will not conflict with itself in bookings for these three cities of the Disney cartoon feature "Lady and the Tramp."

Circuits of every size and every type and in every territory, Samuels revealed, have negotiated for "Crockett." Film will be launched with an extensive exploitation tie-up campaign, he added, in which upwards of 50 different types of merchandise, ranging from sheet music to costumes, will be pushed.

Among the principal first-run cities where "Crockett" will be exhibited early in the summer are, Samuels said; Dallas, Houston, San Antonio, Fort Worth, Oklahoma City, Tulsa, Memphis, Nashville, Atlanta, Birmingham, New Orleans, Miami, Jacksonville, Washington, D. C., Baltimore, Cincinnati, Cleveland, Dayton, Columbus, Denver, Salt Lake City, Detroit, Indianapolis, Louisville, Des Moines, Omaha and Kansas City.

According to Samuels, among the circuits contracting are Interstate, Rowley United, Jefferson Amusement, Fox Intermountain, Fox Midwest, Malco, Crescent Amusement, RKO Theatres, Westland, Florida States, United Detroit, Paramount Intermountain, Black Hills Amusement, Video Circuit, Gibraltar Enterprises, Commonwealth Amusement, Dickinson Theatres, Comerford, Independent Theatre Service of Washington, D. C., Film Service of Salt Lake City and Jay Emanuel.

"Gate Of Hell" Sets Record For Theatre

A new long-run record for the Guild Theatre has been set by the prize-winning film "Gate of Hell," which is now in its 18th week. The Japanese color feature has also established new all-time records at the house for attendance and box office receipts, according to Norman Elson, president of Guild Enterprises Inc. During the first 17 weeks, the film played to 215,500 patrons, with box office gross $275,000 to date. The picture has now been booked to play for ten additional weeks, Elson stated.

Unit Elects Brown, Rogell

Harry Joe Brown and Sid Rogell were elected at a board meeting this week as vice-presidents of the Motion Picture Pioneers and the Foundation of the Motion Picture Pioneers, to serve as West Coast representatives of both groups.

Sets All-Time 'Hall' Record



With more than 150 Easter openings, M-G-M's "The Glass Slipper" chalked up an all-time new record at Radio City Music Hall where, in addition to new highs for several individual days, the musical fantasy established a new high with more than $200,000 for Easter Week. The previous high grosser for the house was another M-G-M attraction, "Rose Marie," with $198,500 for the same seven days last year.

New Appointments . . .

AL HORWITS was named studio publicity-advertising director at Columbia. Formerly with Universal, Horwits replaces George Lait, resigned.

BERNARD SILVERMAN, Branford Theatre manager, Jersey City, was named district manager for Essex County theatres on the Stanley Warner circuit. He will have charge of the Capitol, Central, Regent, Ritz, Roosevelt, Stanley and Tivoli, all Newark; also, the Embassy, Orange; Hollywood, East Orange; Millburn, Millburn, and Sanford, Irvington.

HAROLD WIDENHORN, formerly Essex County theatres supervisor, was given charge of the Cranford, Cranford; Central, Jersey City; Capitol, Belleville; DeWitt, Bayonne; Fabian, Hoboken; Lincoln, Union City; Ritz, Jersey City; Regent and Ritz, Elizabeh; Roosevelt, Union City; Union, Union; and Warner, Harrison. ANTHONY WILLIAMS has charge of the district formerly supervised by Joseph Lefkowitz, resigned.

BARNEY SHOLTZ, veteran equipment executive, joined Norpat Sales, Inc., as vice-president in charge of sales. Sholtz formerly was theatre equipment sales manager for RCA in New York and New England.

C. HAMBAS was appointed assistant chief accountant of Allied Artists. ROBERT DEVINE was moved up into Hambas' former spot as Allied Artists International Corp. accounting department head.

ARTHUR EHRLICH, formerly United Artists foreign department traveling auditor, was made Panama manager, replacing GEORGE KALLMAN, who was transferred to a similar post in Peru, in turn replacing ISIDOR ROSENFELD, transferred to the firm's continental division in Paris.

DAVID HANNA was signed to supervise production publicity by Paramount for "War and Peace," to be filmed overseas by Ponti-De Laurentiis, with publicity headquarters in Rome and branches in Finland and Yugoslavia.

IRVING BLUMBERG was designated advertising field representative by Warner Bros. for the Philadelphia and Washington, D. C., territory, headquartering in Phiadelphia. Blumberg recently resigned as ad-pub director for Stanley Warner Theatres in the Philadelphia zone.

LEONARD ROMM has been named managing director and booker for Convention Hall in Asbury Park, N.J. Walter Reade Theatres was recently awarded a three-year lease for summer operation of the hall.

DENNIS D. CARLIN has been appointed executive producer of the industrial and dramatic film division of Mel Gold Productions Inc. Carlin had been associated with Republic Pictures for 20 years.

LOWELL BENEDICT has been named national magazine publicity contact for 20th Century-Fox, replacing Robert Fleisher, who resigned. Benedict served six years with U-I and five years with M-G-M in magazine publicity.

Johnston Sees More Trade Gains; Shurlock, Weber In New Positions

Further economic gains for the film industry were forecast by Eric Johnston, president of the Motion Picture Association, in an annual report published late this week. While noting some "cause for caution," Johnston praised significant gains in technological developments and their public acceptance, increased output of high quality pictures, and record earnings for American pictures in overseas markets last year.



ERIC JOHNSTON

In a complementary annual report of the Motion Picture Export Association, Johnston stressed the growing importance of the foreign market. "No nation's film industry," he stated, "can continue to operate independently and on an adequate scale without foreign markets." He noted that the "growing volume of paid admissions abroad to American motion pictures is eloquent evidence of the world-wide appeal of our films."

Noting that there are no restrictions on foreign film imports into the U.S. Johnston said that "whenever barriers have been proposed, our industry has taken a firm stand against them." "The free flow of films around the world," he said, "must be a mutual concern of all responsible film producers."

Johnston was meanwhile re-elected president of the MPAA and Geoffrey Shurlock, director of the Production Code Administration, was elected vice-president. Stanley R. Weber was elected treasurer, and Thomas McNamara was named assistant treasurer.

The following incumbent officers were re-elected: Ralph Hetzel, Kenneth Clark and G. Griffith Johnson, vice-presidents; Sidney Schreiber, secretary; William H. Roberts, assistant secretary-treasurer.

The following directors were also elected: Johnston; Barney Balaban, president, and Austin Keough, vice-president, Paramount Pictures; Steve Broidy, president, and Edward Morey, vice-president, Allied Artists; Jack Cohn, executive vice-president and Abe Schneider, vice-president, Columbia Pictures; Cecil B. deMille, director-producer, Cecil B. deMille; James R. Grainger, president, and William H. Clark, treasurer, RKO Radio Pictures; and Earle W. Hammons, president, Educational Films.

Also, Milton R. Rackmil, president, and John J. O'Connor, vice-president, Universal Pictures; Hal E. Roach, president, Hal Roach Studios; Herman Robbins, president, National Screen Service; Nicholas M. Schenck, president, and Charles C. Moskowitz, vice-president and treasuer, Loew's, Inc.

Also Spyros P. Skouras, president, and W. C. Michel, executive vice-president, 20th Century-Fox; C. B. Stratton, executive vice-president, Cosmopolitan Corp.; Paul Terry, president, Terrytoons; Albert Warner and Sam Schneider, vice-presidents, Warner Bros. Pictures; Herbert J. Yates, president, and Theodore R. Black, associate general counsel, Republic; Arthur B. Krim, United Artists president, and Robert Benjamin, chairman of the board.

Repub, Loew's In Deal

Signing of a long-term contract for the continued distribution abroad of 16mm versions of Republic Pictures product by Loew's International Corporation has been announced, giving new impetus to M-G-M's 10th Anniversary 16mm Olympiad, now in progress. The year-long sales drive celebrates M-G-M's entry into 16mm, the first of the majors to do so commercially.

Engineers Slate Big Screen Study

More than 70 technical papers have been accepted for presentation at the 77th Convention of the Society of Motion Picture and Television Engineers, April 18-22, The Drake, Chicago, it was announced this week by Byron Roudabush, Convention vice-president. This is the largest number of convention papers ever presented since formation of the Society in 1916.

Although emphasis in the program is on 16mm films, particularly non-theatrical motion pictures, 35mm and the new wide screen processes will not be overlooked, Mr. Roudabush made clear. A symposium on wide-screen photography has been scheduled for April 21, at the State-Lake Theatre. Included will be a paper by Earl I. Sponable and H. E. Bragg of Twentieth Century-Fox on "Improvements in CinemaScope" and a paper entitled "The VistaVision Process" by Academy Award winners Loren Ryder and Jack Bishop. C. R. Daily, also of Paramount, collaborated on this paper. A VistaVision demonstration will be made using both double-frame and standard-size VistaVision release prints.

Seventeen manufacturers and distributors of motion picture and televisior equipment will take part in the equipment exhibit. Among these are: Bell & Howell, Camera Equipment Co., Flornan & Babb, Houston-Fearless, Kling Photo, Motion Picture Printing Equipment Co., Pathé Laboratories, Inc., Precision Laboratories, S.O.S. Cinema Supply Corp., Stancil-Hoffman Co., and Vanguard Instrument Co.

The sessions line up this way: Sound, Monday afternoon—includes a report on the status of magnetic sound standards; Wide Screen, Thursday morning and Friday afternoon—includes papers on Improvements in CinemaScope and the VistaVision process, CinemaScope film short, and a demonstration of standard-size and double-frame VistaVision release prints, and Screen Brightness, Friday afternoon — preliminary survey of drive-in theatres by the Screen Brightness Committee of SMPTE.

Dividends . . .

Technicolor

Technicolor, Inc., declared quarterly common dividends of $.25 on the new $1 par stock and $.50 on the old no-par stock, not exchanged, payable Apr. 25 to holders of record Apr. 11. Consolidated earnings for the year's first quarter were estimated after taxes at $.36 per share, comparing with $.19 for the corresponding 1954 quarter. Average 1954 quarterly earnings, after taxes, were $.29½ per share.

National Theatres

At a meeting held in Los Angeles the board of National Theatres Inc., declared a quarterly dividend of 12½ cents per share on outstanding common stock, payable May 5, 1955 to stockholders of record on April 21, 1955.

Columbia

Columbia Pictures declared a quarterly preferred dividend of $1.06¼ on the $4.25 cumulative stock, payable May 16 to holders of record May 2.

Kerasotes, Berenson, Provinzano Head Exhibitor Groups

SPRINGFIELD, ILL. — George Kerasotes, Springfield, has been elected president of United Theatre Owners of Illinois, a TOA affiliate. Other officers elected were: Edward Zorn, Pontiac, board chairman; Ralph Lawler, Peoria, vice-president, and Joseph Sikes, Waukegan, secretary-treasurer. Kerasotes also announced the appointment of Ansley Tracy, Galesburg Drive-In, Galesburg, as the new director, and James Fenogio, Times Theatre, Oglesby, as the new regional vice-president, respectively, of the Peoria group.

EDGEWATER PARK, MISS.—Abe Berenson of New Orleans, re-elected president of Allied Theatre Owners of the Gulf States at their convention here and was also designated as national director. Also re-elected was F. G. Prat Jr., Vacherie, La., vice-president. Nick Lamantia, Bogalusa, La., was named secretary and Edward Ortte, Gulfport, Miss., treasurer.



PROVINZANO

MILWAUKEE.—Angelo Provinzano is the new president of Allied of Wisconsin. He succeeds Sig Goldberg, Wausau, who is now national director. Other officers are William Charboneau, Lancaster, vice-president; Edward E. Johnson, Milwaukee and Oliver Trampe, Milwaukee, re-elected secretary and treasurer, respectively, and Harold Pearson, executive secretary.

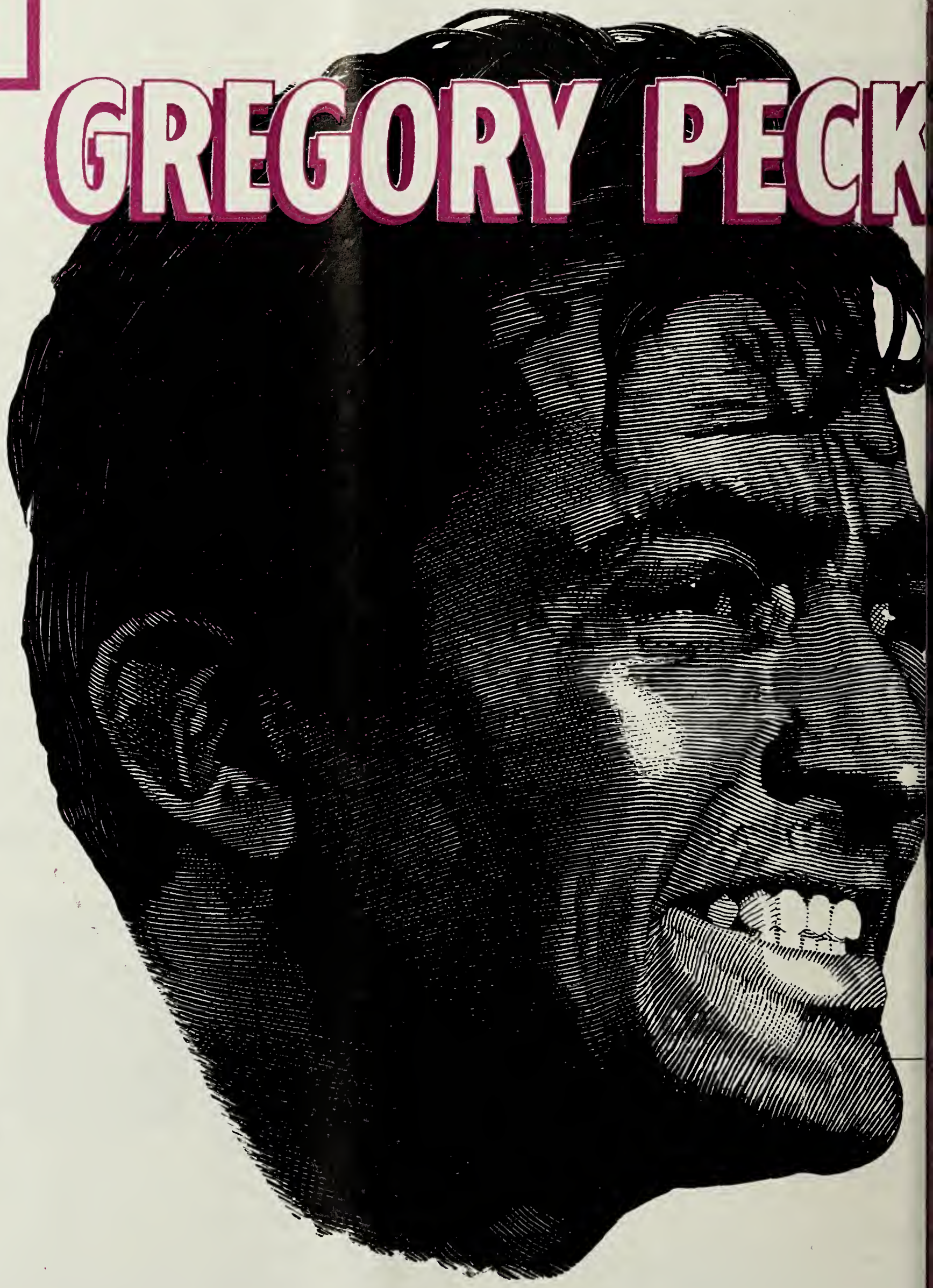
"Barabbas" Rights Taken By Leon Brandt Associates

Leon L. Brandt Associates have been appointed U.S. distributors of "Barabbas," it was announced by George Lax and Joseph Julian, producers of the American version. Winner of the Selznick Silver Laurel Award, "Barabbas," filmed on location in Israel and Rome, is based on a novel by Par Lagerkvist, Nobel Prize winner in 1951.

the big news TODAY from UA

NOW... AT THE CAPIT

GREGORY PECK



A GIANT PERFORMER ON THE SCREEN AND AT THE BOXOFFICE! IN HIS GREATEST PERFORMANCE SINCE "DAVID AND BATHSHEBA" AND "THE SNOWS OF KILIMANJARO"

"Should bring him another Academy Award Nomination!"—*LOUELLA PARSONS*

IEATRE, N. Y.— BROADWAY'S HOUSE OF HITS

THE PURPLE PLAIN



xplosive, spine-tingling adventure
the jungles of Burma —
THE PURPLE PLAIN" joins the
apitol's Hall of Fame that
ludes "The African Queen,"
Moulin Rouge," "From Here to Eternity,"
The Caine Mutiny," "The Barefoot
ontessa," "Vera Cruz" and
The Long Gray Line"—
nd is in line to do the same
ind of business as these
ll-time greats!



introducing
WIN MIN THAN

COLOR BY
TECHNICOLOR

Screenplay by ERIC AMBLER · Directed by ROBERT PARRISH · Produced by JOHN BRYAN

A J. Arthur Rank Organization Presentation



Nancy Olson, who stars in Warner Bros.' "Battle Cry," and Robert K. Shapiro, managing director of New York Paramount Theatre, cut giant cake celebrating picture's all-time record-breaking engagement for 11 weeks at this Broadway house.

Trans-Lux Installs VistaVision Screen

Trans-Lux Corp. this week announced the installation of its new "Luxuria" screen in the Paramount Theatre, in time for the presentation on horizontal VistaVision of Paramount's "Strategic Air Command. The "Luxuria" screen is said to be the world's largest, measuring 37 x 66 feet, and the only surface currently manufactured in one seamless piece.

Net profit of $184,612 was realized by Trans-Lux Corp. last year, against a 1953 figure of $170,233, it was reported. Profit from operations was $217,166, while other income amounted to $19,117, and Federal and Canadian income taxes, $51,670. In 1953, operating profit was $197,771, other income, $24,617, and taxes, $52,164.

Trans-Lux also announced the purchase of 10-year Western Hemisphere rights to four pictures produced in England by Renown Pictures. Of these, "The Adventures of Sadie" will be handled by 20th-Fox, while Trans-Lux is negotiating with Loew's for distribution of "Svengali" and with Allied Artists on "Grand National Night." The fourth film is "Dance Little Lady."

Ad Promotes Process

The attention of millions of newspaper readers throughout the New York metropolitan area and other areas reached by the city's seven powerful dailies was directed this week by spectacular full-page advertisements about the "History-making" debut of VistaVision on the "world's largest screen," starting with the premiere here next week of Paramount's "Strategic Air Command." The ad includes diagrammatical descriptions of both the new curvilinear screen and the new horizontal VV projector.

The Paramount ad, which was placed off the amusement page, appeared in "The New York Times," "Herald-Tribune," "Journal-American," "World-Telegram & Sun," "Daily News," "Daily Mirror" and "New York Post." A record-sized assemblage of leaders of all branches of the motion picture industry is slated for the Apr. 20 invitational premiere. Leading military and naval air experts will also be well represented.

NARTB Nixes Subscription TV

(*Continued from page* 8)

Ill., on April 19th.

The New England Broadcasters for Free TV is a new recruit to the ranks of active groups opposing pay-as-you-see, Leon P. Gorman of Bangor, Me., revealed this week. The group will co-ordinate activities of radio and TV station personnel in Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut, aimed at demonstrating that pay-TV is not in the "public interest." Gorman also said his group would consolidate opposition among the many elements connected with the broadcasting industry and would cooperate with organizations of retailers, hospitalized veterans, small businessmen, etc.

The board of Allied Theatres of Illinois has appointed a committee to enlist the support of Chicago area exhibitors for the program of the Committee Against Pay-As-You-See TV. Aim of the committee is to have theatre owners secure the cooperation of business interests, veterans and fraternal organizations and other citizen groups who would be adversely affected by pay-TV. The Allied committee, named by Jack Kirsch, president, is: Jack Clark, chairman; Donald Knapp, Robert V. Harrison and Bruce Trinz.

Comments Received

With the deadline for filing comments on the pay-TV controversy less than a month away, the FCC has already received several hundred comments.

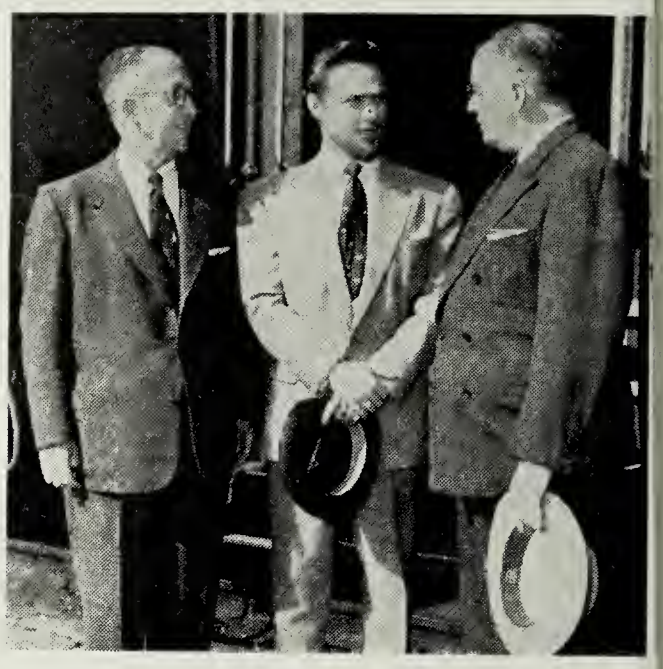
One comment came from an advertising agency, MacFarland, Aveyard & Co., Chicago, who advocated immediate sanction of subscription TV, because "it is inevitable" and "will be a boon to television advertising."

In a two-point letter, signed by Hays MacFarland, chairman of the board, the agency stated: "There are many areas where television reception is impossible for the simple reason there are no broadcasting stations within range. Income from subscription TV added to that derived from commercially sponsored programs will make it feasible for stations to operate in areas which, theretofore, has been impossible as they had to rely solely on advertising revenue."

"In other more densely populated areas existing stations that avail themselves of subscription television income may well be able to reduce advertising rates," the agency asserted.

Legislators Defeat Fire Regulation Bill

ALBANY.—Defeat of a potentially costly bill which would have permitted heads of municipal fire departments to detail two uniformed members to theatres, and additional men, if necessary, to houses attracting an audience of 6,000 or more in any 24-hour period, was one of the entries in the credit side of exhibitor organizations' ledgers, during the recent legislative session. The measure, sponsored by Senator Joseph R. Marro, New York Democrat, died in Cities Committee. It was a variation of the Fino-Clancy bill which reached third reading in the Assembly six years ago, before industry forces mobilized to achieve a turnback.



On tour promoting 20th-Fox's "A Man Called Peter," star Richard Todd (center), met in Atlanta with Harry Ballance, 20th-Fox southern division manager (left) and Paul Wilson, assistant southern division manager.

Film Council Hurls Blast At "Runaways"

HOLLYWOOD. — "Runaway" producers of overseas films were again denounced as "un-American" in a new resolution by the AFL Film Council. Recognizing producers' claims that some American pictures must be made in other countries to assure authentic foreign locale, the resolution was directed against those who make pictures in foreign countries "to escape paying American wages."

It was resolved that the Council request AMPP, SIMPP, and IMPPA to discuss all future plans for productions overseas with their Foreign Production Committee, and that organization members who must shoot abroad for locale purposes agree to take with them a larger crew of American workmen than is presently the case. It was urged also that in the event of an American producer refusing to co-operate, the Council recommend to its members' union that they consider ways and means of withholding service from such "run-away" production.

Ad Bolsters Argument For Wider Publicity

Headlined, "Never Underestimate the Claims of Your Competition," the latest COMPO ad appearing in "Editor and Publisher" cites a television authority's claim that TV has "substantially reduced the time that the average family devotes to its newspapers." This is another reason, the ad argues, why newspapers should influence people to leave their homes and increase the effectiveness of their retail advertising. "A bright, exciting entertainment page that gives more news about the movies . . .can be an important means of bringing people out of their homes," the ad concludes.

Popcorn Group Joins Meet

The International Popcorn Assoc. has joined with the Theatre Equipment & Supply Manufacturers Assoc., Theatre Equipment Dealers Assoc., and National Allied in the trade show and conventions to be held Nov. 6-9 at the Hotel Morrison, Chicago.

Independent Trade Reviews

"The End Of The Affair"

(Columbia) 107 Min.

Cast: Deborah Kerr, Van Johnson, John Mills, Peter Cushing, Michael Goodliffe, Charles Goldner, Nora Swinburne, Frederick Leister, Mary Williams, O'Donovan Shiell.

Credits: A David E. Rose Production; Produced by David Lewis; Directed by Edward Dmytryk; Screen play by Lenore Coffee; Based on the novel by Grahame Greene.

"End of the Affair," based on the Grahame Greene novel and co-starring Deborah Kerr and Van Johnson, is a tender love story, beautifully acted, expertly directed, and, at times, amazingly moving. There are passages of sensitivity which are on a par with the finest in movie-making, but there are also slow-moving scenes which serve to hinder the pace of the story. Plot deals with a married woman's affair with a writer who finds that she soon abandons her profligate ways to take on religion. There are elements in the story which should therefore appeal to women and bring tears to the eyes. Word-of-mouth will be created and the film should do well with the distaff audience. Art house attendance is assured due to the coupling of the Greene name with Miss Kerr and John Mills of the cast. Shot in England, and employing many scenic beauties of that land as backgrounds, picture registers visually on a strong note of authenticity.

Author Johnson falls in love with Miss Kerr, wife of Peter Cushing. Johnson is a jealous lover and this defect turns his love to hatred. He has a private eye, John Mills, follow her when he learns from Cushing that she is unfaithful. Cushing becomes suspicious of Johnson's interest and accuses him of being Miss Kerr's lover. Climax discloses that the new man she had been seeing was a platonic friend who had advised her to leave Cushing for Johnson. Cushing, however, pleads love and pity and she consents to stay. Later, she becomes ill trying to avoid Johnson, and dies.

"Strange Lady In Town"

(Warner Bros.) CinemaScope-WarnerColor 112 Min.

Cast: Greer Garson, Dana Andrews, Cameron Mitchell, Lois Smith, Walter Hampden, Gonzalez Gonzalez, Joan Camden, Anthony Numkena, Jose Torvay, Adele Jergens, Bob Wilke.

Credits: A Mervyn LeRoy production; Directed by LeRoy; Story and screen play by Frank Butler.

"Strange Lady in Town," in CinemaScope and WarnerColor, is tailor-made for Greer Garson. Here the red-headed star plays a pioneer woman doctor of the Southwest of 1880. Her trials and tribulations at winning the acceptance of the townsfolk comprise the main story line. Her nemesis is pin-pointed in the personality of an anti-feminist medico, played by Dana Andrews. The romance which eventually springs up between the two follows standard lines. Counterpointing this story is a sub-plot concerning Cameron Mitchell, renegade Army officer and brother to Miss Garson, and newcomer Lois Smith, the tomboyish daughter of Andrews by a first marriage. The series of incidents in which all four characters become involved is calculated to attract and hold the interest of all segments of the audience. A couple of fist fights are brutal enough to please the most hardened action fans; a climax centering on mob violence generates suspense; the romantic portions between the two sets of principals come through with humor; a couple of Mexican-type fiestas add song, dance and a touch of pageantry to the proceedings.

Miss Garson, new to the Southwest, wins the love and respect of the poorer members of the town by dint of her modern approach to and skill at her profession. Andrews, moody and explosive of temperament, fails continuously to dampen her successes. He proposes marriage, but she refuses, knowing that union between two strong-willed persons such as they would fail. When Mitchell deserts from the Army and robs the local bank, the townsfolk turn on Miss Garson and she makes ready to leave. Andrews, at last realizing her worth as a doctor, comes to her side for the final clinch.

"Violent Saturday"

(20th-Fox) CinemaScope-De Luxe Color 90 Min.

Cast: Victor Mature, Richard Egan, Stephen McNally, Virginia Leith, Tommy Noonan, Lee Marvin, Margaret Hayes, J. Carroll Naish, Sylvia Sidney, Ernest Borgnine, Dorothy Patick, Billy Chapin, Brad Dexter.

Credits: Produced by Buddy Adler; Directed by Richard Fleischer; Screen play by Sydney Boehm; Based on the novel by William L. Heath.

Expertly contrived melodrama, dealing with the events in the lives of a group of small town folk before, during and after a bank robbery, is presented in "Violent Saturday." The highly topical bank theft theme couldn't be more exploitable and events move along in this tale at a methodical but calculated pace. Due to the degree of development accorded each character, the drama takes on more weight than is usual for a crime story. The star names of Victor Mature, Richard Egan and Stephen McNally can be utilized to grace marquees and the CinemaScope-De Luxe Color processing should also assist in merchandising. The story is not as violent as the title suggests, and a general audience playoff should be the mode for this item.

In its climax, "Violent Saturday" brings to a unified head the threads of five separate stories. Factory manager Victor Mature irons out a psychological snag of his young son in the course of one; factory owner Richard Egan almost comes to the parting of the ways with his fickle wife during another; Stephen McNally leads a bank holdup in a third. Neat editing serves to cross the narrative gaps and generate a growing sensation of tension for which the bank robbery is the bursting point. A suspenseful climax, in which McNally and his cohorts meet violent deaths, also wraps up the Mature and Egan stories. Suggestive and at times none too subtle sex allusions underly several sections of the narrative. Location shooting in a Pennsylvania factory town adds to the realism.

"Conquest Of Space"

(Paramount) Technicolor 80 Min.

Cast: Walter Brooke, Eric Fleming, Mickey Shaughnessy, Phil Foster, William Redfield, William Hopper, Benson Fong, Ross Martin.

Credits: Produced by George Pal; Directed by Byron Haskin; Screen play by James O'Hanlon; Adaptation by Philip Yordan, Barre Lyndon and George Worthington Yates; Based on the book by Chesley Bonestell and Willy Ley.

The master of motion picture science-fiction, George Pal, presents another worthy example of his craft in the Technicolor "Conquest of Space." Loaded with special photographic effects, this feature explores inter-planetary transportation in showing how a space crew attempts the first journey to Mars. Much imagination and technical ingenuity were expended to make things "look real" for this trip of the future, and audiences should find the goings-on fascinating. The exploitation charge is, of course, high in "Conquest of Space." Ballyhoo campaigns should pay off in the general market.

Picture is strong on comedy with the crew of the space ship having among its members Phil Foster, joker who specializes in Brooklyn-type gags. Most of the cast members, although relatively unknown to audiences, deliver strongly in performance but the lack of women in the story is noticeable. The real stars of "Space," however, are the special effects. Absence of gravity in the solar system, fatal meteoric explosions, ground eruptions on Mars, etc., break into the proceedings with suspenseful melodramatic force and serve as fitting crises in the tale. The space ship, manned by Army personnel based on a satellite 1,100 miles above the earth, is captained by Walter Brooke, who goes mad at the "blasphemy" of a man-made ship successfully reaching another planet. His death, together with the sensational destruction of another crewman, charge the early portions of the film with action. The space ship, due to a crash landing, is stranded on Mars for a year and only the ingenious maneuverings of the remaining members of the crew manage to launch a return-to-Earth flight. Scientific theories, rather than fantastic gimmicks such as Martian monsters, are utilized in the story for a logical sort of melodrama that should win adult favor.

"Long John Silver"

(DCA) CinemaScope-Eastman Color 109 Min.

Cast: Robert Newton, Connie Gilchrist, Kit Taylor, Lloyd Berrell, Grant Taylor, Rodney Taylor.

Credits: Produced by Joseph Kaufman; Directed by Byron Haskin; Screen play by Martin Rackin; Based on the character created by Robert Louis Stevenson.

Distributors Corp. of America's first major release is a rough-and-ready tale of buccaneering on land and sea, climaxing with a search for hidden gold. Story continues the exploits of several characters from Robert Louis Stevenson's immortal classic, "Treasure Island," and fortifies the action splash with CinemaScope photography, color and directional sound. As the title character, Robert Newton displays a grand talent for playing the conniving, bustling and slovenly good-bad man. The key to his sympathies resides in his devotion to young Kit Taylor, who plays "Jim Hawkins," the youth of "Treasure Island." Their exploits at outwitting "Mendoza," the Spanish pirate, in the search for buried gold make for highly diverting feature fare and should delight young and old alike.

"Long John Silver" is a well-made adventure tale. The action is staged in the grand manner, with a large cast necessarily supplying an almost endless stream of fall guys, victims of throwing knives and exploding muskets. A cave filled with a king's ransom of gold and jewels, and marked from the outside by a hanging skeleton wearing boots, is typical of the story-book props used in the film. Young people will find the exploits of "Jim" thrilling to behold while adults will derive unique satisfaction from Newton's performance. Latter's scenes with Connie Gilchrist, a rough-and-tumble barkeep, are full of bluff and bluster. Against Australian backgrounds the scenery registers with appropriate atmosphere. The climax, in which Newton's pirates defeat their rivals by tossing grenades made of "pieces of eight," comes off as a lively finale.

"Bedevilled"

(M-G-M) CinemaScope-Eastman Color 85 Min.

Cast: Anne Baxter, Steve Forrest, Simone Renant, Maurice Teynac, Robert Christopher, Victor Francen, Ina de la Haye.

Credits: Produced by Henry Berman; Directed by Mitchell Leisen; Story and screen play by Joe Eisinger; Song by Paul Durand and Richard Driscoll.

"Bedevilled," locaied in Paris, is a fairly engrossing adventure romance concerning a night club singer's off-beat encounter with a man about to enter priesthood. The stars, Anne Baxter and Steve Forrest, acquit themselves well in their roles and receive strong support from the performance of Victor Francen, prominent French actor, and a suitably atmospheric production. The combined visual assets of CinemaScope and Eastman Color should help "Bedevilled" register with satisfaction in the

(*Continued on page* 24)



HURTLING THROUGH OUTER SPACE..THEY CHALLE

UNIVERSAL-INTERNATIONAL Presents

THIS ISLA

STARRING

JEFF MORROW • FAITH DOMERGUE • REX REASON with LANCE FULLER • RUSSELL JOHN

"THIS ISLAND EARTH" WILL BE AVAILABL



D THE UNEARTHLY FURIES OF AN OUTLAW PLANET!

ND EARTH

d by JOSEPH NEWMAN • Screenplay by FRANKLIN COEN and EDWARD G. O'CALLAGHAN • Produced by WILLIAM ALLAND

Universal International

FOR NATIONAL RELEASE IN LATE JUNE

(Continued from page 21)

general market. Intermixed with the plot line, which has the hero endeavoring to protect Miss Baxter from a gang of Parisian mobsters, is a character study of a man who must decide on whether to succumb to temptations of the flesh or adhere to his chosen path to priesthood. Action, chase and romance enliven the proceedings, during which Miss Baxter sings one song.

Forrest, arriving from America to study for the priesthood under the guidance of Francen, accidentally meets Miss Baxter, who is mysteriously fleeing from both police and hoodlums. Forrest decides to help her in trying to leave France but his efforts are thwarted at every turn by the hoodlums. Meanwhile, Francen becomes suspicious of Forrest's behavior and doubtful of his intentions of becoming a priest. Francen's doubts grow when he discovers Miss Baxter to be a lady with a past. Forrest, however, manages to control his romantic desires for Miss Baxter and helps her elude the hoodlums during a rooftop escape to the sanctuary of Francen's church. Miss Baxter then confesses to Forrest that she had committed a murder in self-defense and, seeing that a romance with him is impossible, sacrifices herself to the vengeful hoodlums. Forrest enters the seminary.

"The Eternal Sea"

(Republic) 103 Min.

Cast: Sterling Hayden, Alexis Smith, Dean Jagger, Ben Cooper, Virginia Grey, Hayden Rorke, Douglas Kennedy, Louis Jean Heydt, Richard Crane, Morris Ankrum, Frank Ferguson, John Maxwell.

Credits: Associate producer-director John H. Auer; Screen play by Allen Rivkin; Story by William Wister Haines.

A biography of Rear Admiral John M. Hoskins, who was injured on the carrier Princeton in World War II, then successfully staged a career "come-back" during the Korean conflict, is dramatically unfolded here. The story is fraught with suspense, action and human interest and should prove a box office draw in the general market. Sterling Hayden gives one of the best performances to date as the one-legged Admiral. Alexis Smith, playing his wife, is convincing as a woman who must subordinate her personal longings to the fulfillment of her husband's dreams. By splitting the dramatic elements into male and female viewpoints, the producers have done much to make "Eternal Sea" palatable to women as well as men.

First half of the picture details the Admiral's career as an instructor, then as a perspective captain, on an aircraft carrier in the Pacific during World War II. This portion climaxes with the Admiral's injury and loss of leg. The hero's efforts to buck the Navy brass and remain in the service despite his handicap are successful and he wins command of a newly-built carrier after hostilities have ended. The Admiral is a proponent of carrier-based jet aircraft and proves his point via a series of dramatic demonstrations. He becomes commander of the Seventh Fleet during the Korean campaign, where his jet idea is successfully utilized. At the finale, Admiral Hoskins decides to devote the rest of his career to helping the physically handicapped in the Navy.

"Cell 2455, Death Row"

(Columbia) 77 Min.

Cast: William Campbell, Robert Campbell, Marian Carr, Kathryn Grant, Harvey Stephens, Vince Edwards, Allen Nourse, Diane De Laire, Bart Bradley.

Credits: Produced by Wallace MacDonald; Directed by Fred F. Sears; Screen play by Jack De Witt; Based on the book by Caryl Chessman.

An exploitation "sleeper" is to be found in "Cell 2455, Death Row." Picture relates the story, in semi-documentary fashion, of a young hoodlum currently sitting in the San Quentin death house and awaiting his fate. It is based on the recent autobiography of Caryl Chessman, fictionalized, of course, for this version. William Campbell plays the hoodlum while his brother, Robert Campbell, plays the hoodlum as a youth. Performances are good, and romance is alternated with the action. Moral is that crime does not pay and that a man ends up in the death house due to his own faults. Picture is presented in an unrelenting style that should make runs popular at action houses. Topical value is, of course, present in the subject matter.

Campbell is in the death house at San Quentin waiting for dawn to come so that Warden Harvey Stephens will come to take him to the gas chamber. He tells the warden that he wants to leave and hopes for another stay of execution. He has spent six years on death row and has already won three reprieves from the gas chamber entirely through his own efforts of studying law and pleading his own case. He writes a biography which brings him money to continue his fight; he maintains that he is innocent. His misspent life as a young hoodlum, then a young gang boss, flashes before him and each step of his way to the gas chamber is depicted. First he tries to impress Kathryn Grant; then he has as his gun moll, Marian Carr. Based on his past record of crime, he is picked up and accused of being The Red Light Bandit, who has been committing holdups and attacking young ladies. He is found guilty and sentenced to death. When dawn comes, Campbell meets Stephens, who tells him that he has gotten still another stay and Campbell goes to his typewriter and starts to write another brief for his defense.

"The Looters"

(Univ.-Int'l.) 87 Min.

Cast: Rory Calhoun, Julie Adams, Ray Danton, Thomas Gomez, Frank Faylen, Rod Williams, Russ Conway, John Stephenson, Emory Parnel, James Parnel.

Credits: Produced by Howard Christie; Directed by Abner Biberman; Screen play by Richard Alan Simmons; Story by Paul Schneider.

A rugged outdoor melodrama, located high in the peaks of the Rocky Mountains, is tersely unfolded for good program entertainment in "The Looters." Story has to do with a trek through the mountains by a band of survivors from a crashed plane. A liberal amount of suspense and clash of character develops over possession of a cash box found in the wreck. With the names of Rory Calhoun and Julie Adams helping along on marquees, picture should merit a healthy response from the action crowd.

Events get underway when the plane crashes some days' journey from the mountain cabin of Calhoun, a hunting guide. Latter goes to the rescue with Ray Danton, a buddy, and finds a quartet of survivors, including Julie Adams and Thomas Gomez. Preparing for the journey back, Gomez surprises the others by taking possession of the cash box and Calhoun's rifle. Danton shows his colors by going along with Gomez; but both are dependent on Calhoun during the trip back. Miss Adams, meanwhile, sides with Calhoun and they turn the tables on the culprits for a last-ditch fight in which Danton meets his death. Climax is aided by a barrage of artillery fire that issues forth from an Army training unit maneuvering in the nearby mountains.

"Escape To Burma"

(RKO) SuperScope-Color 87 Min.

Cast: Barbara Stanwyck, Robert Ryan, David Farrar, Murvyn Vye, Liza Montell, Robert Warwick, Reginald Denny, Peter Coe, Alex Montoya.

Credits: Produced by Benedict E. Bogeaus; Directed by Allan Dwan; Screen play by Talbot Jennings and Hobart Donavan; Story by Kenneth Perkins.

A regulation adventure romance, set against the Burmese jungles, is accorded greater box office potential via the casting of Barbara Stanwyck and Robert Ryan in the lead roles and the combined usage of SuperScope and Technicolor printing. Since "Burma" furnishes the usual amount of action footage, sports some trained elephants and monkeys for humorous effect and contains a measure of romance, general audience playdates should be in order. Presence of the stars may merit top billing for action house runs. Production is fairly good, with stock footage adequately blended into the story for proper jungle atmosphere.

Narrative concentrates on a dual-pronged hunt for a suspected murderer of a native prince. The suspect, Ryan, is tracked through the jungle by both David Farrar, British security officer, and the soldiers of Robert Warwick, Rangoon potentate. Miss Stanwyck plays a plantation owner with a crush on Ryan. Her attempts to prevent him from getting into further troubles with the authorities make up the bulk of the melodrama. Finale finds Miss Stanwyck negotiating a last-minute rescue of Ryan as the latter is being brutally whipped by the Rangoon soldiers. Reprieve by Warwick follows when it is disclosed that Ryan is not a murderer after all.

"Gran Varieta"

(Continental) ITALIAN Ferraniacolor 100 Min.

Cast: Vittorio De Sica, Lea Padovani, Renato Rascel, Delia Scala, Alberto Sordi, Maria Fiore, Lauretta Masiero, Carlo Croccolo.

Credits: Produced by Carlo Infascelli for Excelsa-Roma Film; Directed by Domenico Paolella; Screen play by Dino Falconi, Oreste Biancoli, Vinicio Marinucci, Michele Gualdieri, D. Paolella.

"Gran Varieta," an Italian-language import in Ferraniacolor, is composed of five separate episodes centering on Italian vaudeville from the early 1900's through World War II. As such, music, song and sentiment predominate. The production numbers are well staged. The lyrics of the songs are translated in part into English titles. The color process is exceedingly sharp for the most part. Dealing with vaudeville, an undertone of comedy is always present; humor ranges from slapstick to burlesque and and is often quite funny. Picture, however, is hampered by uneven plot sketches and will thus fare best in special art situations. A sequence starring Vittorio De Sica and Lea Padovani, familiar names, as a song-and-dance team constantly quarreling is a standout; one in which a quick-change artist seduces a society coquette also has its moments. Diverting, but of lesser appeal for art house audiences, is a sketch about a comedian's pathetic adventure in the army.

"The Imposter"

(Brandon) JAPANESE 89 Min.

Cast: Utaemon Ichikawa, Chikako Miyagi, Keiko Kishi.

Credits: A Shochiku Film; Produced by Shigeki Sugiyama and Koichi Takagi; Directed by Tatsuo Osone; Screen play by Hyogo Suzuki; Story by Mitsuzo Sasaki.

A 17th Century adventure, dealing with the attempts of a Samurai officer to win recognition for the rightful heir of the empire in the face of opposition by an imposter, is related in this Japanese import, English titles put forward a rather labored plot that will prevent this entry from scoring as high in the art house market as other and previous Nipponese offerings. Picture closes, however, on a thrilling note when a duel take place during a performance of the famous Kabuki thetare. Earlier, a couple of native songs are offered as a change-of-pace to some heavy-handed melodrama. Plot deals with court intrigue and duplicity and the action scenes are highlighted by several unique and deadly duels.

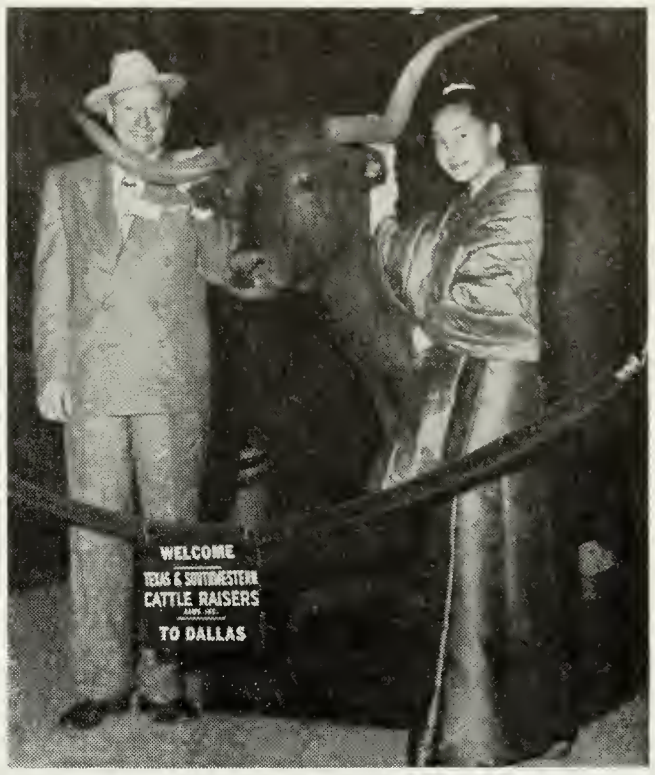
UA Takes Lopert Trio

United Artists will distribute three Lopert Films Distributing Corp. pictures: "Richard III," Technicolor-VistaVision Shakespearean drama starring Sir Laurence Olivier; "The Lucky Kid," Eastman Color comedy directed by Sir Carol Reed, and "The Man Who Loved Redheads," Technicolor musical starring Moira Shearer.

Animals Bally "Plain" Across The Land



Burmese actress Win Min Than visits the dog races at Miami Beach while on her month-long nation-wide tour plugging United Artists' "The Purple Plain," in which she plays opposite Gregory Peck. A special stake race honoring the picture was held by the local kennel club and the track's p.a. system gave strong mention to the film. Miss Than's southern junket was as well received as her numerous other stops, which culminated in a visit to New York for the Capitol debut.



At the cattle show in Dallas, Miss Than steered news and air breaks for United Artists' "The Purple Plain."



Detroit, another stop on Miss Than's junket for UA's "The Purple Plain," played host for 12 radio-TV appearances. Miss Than participated in a grand total of 55 such shows. Here Dick Osgood does the interviewing while a goggled leopard cub looks on.



New Orleans extended a warm welcome to Miss Than during her promotion visit for United Artists' "The Purple Plain." A stake race was run in tribute to the picture at the Magnolia Park trotting track, and Miss Than presented the victory wreath to the winning driver.



Elephants co-operated coast-to-coast in ballyhooing the tour of Miss Than for United Artists' "The Purple Plain" and first runs of the Technicolor feature, which also stars Gregory Peck. (Left) Florida States Theatres district manager Harry Botwick had a pachyderm on hand to greet the Burmese actress when she reached Miami for the three-theatre premiere



at the Coral, Sheridan and Paramount. The performer went on to spotlight day-and-date openings in a four-day round of radio, TV and press interviews. (Right) The Fox Wilshire Theatre, Los Angeles, rounded out a campaign for the "Plain" opening by walking a five-ton elephant down the main shopping area with a pretty girl in flimsy costume seated on its back.

Publicity Bonanza

"Blackboard Jungle" Theme Stirs Controversy, Supplies Bally Aides

Special attention to M-G-M's "The Blackboard Jungle" is being accorded by the mass communication media of television, radio, newspaper and magazine in a concentrated surge the likes of which have rarely been broadsided for a topical motion picture. The controversial subject matter of this melodrama about juvenile delinquency in a vocational high school appears to be making the news constantly, and the enterprising exhibitor is reaping an extraordinary amount of publicity by tying in his local engagement with these breaks.

"Jungle," expected by Metro to be a sensation in big cities, is now reportedly becoming a record-breaker in small towns as well. The pro and con views of the general public have boosted attendance in such cities as Middletown, N.Y., New Brunswick, Perth Amboy and Asbury Park, N.J., according to a Metro report. The company adds that runs in New York, Cleveland, Boston, Philadelphia and San Francisco have been extended beyond third weeks.

An example of how a TV series can help a "Jungle" run is to be found in "The Claire Mann Show" discussions held on WABD for five consecutive days from 1 to 1:30 p.m. Miss Mann selected 20 mothers, each of whom has from one to 12 children, to see the film at Loew's State Theatre. This group, which Miss Mann called her "Model Mothers," reported back to the program to discuss their views on the picture.

The above show is another in the list of radio and TV programs which are giving special attention to the picture as a topical subject. Among earlier shows to bring the controversy to the microphones and cameras were Tex and Jinx on WRCA and WRCA-TV, and Barry Gray on WMCA.

Newspapers Participate

The "Daily News" ran an editorial on the picture and "The New York Times" devoted Sunday amusement section coverage to a symposium of letters both pro and con the film. Various civic figures have written in subsequently and had their letters published in "The Times." Teachers' groups have come out in stands which reflect varying viewpoints on the film.

When the film played the RKO theatre in New Brunswick, the house used an unusual device to maintain cordial relations with the local school body. Since these agencies expressed some concern about the booking, a meeting was held with the educators and everybody was reportedly pleased when it was agreed to run a special trailer at the conclusion of each showing of the picture. Trailer copy follows:

"To Our Patrons! The school and situations you have just seen are *not* to be found in this area! We should all be proud of the facilities provided for *our* youth by the Public Schools of New Brunswick and the Middlesex County Vocational and Technical High Schools. *We suggest* a visit to any of the fine schools in our city and county! Your interest will be cordially welcomed!"

A special campaign manual on "Jungle" has been issued by Ernest Emerling of Loew's Theatres.

Dance Studio Plugs "Daddy Long Legs"

A campaign of national and local level promotion, keyed to support all theatre engagements of 20th Century-Fox's "Daddy Long Legs," has been arranged by the film company with the Fred Astaire Dance Studios. Campaign, which extends through June, will see each of 135 Astaire dance studios in key cities across the country programming important advertising, publicity and exploitation drives tieing-in the production.

A unique and key portion of the overall campaign will be the introduction and publicizing of a new dance, "The Sluefoot," which is performed in the film. The Sluefoot was given a TV premiere on Ed Sullivan's "Toast of the Town" when a troupe of Fred Astaire dancers appeared on the show.

One of the highlights of the tie-up will be additional promotional power generated through "Dance" magazine, which is cooperating through sponsorship of a national dance contest which will result in prizes including trips to Hollywood and New York.



This eye-stopping cutout was employed by the E. M. Loew theatre in Hartford to re-direct traffic to the house where Columbia's "New Orleans Uncensored" was playing.

The May issue of "Dance" magazine will feature Fred Astaire and Leslie Caron, film stars.

Cover will be used as a poster in all Astaire studios and will be featured on newstands. The 135 Astaire studios will also arrange for local promotions and tie-ins in connection with the contest pointing towards maximum concentration at point-of-sale and during the advance build-up for the playdate.

Additional plans are being made for a special "Sluefoot Party Night" to be celebrated in every Astaire studio in the country at which local press and radio notables will be invited to take part in the event. This party will be heavily publicized and exploited in connection with the local debut of the CinemaScope musical.

Local Houses Join "Silver" Drive

Film theatres throughout New York City are joining in the promotion of "Long John Silver," produced and distributed by Distributors Corp. of America, with neighborhood houses helping to point the way. Picture had its local debut at Brandt's Mayfair Theatre.

The city-wide promotion was announced in full page ads by Macy's and officially kicked off by Mayor Robert F. Wagner and superintendent of schools William Jansen.

Called the Macy's Children's Week promotion, the program is built around a treasure hunt with local theatres participating. In this hunt, more than 3,000,000 "treasure keys will be given away in 400 local theatres.

Macy's has put up more than $60,000 worth of prizes, which will be given to patrons receiving the treasure keys. The key holder goes to Macy's . . . fits his key into one of the locks displayed at the store, and, if the key fits, receives his treasure in merchandise.

To help spark the promotion, Macy's purchased more than 100 pages of advertisements in local dailies, in which they will promote their tie-in to the treasure hunt.

Among the prizes is a trip to any "Treasure Island" picked by the winner. In addition, Macy's is also offering 10 free summer vacations for winning couples, a free summer vacation for young winners at Dodgertown, the boys club operated by the Brooklyn Dodgers at Vero Beach, Fla.

Other prizes include color television sets, bicycles, roller skates and other minor merchandise prizes.

Macy's has set up locks throughout the department store for the treasure keys. Their suburban stores will also be tied-up in the promotion and will distribute eye patches plugging the picture. Windows in the main as well as in outlying stores will feature "Silver." In-store promotion involving displays and posters will also be done.

Also set up are a steady stream of saturating radio and television announcements reminding listeners of the picture's premiere at the Mayfair, and of the city-wide treasure hunt.

Civic youth organizations such as the Boy Scouts, Girl Scouts, Cub Scouts, Brownies and Polic Athletic League have also been tied-in to the promotion. Police Athletic League wll hold boxing matches at the store with such ex-ring champions as Henry Armstrong, Tony Canzonieri, James Braddock, and Barney Ross, slated to referee the matches.

Also slated to be held are pingpong matches and favorite pet contests.

The New York campaign was tried out in campaigns along the same order in three other cities. In Providence, "Long John Silver" was tied-in with Newberry's department store. In Philadelphia, Gimbel's joined in the promotion, and in Washington, D. C., Hecht's department store tied-in.



VISTAVISION

MOTION PICTURE HIGH-FIDELITY

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REGIONEWS

ALBANY

A farewell dinner for Nat Rosen, ex-Albany mgr. for 20th-Fox and present Pittsburgh, mgr., was held in DeWitt Clinton Hotel. Norman Weitman, U-I mgr., and Norman Jackter, Columbia mgr., arranged it. Clayton Pantages, former salesman, is new Fox branch boss here. . . . The Variety Club will give a dinner-dance for former Chief Barker Jules Perlmutter at the Sheraton-Ten Eyck on April 30. Jack Goldberg, M-G-M mgr., will represent Tent No. 9 as a delegate to the International convention in Los Angeles the first week in May.

Fabian theatres in this division are participating in the April-June "Spring Jubilee of Hits." . . . New or widened screens will grace many ozoners this season, including Alan Iselin's Auto Vision, E. Greenbush; Fabian's Mohawk, Colonie; Harry Lamont's Riverview in Rotterdam; Sunset in Kingston; Vail Mills in Vail Mills; Leeds in Leeds; Walter Reade's 9-W in Kingston; John and Peter Marotta's Carman in Guilderland; Jules Perlmutter's Spa near Saratoga; Lou Goldstein's Schuyler near Utica, and West Rome outside Rome.

ATLANTA

J. H. Tmopson, pres. of MPTOO of Ga., outlined plans for a Southeastern Movie Festival, wherein theatres in Ga., Fla. and Ala. will cooperate in a May 16 to June 16 showing of top movies, with many stars making personal appearances. . . . George J. Schaefer, distrib. exec. and pres. of Sun-Red, Inc., will be lessee of the Riviera Theatre, under construction at S. Dixie Hyway and Red Road, Miami, Fla., and scheduled for completion in Aug. The house will seat 1300 and be equipped for all modern mediums, including closed circuit TV. . . . Ted Toddy returned from Miami, where he arranged for grand opening of his new picture, "Garden of Eden," at the Roosevelt Theatre.

Gov. Frank Clement signed a measure passed by the Tenn. Legislature, giving county courts the authority to legalize Sunday shows outside city limits. . . . Dan Sangarec, mgr. of the DeSoto Theatre, Arcadia, Fla., moves over as mgr. of the Ritz, Bartow, with Cliff Bailey, mgr. of the Ritz, taking over the DeSoto. Robt. Skaggs, Sr., former mgr. of Florida Theatre, Jacksonville, appointed city mgr. for Florida State theatres in St. Augustine. . . . An extensive modernization program is being completed at the Coffee Drive-In, Enterprise, Ala., managed by Mack Clark. . . . Cherokee Drive-In, Jefferson City, Tenn., which was destroyed by a tornado, will be rebuilt. . . . Mrs. Frankie English was named "WOMPI of the Year" at a Variety Club dance sponsored by the WOMPI's, and will receive the Laura Kenny Award.

Jim McClung, Jr., with Dixie Theatre Service Co. in Albany, Ga., now mgr. of the Atlanta branch. . . . Ben Wilson, owner of the Tiger Drive-In, Tiger, Ga., elected Mayor of his home town. . . . Variety Club of Atlanta started publication of a new monthly bulletin, "The Barker," in April. . . . Tim Crawford, formerly with Rialto Theatre, Orlando, Fla., appointed mgr. of the San Marco in Jacksonville. . . . Crescent Amuse. Co. has contracted for construction of a $300,000 shopping center in Cleveland, Tenn., which will house two variety stores and a drugstore. A section of the building may later be developed as a theatre. . . . Johnny Sims added to the sales force of Capital City Supply.

Segregation regulations were given as the main reason for dropping of Miami, Fla. from Cinerama expansion plans of Stanley-Warner. . . . H. C. Cunningham is new owner of the Ritz Theatre and Skyland Drive-In at Woodbury, Tenn. . . . Seating was increased to 350 at the New Grove Hill Theatre, Grove Hill, Ala., reopened with Mrs. J. K. Kennen as mgr. New booth equipment and a large screen were installed. . . . John L. Damm, new mgr. of the Princess at Mt. Dora, Fla., for several years operated his own drive-in at W. Palm Beach and more recently was associated with MCM Theatres. . . . Gene Blue, who took over the theatre in Jackson, Ga. from L. J. Brown, will rename it Town Theatre. . . . S. A. Newton is new owner of the Dixie in Jacksonville, Fla.

BOSTON

A $1,500,000 anti-trust suit has been filed in U.S. Dist. Court by Harold Markell in behalf of Kelmar Theatre Co., operator of the Eliot Theatre in Cambridge. Markell is charging the maintenance of improper runs, clearances and availabilities against the defendants, American Theas., New Eng. Theas., RKO Theas., Loew's Boston Theas. and the major film companies. Suit was filed from offices of George S. and W. Bradley Ryan.

Nathan "One Shot" Ross, New England's oldest active film salesman, will be honored by his many friends at a testimonial luncheon, sponsored by the Variety Club, at the Roof Garden of the Hotel Bradford on April 26. Committee in charge is headed by Joseph Cohen and James Marshall. . . . Louis Richmond, owner of the Kenmore Theatre, and IFE tendered a luncheon to Sol Hurok, whose first motion picture, "Aida," was the Easter film at the Kenmore. . . . Harry Segal, UA branch mgr., was elected pres. of Sentry Lodge, B'nai B'rith.

Based on success of first managerial contest, New Eng. Theas. is conducting a second "Profit and Prestige" contest to run 13 weeks, with cash prizes for the winners. Winners of the first contest were Joseph Sadur, Olympia, Chelsea; James Davis, Paramount, Lynn; Lawrence Burke, Capitol, Pittsfield. . . . Helen Deveau, for 15 years secy. to Charles E. Kurtzman, Loew's northeastern div. mgr., resigned. . . . Bill Sullivan, buyer and booker for Maine & New Hampshire circuit, is confined to St. Elizabeth's Hospital, Brighton, due to a coronary thrombosis. . . . Irving "Mac" Farber of Regal Pictures has been ordered by his doctors to take a complete rest.



Hosts, panelists and speakers at M-G-M's highly successful Ticket Selling Workshop in Milwaukee were (l to r): Burtus Bishop Jr., mid-west sales mgr.; John G. Kemptgen, Milwaukee branch mgr.; Ralph Batschelet, Webber Theatre, Denver, Colo.; Ted Irwin, Electric Theatre, Larned, Kans.; J. P. Harrison, Interstate's Campus Theatre, Denton, Tex.

BUFFALO

Prominent industryites from all over the east and midwest will attend the Variety Club testimonial dinner to Dave Miller, who retired as Buffalo branch mgr. for U-I, in the Empire Room of the Statler on Apr. 18. Miller was the first chief barker of Tent No. 7 and held the same post a few years ago. . . . The old Academy Theatre at 245 Main St., which opened in 1852 as the legit Metropolitan, has been purchased by Marine Trust Co. from Michael Perna, who will continue its operation until the bank has need for the property. . . . Elmer F. Lux, head of Elmart Theas. and pres. of the Common Council, and Bob Boasberg have signed up to go on the Ad Club's annual cruise—this year to Gratiot Inn on Lake Huron.

Lester Pollock of Loew's, Rochester, arranged to have George Murphy, M-G-M star, appear at the annual Police Ball, the talent for which Lester annually lines up. . . . Lou Levitch, mgr. of the Granada, had a capacity audience at the recent Cooking Show put on by Niagara Mohawk. . . . Projectionists Cecil Franklin and Dave Hunter, who were stationed at Shea's Buffalo for many years, have retired. . . . Arthur Krolick, UPT dist. mgr. for Buffalo and Rochester, attended opening of "Strategic Air Command" at the Paramount Theatre, N.Y.C. . . . Arthur Buczkowski resigned as asst. shipper at Fox to join the rookies

(*Continued on page* 30)

COLUMBIA PICTURES

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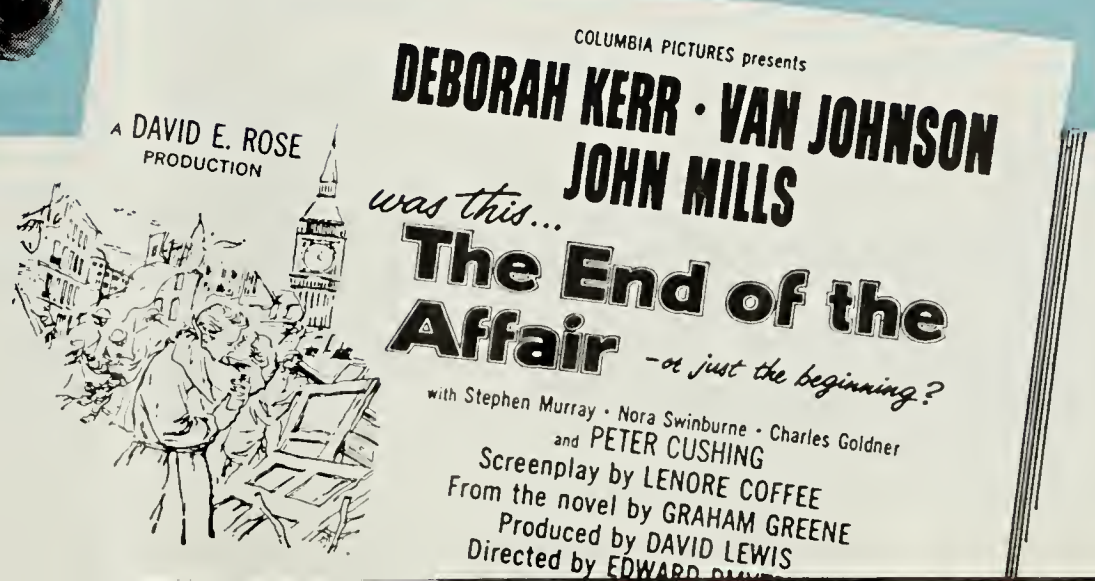
New York—Victoria

Chicago—Woods

Los Angeles—Paramount

San Francisco—St. Francis





BUFFALO (cont'd.)

training in Hattiesburg, Miss. with the N.Y. Yanks.

When Carl S. Hallauer, Bausch & Lomb head, brought back the Oscar awarded his company for development of lenses used in CinemaScope, Lester Pollock arranged to show it in the lobby of Loew's. . . . Stanley Kozanowski, Rivoli mgr., was appointed chairman of the Motion Picture Operators Examining Board by Mayor Pankow. The board will hold a two-part examination—a written test on May 24 in City Hall, and a practical exam in some local theatre on June 7. . . . Harold Hughes, recent booker and buyer for the Silver Lake Drive-In, Perry, N.Y., was appointed mgr. of the Colonial by George J. Gammel, head of Gammel Theas. . . . Wm. Graham, Fox office mgr., has been transferred to a similar post in Boston. Graham also covered the Syracuse territory as a salesman and is succeeded in that post by Bill Gehring, Jr.

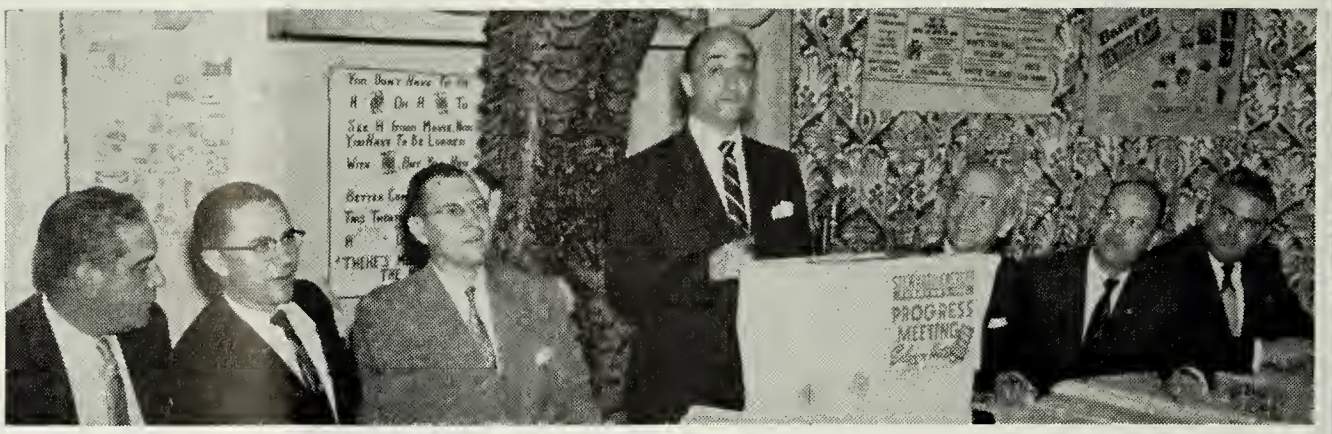
CHICAGO

RKO will release "Underwater" to subsequent runs in Chicago territory starting May 6. Div. mgr. Sam Gorelick conferring with Police Comm. O'Conner for a Chicago run now that several cuts have been made. "Sinbad" will also be submitted for Chicago censor board approval. . . . B&K trying out pine-cone dinner-ware premiums at the Congress Theatre. . . . Melrose Theatre, Melrose Park, Ill., is now under Billish management. . . . Chicago March theatre tax collections showed an increase of some $6,000 over same period last year. . . . Mrs. B. F. Buttsback was elected pres. of Better Films Council of Chicago.

Negotations are under way with film companies for out-of-court settlement of Valos circuit's suit involving Geneva Theatre, Geneva, Ill., and Sun Theatre, Wheaton, Ill. . . . Filmrow reports that Nate Cummings, head of Consolidated Foods, is joining his cousin, Jack Cummings, who is leaving M-G-M Studios to form his own producing organization. . . . Northside managers of B&K gave dist. mgr. Abe Platt a dinner party at the Tyrol Restaurant on his 25th year with the circuit, and presented him with gifts and a scroll. . . . Myron Mandy, mgr. of B&K's Belmont, also marking 25 years with the company. . . . John A. Schreiber, treas. of Theatre Operating Co., owners of the loop Grand, passed away after short illness.

Stanley-Warner theatres started their spring festival drive with all kinds of business boosters. Harry Ruda joined managerial staff of S-W's Avalon Theatre. John P. Field, mgr. of S-W's Frolic, is celebrating his 32nd year in Chicago show business, 30 of which were spent with Warner theatres. . . . B&K's annual stockholders meeting set for April 19 at Chicago offices. . . . To meet demand, Oriental Theatre is running seven complete shows daily for "Man Called Peter," which opened for an extended loop run. . . . Jean Van Hulin was named asst. mgr. at Ziegfield Theatre.

Alliance managers meeting set for May 11-12 in Indianapolis. Chicago headquarters staff, headed by S. J. Gregory, will be on hand. . . . Galesburg, Ill. theatre men happy that daylite saving was defeated at city election. . . . Chadwick Theatre, Sterling, Ill., will reopen on a four-day schedule this month. Don Bowen is mgr. . . . B&K will run the closed circuit TV showing of Marciano-Cockell bout on May 16 at the Uptown on the northside, Tivoli on the southside, and Marbo on the westside. . . . George Kerasotes, new pres. of United Theatre Owners of Ill., called a meeting to alert exhibitors on the impending crisis concerning Toll TV. He announced the appointment of Ansley Tracy, Galesburg Drive-In, Galesburg, as new director of the Peoria group, and Jim Fenogio, Times Theatre, Oglesby, as regional v.p.



Jeff Livingston, Universal's eastern adv. mgr., was principal speaker at annual managers' meeting of Stewart & Everett Theatres in Charlotte, N.C. Seated (l to r): James Greenleaf, Universal branch mgr. in Charlotte; L. R. Gilland Jr., S&E film buyer; C. B. Trexler, v.p.; E. R. Stellings, pres.; Perry Reavis Jr., adv. mgr., and Bill Cunningham, eastern dist. mgr.

CLEVELAND

Off for the Variety Club convention in Los Angeles next month will be: Mr. and Mrs. Leonard Greenberger, Community Circuit; Mr. & Mrs. Irwin Schenker, Berlo Vending; Mr. & Mrs. Nate Barach, National Screen, Mr. & Mrs. Milton Grant, Silk Screen Processes; J. Silverthorn, Variety prexy, and Mr. & Mrs. Charles Redlick, Redlick Floor Covering Co. . . . Orchids to the Variety Club for their benefit show at the Fairmount Theatre, which made $1,000 for the Cerebral Palsy School despite heavy snow and windstorm which hit the area that night.

Cleveland has been selected as one of the cities for simultaneous world premiere of "The Prodigal," which is scheduled for Loew's State on May 6. . . . Palace and Marion theatres in Marion closed April 11. . . . A new drive-in is under construction in Akron, O. . . . Foster Hathaway, owner of theatres in Campell, Struthers, Youngstown and Kingston, died of a heart attack.

CINCINNATI

Future plans of Variety Tent #3 include a giant bingo, to which the public will be invited. Exhibitor Wm. Onie, one of Variety's directors, is in charge of arrangements and will be assisted by Jay Goldberg of Realart. . . . John Gregory, who operates the Far Hills Theatre in Dayton, acquired the lease on the New Salem Theatre, Dayton, formerly held by Gus Babalis. . . . Paul Sigler, who is managing the Boudouris Scioto Breeze in Lucasville and Waverly Drive-In, Waverly, will book for both houses. . . . A recent filmrow visitor was T. P. Stotler, who is now operating the Rex Theatre, Felicity, formerly owned by E. Lee.

Jay Goldberg of Realart acquired distribution rights for Disney's "The Immortal City," a new film in Technicolor showing the fabulous treasures of the Vatican. First showing in mid-May will be at the Guild here, an art house operated by Willis Vance. . . . The bingo operated by Divae Thomae Cancer Research at Louis Wiethe's Valley theatres and Charles Ackerman's Covedale, has also been connected in at the Park, one of Wes Huss's Associated theatres, for about 10 weeks. Theatres are furnished each Wed. afternoon for this purpose and all proceeds used for cancer research. . . . Albert Laile, Sr., who until his retirement about four years ago managed the Park Theatre in Northside, celebrated his golden wedding anniversary.

George Murphy and other celebrities will be on hand for Variety Club's Ladies Auxiliary annual spring fund raising luncheon on May 13, at the Netherland Plaza, for benefit of the Foundation for Retarded Children. Mrs. Herman Hunt is pres. of the group. . . . Carl Ferrazza, mgr. of Keiths Theatre in downtown Cincinnati, was in Bethesda Hospital, for a leg ailment. . . . Ben Bein, service mgr. for National Screen, is in Jewish Hospital for a heart condition. . . . The M-G-M Club has elected Marlene Kilgore as its pres.

DENVER

Allied Rocky Mountain Independent Theatres will hold their annual convention May 10 at the Park Hill Country club, concluding with a banquet and dance in the evening. Among guest speakers will be Bennie Berger, North Central Allied president. . . . Lee Theatres have bought the Lakewood, Lakewood, Colo., from Jefferson Amuse. Co., and will operate it in conjunction with their two drive-ins in Denver and one in Greeley, Colo. Don Hammer is doing the booking and buying. . . . Kenneth (Bud) Bromell, 19, of the National Theatre Supply shipping dept., and his finance were killed in an anto-train collision. Bromell was the son of Mrs. Mel Glatz, whose husbad is purchasing agent for Fox Inter-Mountain.

Leonard Scales opened his Rocket drive-in, with 350-car capacity, at Grand Junction, Colo., with Clarence Batter doing the buying and booking. . . . Nervin Reed is building a 700-seat theatre in Brighton, Colo., and hopes to open in July or August. . . . The 500-seat Lyric, operated by Wm. Dollison, was destroyed by fire. It will be rebuilt. . . . Hal Fuller moved his Dimension Picts. exchange to 2075 Broadway. He added an electric typewriter, an electric inspection reel, and is improving his vault to add more storage space. Clarence Batter independent buyer and booker, also has office there. . . . Mrs. Ethel Williams, 58, inspectress at RKO, died from a heart attack while at work. She was the sister of Elmer Finch, head shipper at the same exchange.

DES MOINES

Prescott Theatre in Prescott reopened under management of Bradford Daggett. The

(*Continued on page* 32)



CAL-I-FOR-NIA, HERE WE COME.....

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MAY 4-7, 1955
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"and a little child shall lead them..."

DES MOINES (cont'd.)

house, which has been dark for some time, contains new projection equipment, a larger screen and respaced seats, and is in the hands of a non-profit group known as Prescott Enterprises, Inc. . . . CinemaScope projection has been added to the New Belmond in Belmond by mgr. Ed Gentry. . . . Star Theatre opened in Ute under management of Allen Meadows and George Trontvet.

Carl Schwanebeck, mgr. of the Perry in Perry announced that a plan to show a series of summer films for children has been overwhelmingly endorsed by parents who gave their votes on 700 letters circulated in the schools. The Perry P.T.A. Council and YWCA are co-operating in planning the series selected from the children's Library of Films. The movies will be presented at 2 p.m. each Wed. beginning June 8 for 12 weeks, and will include Ranch, Stable Mates, Hills of Home and Rebecca of Sunnybrook Farm. An usher at the Des Moines Theatre in Des Moines has admitted starting two fires at the theatre during one recent week because he resented being reprimanded for not doing his work properly! . . . Elkader Theatre in Elkader completed extensive remodeling, including new curtains, new wide screen and a four-drink bverage dispenser in the lobby.

Mrs. Ralph Olson was named chairman of the women's division of Variety Club. She is the wife of Universal salesman, Ralph Olson, and a former booker for M-G-M. First event of the women's group was a luncheon and style show, under the chairmenship of Mrs. Lou Levy and Mrs. Robert Sandler. . . . A new screen has been installed at the Northwood Theatre in Northwood. Entire proscenium was torn out and with the new screen is 10 feet farther from the audience than before. . . . CinemaScope equipment has been installed at the Roxie in Peterson.

DETROIT

Midwest Theas., who own and operate the Battle Creek Auto Theatre, announced construction of their second ozoner on the west side of Battle Creek, to be known as West End Drive-In. Designed for 1000-car capacity, it will open for 800, employ all new techniques including stereophonic sound, and have a cafeteria-style concession stand operated by Berlo Vending. Projection and sound equipment are being supplied by Theatre Equip. Co. of Toledo, Ohio. . . . Kenneth Mexico is the new mgr. of the Rouge Theatre in suburban River Rouge, succeeding Thomas W. Ryan, famed for his exploitation activities, who left to go into industrial work. . . . Max Gealer, circuit supervisor, reports reopening of the Gratiot Drive-In near Roseville, with Louis Parine as mgr.

Alex Schreiber, head of Associated Theatres, is due in from the West Coast for another visit with his Detroit friends and business associates. He expects to stay for the summer. . . . Pearce Parkhurst from Lansing, who is the new 1st v. p. of Michigan Allied, is back from Kansas City, where he was a panel member in the M-G-M Workshop on advertising for drive-ins. He has added 10 new giveaway items for drive-in opening nights, among them a liquid lead pencil. . . . James McKay is operator at the reopened Park Theatre, which is being managed by Abe (Buddy) Schweig, according to owner Harry Balk.

Stanley C. Dilley reopened the Cub Theatre at Bear Lake, which will be booked by Clive R. Waxman of Independent Exhibitors. . . . The Rosedale Theatre, Woodward Ave. house operated by Sterling, has been closed. . . . Mrs. Alice Gorham, head of exploitation for United Detroit Theas., is back from a trip to N. Y., where she sat in on the COMPO poll committee plans, which she heads. . . . Louis Schlussel, owner of the Farnum Theatre in Hamtramck, will be returning home about May 1. . . . Lou Warrington, owner of the U. S. 23 Drive-In at Flint, will take over the management this season, following resignation of mgr. Frank Boomer, who is entering the construction business. Bookings will be handled by Bill Clark. . . . Howard Bruce of Amusement Bookings Serv., who recently underwent a major eye operation, suffered a relapse following an early return to his desk.

HOUSTON

Houston theatre owners are making plans to fight the three daily newspapers' proposed increase from $6 to $6.50 per inch for theatre ads. . . . While in Austin for premiere of "Strange Lady in Town," Warner director-producer Meryvn Leroy will be installed as an honorary life member of the Curtain Club after speaking to drama students of U. of Texas. . . . Bill Schulman of the Palace Theatre, Bryan, and Carl D. Levy, gen. counsel for Jefferson Amuse. Co., Beaumont, are new Variety Club members. . . . Gonzales' Apache Drive-In, formerly the Twilite, owned and operated by Lynn Smith and Lynn Jr., has a completely rebuilt screen tower and new wide screen, also CinemaScope. . . . Roxy Drive-In, San Antonio, has a rebuilt screen tower, enlarged to 84′ wide.

Laredo Theatres, operators of five conventional houses and a drive-in, is set to start construction on a 725-car ozoner northeast of Laredo, equipped for CinemaScope. It will feature a large concessions operation and children's playground. . . . Eugene Miller inaugurated a weekly bargain night at the Varsity Drive-In, San Antonio, when a full carload will be admitted for $1.20. . . . 20th-Fox's new exchange building in Houston has been contracted for by S. S. Jacobs Co., Jacksonville, Fla. . . . Corpus Drive-In at Corpus Christi, has new projectors, with a special three-foot lens built by Bausch & Lomb, which have the longest throw in the world according to co-owner Leon Newman, who states cost exceeded $2,000 as compared with $90 for the old ones.

Metropolitan Theatre installed a rotisserie in the lobby which mgr. Ray Hay reports is doing good business. It is the first of 18 such installations which Interstate plans for its theatres. . . . Lamar Theatre, managed by Jack Cole, has new wide screen and CinemaScope, supplied by Southwestern Equip. Co., who also recently installed a wide RCA dynalite screen at George Carpinteyco's Ramirez Theatre, Cotulla; wide screen and C/S at Jack Telford's Freer Drive-In, Freer; Eddie Joseph's Montopolis D-I, Austin, and Mrs. L. G. Hill's Tower D-I, New Braunfels. . . . Eastwood Theatre loses asst. mgr. Oliver Klaus to Majestic as asst. to mgr. Eddie Brimmer. Buddy Gould moved from that post to become mgr. of Yale Theatre, replacing Alvin Guggenheim who became mgr. of Fulton Theatre, succeeding Wm. Hemphill who resigned to enter another business.

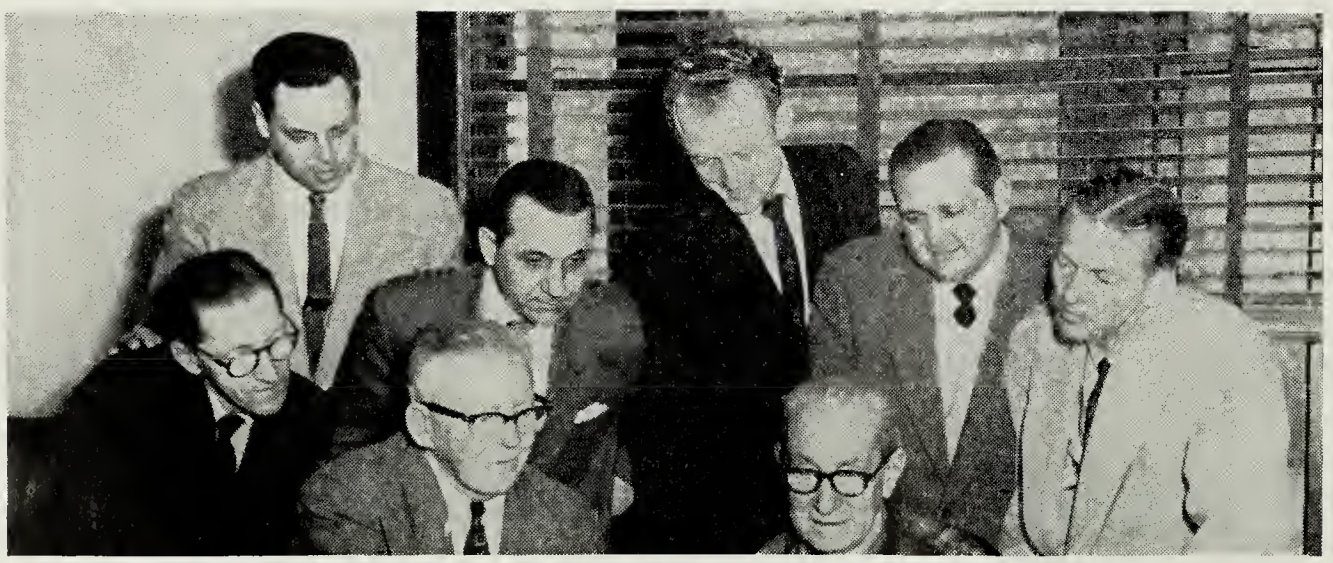
INDIANAPOLIS

Alliance Circuit, headed by S. J. Gregory, and Fourth Ave. Amuse. Co. dissolved their business connections in Terre Haute. The Indiana, Wabash and Liberty theatres are now operated by Fourth Ave. Amuse. and Alliance will continue operating the Orpheum, State and Grand. . . . Palace Theatre, Fort Wayne, was recently closed. . . . W. T. Sledge has purchased the Marion Theatre, Auburn, Ky. . . . Harry Ziegler will operate the Mechanicsburg Drive-In, Mechanicsburg, Ind. . . . Mr. & Mrs. Wm. Kalafat of the York Theatre, Churubusco, Ind., were recent exchange visitors.

Moe Esserman closed his Screen Classics exchange and will manage the East and Dixie Drive-In in Louisville. . . . Don Mott, former asst. mgr. of the Cantor Circuit's art film house, the Esquire, has been upped to mgr. . . . Mgr. Ed Spiers and salesman Lou Siegert attended an Allied Artists sales convention in Chicago. Marie Shipwright is the new secy. at AA, succeeding Laura Hyatt, resigned. . . . James Franklin, office mgr. and booker at Republic, announced the arrival of Thomas Edward Franklin.

KANSAS CITY

A bill was introduced into the Mo. legislature to outlaw daylight saving time in the state. Only DST in Mo. is in St. Louis area. . . . Gov. Hall signed a bill passed by the state legislature to abolish the 38-year-old censorship board. . . . The House Judiciary Committee of the Mo. General Assembly voted to kill a bill to end racial segregation in theatres, hotels, places of amusement and other public places. . . . A 200-car ozoner



Frank Starz, Interstate Theatres' ad-pub director (seated right), discusses five-city premiere of Warner's "Strange Lady in Town," with Al Burks, Warner southwestern field representative. Looking on are Al Peterson, Worth Theatre, Ft. Worth; Hal Cheatham, Dallas; Conrad Brady, Metropolitan, Houston; Bill White, Dallas; Francis Barr, Dallas, and Jack Chalman, Majestic, San Antonio.



Charles A. Smakwitz, Stanley-Warner's Newark zone mgr., addressed managers at company's kickoff meeting on its Spring Movie Festival for April, May and June. Other keynote speakers on the dais are Si Fabian, pres.; Sam Rosen, exec. v.p.; W. Stewart McDonald, v.p.; Harry Goldberg, natonal adv. dir., and Arthur Rosen, Cinerama executive. In the foreground are Edgar Goth, Newark zone adv. dir.; Louis Dennis, contact dept. mgr.; John McKenna, film buyer, and Harold Widenhorn, dist. mgr.

is under construction at Mansfield, Mo. with George Owen the owner.

New equipment has been installed in the Electric Theatre, Kans. City, Kans., the Northrup at Syracuse, Kans. and the Plaza at Great Bend, and in these Mo. theatres: Plaza, Liberty; Roxy, Warsaw, and Stockton at Stockton. . . . United Film Exchange of K. C. handled "Immortal City" for Easter distribution. . . . Tommy Thompson opened an office for Buena Vista at the Melcher bldg., 114 W. 18. . . . Eagle Theatre at Eagleville, Mo. and the Placo at Placo, Kans. closed. . . . Don Ireland, who has been with the armed forces, is house mgr. for Watson Theatre in Salina, Kans.

The new Fox Theatre in Newton, Kans. opened on site of old Regent. . . . Fire damaged the Colonial Theatre bldg. at Manchester, Mo., where the 300-seat theatre formerly owned by the late Charles Mounds has been closed. . . . New mgr. of the Rhea and Maxon at Portageville, Mo. is John Rhea, who was mgr. of the Bob Burns Theatre in Van Buren, Ark. last year. . . . The Pie at Lebanon, Kans. was sold to Lureine Brown by Elvin Lambert.

Crest ozoner opened after remodeling for CinemaScope. . . . Two screenings were necessary to handle attendance at special showing of "A Man Called Peter" sponsored by the K. C. Council of Churches for ministers, Sunday School superintendents and heads of church groups at Brookside Theatre. . . . The play, "Picnic," is to be filmed at Hutchinson, Kans. by Columbia Pictures.

MEMPHIS

Despite a ban by the Memphis and Shelby County board of censors, "Blackboard Jungle" will open at Loew's State on April 22nd. The film will be shown to those over 16, with the mayor's approval. The censor board does not presently have the power to restrict showings to adults, and it is believed that the City Commission will revise the censorship statutes to permit the adults-only classification as soon as possible. Lloyd T. Binford, chairman of the censor board, again stated "few films would be banned if we had the power to restrict showing to adults."

George Hoover, International chief barker, is working with Memphis Variety Club directors to stage a memorial benefit to the late Bennie Bluestein, one of the originators of the local tent's home for convalescent children. . . . Remodeling and replacement of equipment at the Bellevue and Summer drive-ins, recently purchased by Malco, Inc. which is headed by M. A. Lightman, Sr. from Kemmons Wilson, has been completed. Jimmy Smith is managing the Summer and Bill Scott the Bellevue.

T. W. Young, Fox branch mgr., reports his 26-seat screening room is now completely CinemaScope equipped. Fox spent $7500 for remodeling, including installation of new chairs, carpets and other equipment. Remodeling of the Paramount screening room, which seats 46, is also finished and boasts a new wide screen, according to office mgr. Ray Carter. . . . Radio Station KWEM, which went into operation from dawn to dusk on April 5, is housed in the new tower supporting the mid-south's first outdoor CinemaScope screen at the Sunset Drive-In in W. Memphis. In return for quarters in the base of the screen, KWEM will give air time to advertise the ozoner, which is managed by Bob Kilgore.

A. J. Cianciola, owner of the Plaza, one of Memphis' largest suburban theatres, and the local Luciann and Rosemary, is building a 1600-seat house in Whitehaven, a deluxe development near Memphis, to open early in 1956. . . . Nathan Reiss, owner of the Gem Theatre, Covington, Tenn., where the Memphis-banned "Bamboo Curtain" was shown, reports good but not extraordinary attendance. Bob Kilgore, mgr. of Sunset Drive-In, W. Memphis, states he intends showing the film as soon as Columbia will release it to him.

Memphis suburban theatres will resume double bills after a month's trial of single features. The Neighborhood Theatre Owners Assn., excepting one theatre, changed from double to single features and, according to pres. James A. West, theatres showing singles were seriously hurt by the theatre with double billings. . . . Robt. F. Blank and G. L. "Jack" Mitchell, owners of Tri-State Theatre Supply who are now using a Cessna 170 for business, report the plane is paying for itself by enabling them to go beyond their normal territory. . . . Also plane enthusiasts are C. J. Collier, operator of the Globe Theatre, Shaw, Miss.; R. L. Osborne, owner of the Harlem, Belzoni, Miss., and Claude Gentry, owner of the Ritz, Baldwyn, Miss.

MIAMI

Variety Club of Greater Miami initiated a bulletin for its members, called "Variety Barker." In the first issue, chief barker Maury Ashmann asked fellow members to visit Variety's hospital project to see what returns their efforts are producing. . . . Wometco now has 32 theatres. The newly acquired Sunset in So. Miami, will have a complete face lifting and Dick Treecase as mgr. . . . Ernest Fogarty is now asst. mgr. at the Embassy. . . . Marciano-Cockell fight will be shown on closed circuit TV at the Carib, Miami and Capitol theatres on May 16.

Margaret Anne Young is new artist with the Claughton chain. . . . Normandy and Trail theatres have had face liftings. . . . Mitchell Wolfson, co-owner of Wometco chain, is proud of the newly completed studio which is ready to serve the industry with two large stages. . . . David Payne advanced from asst. mgr. of the Olympia to mgr. of the Dade. James Oliver replaced him at the Olympia.

MILWAUKEE

A new association has been formed here called the Bluemound Suburban Assn. Bob Gross, dist. mgr. for Smith Mgmt. Co., owners of the Bluemound Drive-In, was voted a director. . . . Art Wickhan has taken over the Hustisford Theatre from Herbert Zerojewski. . . . A baby girl was born to Tony

Watch These Dates!

April 18-22: Chicago—Society of Motion Picture & Television Engineers (SMPTE) convention—Drake Hotel.

May 2: New York—Variety Club's Second Annual Heart Award Dinner, honoring Richard F. Walsh, IATSE president—Waldorf-Astoria.

May 2-3: Minneapolis—North Central Allied Independent Theatre Owners convention—Nicollet Hotel.

May 3-4: Little Rock—Independent Theatre Owners of Arkansas convention.

May 4-7: Los Angeles—International Variety Clubs 19th annual convention—Ambassador Hotel.

May 10: Denver — Allied Rocky Mountain Independent Theatres convention — Park Hill Country Club.

May 10-12: Lake of the Ozarks—Missouri-Illinois Theatre Owners and Kansas- Missouri Theatre Assn. joint meeting—Arrowhead Lodge.

May 10-12: Billings — Montana Theatre Owners Assn. annual spring meeting.

May 15-17: Atlanta—Joint convention of Motion picture Theatre Owners & Operators of Georgia and Alabama Theatres Assn.—Biltmore Hotel.

June 16: Richmond—Virginia Motion Picture Theatre Assn. convention.

June 26-28: Gulfport — Mississippi Theatre Owners Assn. annual convention—Edgewater Gulf Hotel.

Oct. 6-9: Los Angeles—Theatre Owners of America national convention — Biltmore Hotel.

Nov. 13-15 Jacksonville — Motion Picture Exhibitors of Florida convention.

Nov. 13-15: Charlotte—Theatre Owners of N. & S. Carolina annual convention—Hotel Charlotte.

Nov. 21-22: St. Louis — Missouri-Illinois Theatre Owners annual convention — Hotel Chase.

MILWAUKEE (cont'd.)

and George Sattler of the Delft theatres in Iron River, Mich. . . . National Film Carriers convention in N. Y. C. was attended by Oliver and Ray Trampe.

Tony Kolinski is the new head booker at Warner's, replacing Bill Lang who is now with Universal. . . . A new booker at the Warner branch office is Joe Wayne who recently married Jean Warner. Joe comes from Los Angeles. . . . The Liberty theatre here has been taken over by Charlie Fox. James Cavalary operated it before. . . . The #41 Twin Drive-In, owned by Standard, reopened featuring its new 130′ screen. . . . Harry Melcher and his wife visited 11 countries on their trip through Europe.

MINNEAPOLIS

Al Lichtman, 20th-Fox gen, sales mgr.; Rube Shor, National Allied prexy; Abram F. Myers, gen. counsel, and Trueman Rembusch, past pres. of NA, will be among speakers at the annual convention of North Central Allied, May 2-3. An M-G-M Ticket Selling Workshop, conducted by Mike Simons, director of exhibitor relations, will follow on May 4. . . . Larry Frederick, operator of the Waverly at Waverly, Minn., has reopened the Cokato, Cokato, Minn., which was formerly operated by Larry Buck. . . . Ralph Pielow's Quad-States Service is now handling buying and booking for the Lakeview Drive-In, Mobridge, S.D., and the Rainbow D-I, Lemmon, S.D., operated by Ernie Broud. . . . Annabelle Weaver, receptionist at Columbia, passed away following hospitalization.

Eph Rosen, asst. branch mgr. of M-G-M, is back at the exchange after a three month stint in Des Moines, substituting for branch mgr. Jerry McGlynn during his illness. . . . Variety Club has opened its Blood Donor Club to all film exchange personnel. . . . Ronnie Green is the new student asst. mgr. in the territory, temporarily assigned to the Minneapolis Orpheum. . . . When the Navarre Amphitheatre, a drive-in, opens this spring at Lake Minnetonka near Mpls., patrons will see films on one of the largest outdoor screens in the Upper Midwest. Actual picture size will be 53′x-100′. . . . RKO contract clerk Inez Bronstad resigned to join her husband who is stationed with the Army near Nancy, France. She will live in Paris.

NEW HAVEN

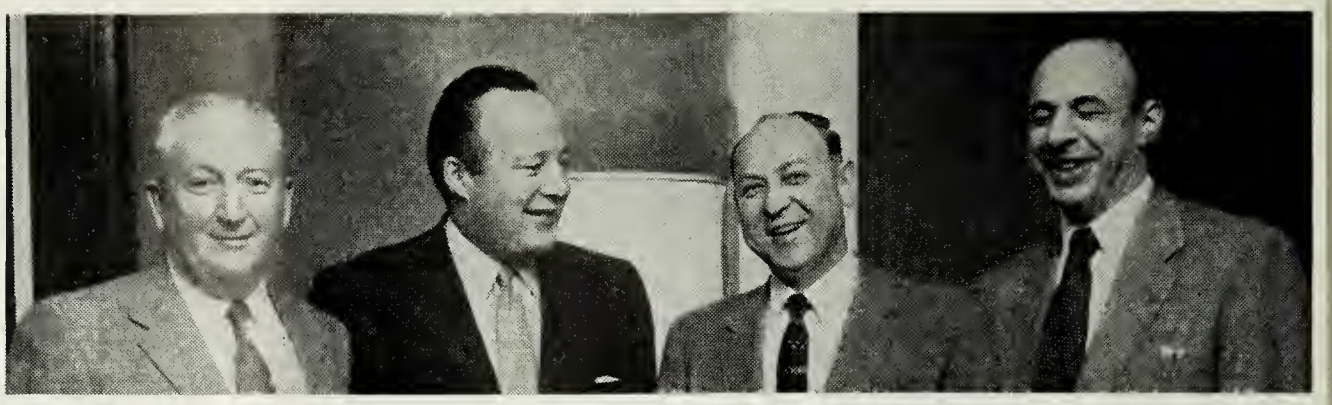
An indoor theatre is included in plans for a huge shopping center on Route 72, Windsor Locks, to be built next fall by Alexander Jarvis of Manchester, Conn. . . . Edward F. Lavery, veteran projectionist at Loew's Poli, Bridgeport, died after collapsing on the street. . . . Phil Gravitz, M-G-M branch mgr. in New Haven, is marking his 25th year with the company. . . . The Wethersfield Zoning Board of Appeals has rejected plans of Perakos Associates to build a 900-car drive-in on the Silas Deane Hyway in that Hartford suburb.

Robert Schwartz and Mrs. Florence Musman, operators of two conventional and two drive-in theatres in Conn., will build a $500,000 shopping center, including twin ozoners in the Reidville section of Waterbury in the summer of 1956, following completion of a nearby expressway. Project will be situated on a 45-acre site, acquired from Scovill Mfg. Co. for a reported $60,000. . . . An early May opening is slated for the $200,000, 800-car Southington D-I, Southington, being built by Ames Construction Co. for Perakos Associates.

NEW YORK

Filmack's office has added a new automatic phone service and phone number, PL 7-0900, to help exhibitors and ad agencies obtain better service on theatre trailers and TV spots. . . . C. Hambas, former head of Allied Artists International accounting dept., has been appointed to the post of asst. chief accountant of AA Pictures Corp. Robert Devine was moved into Hambas' former post.

Charles Smakwitz, Newark zone mgr., announced first week's winners in the Stanley-Warner "Movie Spring Festival." A $25 bond went to Adolph Finkelstein, mgr. of the Embassy, Orange, for his "no cost" campaign in arranging world premiere of "Murder at the Villa Capri," and runner-up honors to George Kemp, mgr. of the Montauk; $25 bond for best children activity to John Stanek, and honorable mention for his PAL "flea-weight" boxing bouts on stage to Bill Kirby, mgr. of the Tivoli.



RKO sales sessions concerning the recent release schedule announced by pres. J. R. Grainger were held in New Orleans, Chicago, San Francisco and New York. Shown at the New York meeting, under supervision of Walter Branson, world-wide sales mgr., (l to r): Bob Folliard, eastern dist. mgr.; Len Gruenberg, metropolitan dist. mgr.; Morris Lefko, eastern-central dist. mgr., and Jack Labow, Canadian dist. mgr.



Universal-International was host to children of its New York press, radio, TV and magazine contacts at a special Easter "Out Of This World" party and screening of "This Island Earth" at the Victoria Theatre.' On hand to help distribute gifts were (l to r): John Cusack, Victoria mgr.; Jeff Morrow, star of the film; Max Fellerman of Lopert Films, which operates the Victoria, and Philip Gerard, Universal's eastern publicity mgr.

PHILADELPHIA

Green Hill Theatre, managed by Sam Peden, was awarded a plaque from Associated Artists, British producers organization, for its promotional activities on British product. . . . DeLuxe Theatre Service is booking and buying for the State in Green Castle. . . . Majestic in Carbondale has shuttered. . . . George Gatta is booking and buying for the Dushore Theatre and Drive-In at Dushore, and the Wyalusing, Wyalusing. . . . Gene Mori, prominent N.J. exhibitor, was elected pres. of Florida's Hialeah Race Track. . . . Samuel Crayder, a Warner theatre mgr. in Phila. for 25 years, passed away at the age of 75.

Paul Resnick is now managing the Overbrook Theatre. . . . Shep Bloom, local 20th-Fox sales mgr., has taken over as branch mgr. of the company's New Haven exchange, replacing the late Herman Hirschhorn. . . . Irving Blumberg, former ad-pub dir. for S-W, is handling similar chores for Warner Bros. . . . Sandy Gottlieb's Tri-State Service is now handling Route 45 Drive-In at Berlinsville and the Strinestown D-I, Strinestown. . . . Ed Gabriel, Capitol Film Ex., is distributing a two-reeler entitled "Man of Destiny," about Winston Churchill, also "Thursday Children" which won an Academy Award for the best documentary short.

Lawndale Theatre had a double bill with Jean Harlow in "Platinum Blonde" and Marilyn Monroe in "Niagra," advertising the attraction as "battle of the blondes." . . . A. M. Ellis Theas. is doubling capacity of the Brandywine Drive-In near Wilmington, Del. to 1,000 cars. . . . Roy Sullender's National Theas. now servicing the Circle Drive-In, Dickson City, which was previously an Allied account. . . . David Rosen is distributing the Alec Guiness feature "To Paris With Love."

Jack Beresin, ABC Vending, is chairman of "All Star Roundup for Nephrosis," to be held at Convention Hall on April 30. . . . A national evangelistic group acquired the Met from Jimmy Toppi Ents. for $250,000. The theatre had been used as a film-vaudeville house occasionally. . . . Leo Posel was named pres. of Tent 13's camp for handicapped children at Worcester, Pa. . . . Milgram Theatres are now servicing the Eagle in Montgomery.

PITTSBURGH

Zoel (Zippy) Silverman returned to Moore Film Co. as a part-time booker. . . . Harry A. Doman, the veteran Harris circuit mgr. who remained at the Harris in DuBois when it was transferred to A.P. Way a year and

PITTSBURGH (cont'd.)

a half ago, resigned and returned to the Harris again. . . . The Mervis Brothers are taking over the Cameraphone in East Liberty. . . . George Tice is giving up the Park in Homestead Park when his lease expires the end of this month. There's talk that the movie house will be converted into a store.

Strand Theatre in Oakland was held up for $50. The cashier reported the bandit shoved a bag into the window, pointed a gun at her and ordered her to put the money in the bag. . . . Pittsburgh theatre man Norbert Stern just bought the First National Bank of Miami. . . . Wexford Starlite and Twin Hi-Way drive-ins are both advertising their new CinemaScope Screens.

PORTLAND

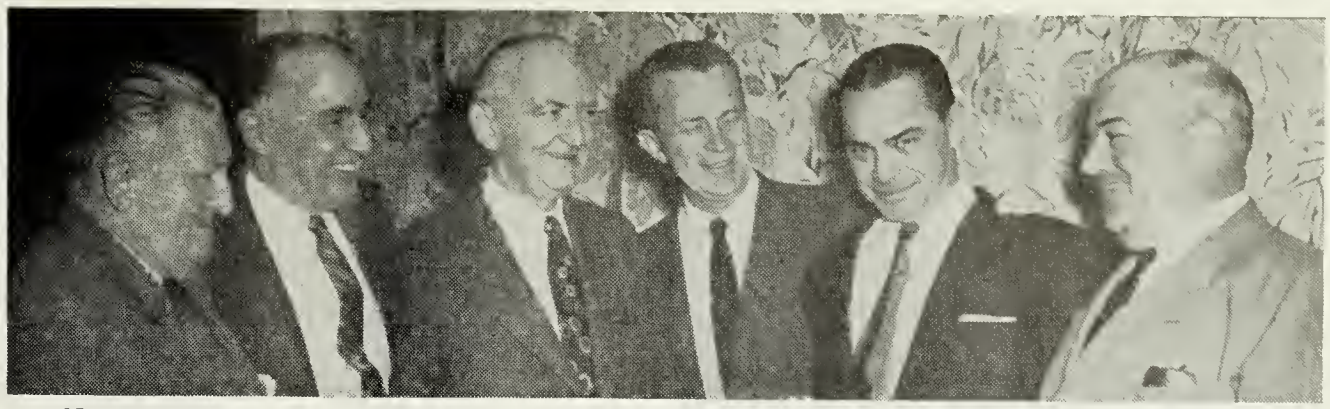
Thos. P. Blair, secy. of Jones Ents. and Western Amuse. Co. was appointed temporary receiver to take over operation of the Bagdad Theatre in Portland, pending decision in a lawsuit involving the theatre property. These two firms are plaintiffs in suit against present operators, A. Myers and F. T. Wilcox. . . . Edward Wm. Zane, mgr. of the Hollywood has been charged with operating his theatre without a license. It is alleged Zane neglected to pay the license fee of some $88 which was due last July 1, when he took over the theatre. . . . Starlight Drive-In of the Dalles, Ore. has been sold by D. W. Chambers to Ed Chambers for a reported $60,000. . . . Terry Turner, local exploiteer, making plans for Oregon showing of "Gang Busters."

Promotion of Harold Lorrimer, asst. mgr. at the Liberty, to city mgr. for John Hamrick theatres in Enumclaw, Wash. was announced. Darwyn Whitney, formerly at the Hollywood in Salem, replaces him at the Liberty. . . . Mgr. Marvin Fox is making preparations for the closed circuit telecast of the Marciano-Cockell bout at the Roxy on May 16. . . . North Salem Drive-In reopened with a CinemaScope installation and addition of a snackbar and fenced kiddie playground. . . . Portland author N. B. Stone Jr. advises his "Deadly Peacemaker" is now being filmed in Hollywood with an all-star cast. . . . Thomas Walsh, J. J. Parker's exec. mgr., points out that six of the ten best pictures for 1954 played at Parker Theatres.

ST. LOUIS

Officers and directors of MITO met in their new headquarters to discuss the third annual joint meeting with Kans.-Mo. Theatre Assn. at Lake of Ozarks, May 10-12. . . . Lester Kropp, pres. of MITO, has written State Senator Edw. V. Long, also a theatre owner, advising him that film officials here favor Mo. Senate Bill 143 relating to off-street parking in St. L. . . . The Mo. House Judiciary Committee killed a bill sponsored by Four Negro members to end racial segregation in theatres. . . . Sunset Drive-In at Gainesville, Mo. opened for the season under management of Wm. Rebschlaeger. . . . Bloomer Amuse. awarded contract to Nat'l Thea. Supply for projection and sound equipment for the new Cahokia D-I under construction in Alorten, Ill.

Bernard Wachhold is new mgr. of the 57 D-I, just south of Farina, Ill., succeeding Norma Woods. . . . Ben Temborius increased width of the screen at his Avon D-I at Breeze, Ill. by 32 ft. . . . Pete Cardoni has again taken over operation of the Riverton Theatre, Riverton, Ill., which had been closed for some time. . . . At Lovejoy, Ill., David Knox closed the Joy Theatre, which he had been operating under lease for some time. . . . Marvin Proffer, grandson-in-law of the late R. K. Wilson, and J. H. Yaeger, long-time employee of the Palace Theatre at Jackson, Mo, have taken over management of that house for the Wilson estate.



In New Orleans for Warner's two-day sales meeting of the company's southeast and southwest districts, presided over by southern div. sales mgr. John F. Kirby, (l to r): Edward E. Hinchy, head of playdate dept.; Charles Baily, asst. to short subjects gen. sales mgr. Norman H. Moray; R. A. McGuire, auditor of exchanges; W. O. Williamson Jr., southeast dist. mgr.; Ed Williamson, southwest dist. mgr., and Kirby.

Elmer Quesstell closed his 308-seat Knox Theatre at New Haven, Ill. for remodeling and installation of wide screen and other improvements. . . . Leon Hufnagle, Commonwealth booker, was hospitalized for an appendectomy. . . . Improvements at F&M's 4-Screen St. Ann Theatre in St. L. County for presentation of the new processes, will take six weeks to complete. . . . Bernard McCarthy has taken desk space with the Harry Kahn Del'y Serv. Catherine Foy, booker for Kahan, took over space in the adjacent McCarty Thea. Supply Co., formerly used by MITO. . . . F&M returned to a full week basis at all its six-day houses except the City at Granite City, Ill., which will be dark Mondays until further notice.

Both mng. dir. Wm. Levine and house mgr. Ralph Hacker resigned their posts at the Ambassador Theatre, where "Cinerama Holiday" is showing. Russ Russo came on from Detroit to take over as house mgr., while S-W dist. mgr. Frank Upton is temporarily serving in Levine's post. . . . Grand opening of "Home of the Stars" D-I was held Easter Sunday. Robt. Capshaw, auto dealer, owns and operates the Chaffee, Mo. ozoner. . . . Reported that the Empress Playhouse, owned by Lou and Joe Ansell, which closed for the season after playing 15 stage shows, lost about $20,000. . . . Mrs. Fred Young closed the 275-seat Norton Theatre at Mascoutah, Ill. for an indefinite period. . . . Ralph E. Graham, who reopened the 180-seat Bijou at Clayton, Ill. under a merchants' support plan, again closed it.

A new 200-car ozoner is being built 12 miles northwest of Mansfield, Mo. by Geo. Owen, who built the Owen D-I at Seymour, Mo. . . . CinemaScope equipment being installed in the 51 D-I near Cairo, Ill. and the Roxy, Mounds, both operated by Hershell Eichhorn. . . . L. A. and F. V. Mercier installing wide screen equipment in their Hill Top D-I at Perryville, Mo. . . . Variety Club of St. L., in the Apil issue of "The Voice of Variety," announced opening of its new club quarters at the Hotel Chase.

SAN FRANCISCO

Acc. to Ben Levin, General Theatrical, the Tower Theatre, Roseville, recently damaged by fire, is being completely modernized. . . . Fred Salih, Center Theatre, Centerville, now fully recovered from a serious operation. . . . Jim Barry, Western Thea. Equip., reports a complete new wide-screen and sound installation at the Veteran's Home theatre, Yountville. . . . Ray Syufy purchased the Geneva Drive-in here from Peterson Bros. . . . John Parsons, Telenews Theatre, will handle the Piedmont Theatre, Oakland, formerly under Hardy Theatres. . . . John Boles released the Firebaugh ozoner, near Fresno, to former owner C. S. Chestnutt.

"Camille," M-G-M's reissue at the Rio Theatre, doing a fantastic business—younger set intrigued with Garbo legend. . . . Spokesman for Loew's Warfield reports "Blackboard Jungle" one of season's surprise box office hits. . . . Offering reduced rates during Easter vacation, Jackson Miller, mg. dir. Orpheum Theatre, expected some 10,000 youngsters to see "This Is Cinerama." . . . Academy Awards gave a tremendous box office boost to Japanese film "Gate of Hell," acc. to Jack Allen, mgr. Stage Door Theatre.

Joseph Blumenfeld, Blumenfeld Theas., recently elected to the nat'l. exec. bd. of the Union of American Hebrew Congregations. . . . Two rival art houses are boosting each others wares with good audience response. Vogue owner, Irving "Bud" Levin, ran a trailer for competitor Maury Schwartz's "Doctor in the House," showing at his Bridge Theatre while Schwartz put in a good word for "Game of Love" at the Vogue. . . . Julian Harvey, Sr., Town & Country Village Theatre, Sacramento, is tourning Europe. . . . CinemaScope screen installed at Dorris Theatre, Dorris Calif.

SEATTLE

Reorganization at TOA of Wash., No. Idaho, following the death of J. M. Hone, its exec. secy. and founder, resulted in Joe Rosenfield being chosen as chairman and Maurice Saffle, co-chairman. David Spracher will be secy. and L. O. Lukan, treas. Elizabeth Berg retired as secy. and office mgr. after 18 years with the organization. Executive headquarters have been moved to the office of A. W. Gustafson. . . . A 95-mile gale recently blew down the screen towers at Mid State's River-Vue Theatre at Pasco and Sky Line at No. Richland.

Modern Supply announced that they started erection of a drive-in for Ben Slowe at Cashmere, Wash., which will be completed in 75 days and accommodate some 250 cars. Modern also installed new carpets at the Green Parrot Theatre, Seattle. . . . CinemaScope and a Waterfall curtain were installed at W. Roe's Broadway Theatre, Seattle. . . . John A. Riley of Nat'l Thea. Supply sold a new Walker screen and drapes for installation at the Roxy, Morton, Wash. . . . Garden Theatre, Seattle, closed for remodeling. CinemaScope and a new Cascade curtain were installed by Modern.



Sombreroed George Stevens, producing-directing "Giant" for WB, visits Texas' Alamo with Rock Hudson, star.

Republic's Policy Continues: Yates

(*Continued from page 4*)

jects," Hendel continued, "box office grosses would prove astronomical. . . . Exhibitors of Western Pennsylvania pledge their support in the furtherance of your efforts to reactivate Republic Pictures," Hendel concluded.

Si Fabian, president of Stanley Warner Theatres, said it would be "deplorable," if Republic ceased production of theatrical motion pictures. The solution for Republic, he continued, would "perhaps be a new approach" to motion picture production. The SW president, asked if he had conferred with Yates recently, replied that he had not seen Yates in six months.

Leonard Goldenson, president of American Broadcasting-Paramount Theatres, like Fabian, said he had not been notified of any impending move by Republic to quit production of theatrical films. Goldenson said that his circuit had given Republic a fair share of its playing time and was not aware of any complaints about AB-PT's treatment of Republic features.

Names Not Used

Other exhibition leaders declined the use of their names, with their comment varying from Republic needs a "new approach" to production to expressing displeasure at the contemplated move.

Yates' statement punctuated what grew into a stormy stockholders' meeting, and afterwards one of the company's directors, Bernard E. Smith Jr., expressed open dissent with the management. Attorney-stockholder Harold Weill, of the law firm of Leon, Weill & Mahoney, announced plans for the formation of a stockholders proxy committee to unseat management and to audit the company's books.

As Yates' statement of "misstatement" was made, still more members were added to the "protective" committee formed by the dissident stockholders. Smith reported that "a tremendous amount of unsolicited support has been proferred by independent stockholders of the company." He said that offers to participate in "any action brought by the committee to clear the air in the Republic situation" had been received from "widely scattered stockholders."

HOLLYWOOD

. . . on the wire

RICHARD BERNSTEIN, *Editor*
Hollywood Offices:
4225½ Lockwood Ave.,
Hollywood 29. Tel.:
Normandie 2-6494

The Selznick Co. announced that it had completed negotiations for a new novel by Dexter Masters, "The Accident," as the vehicle for the return to personal production of David O. Selznick. Work on the adaptation of the novel to the screen has already been started with a late summer filming in sight and Masters is collaborating on the screen play. Selznick decided on the novel after reading the galley proofs.

* * *

Masaichi Nagata, president and executive producer of Daiei Motion Picture Co., said at a press conference that he and his associates are pressing the Japanese government to de-freeze all American film funds now held in Japan. More than $8,500,000 is involved. The producer, accompanied by "Gate of Hell" American distributor, Edward Harrison, pointed out that 170 non-Japanese films exhibited in the 3,900 theatres in Japan last year grossed about $17,000,000; Japan-produced pictures successful in America netted far less, proportionately, than American films released in Japan. He also said that 100 of the 3,900 theatres in Japan are equipped for CinemaScope; 70 of these are also capable of handling VistaVision.

* * *

Paul Douglas has been signed by Producer Mike Frankovich to play the title role in "Joe MacBeth," Philip Yordan play dealing with the struggle for power within a modern gang, which will be filmed in Glasgow and London as the first of Frankovich's new series of Film Locations pictures for Columbia release. Ken Hughes will direct with George Maynard producing.

* * *

Rory Calhoun has been cast in the male lead opposite Shelley Winters in "The Treasure of Pancho Villa," the Edmund Grainger color, SuperScope film, which will be shot in Cuernevaca, Mexico, Apr. 18 with George Sherman directing. Also signed for the feature is Joseph Calleia.

* * *

Collier Young has completed the script for "The Firebug," his next Filmakers production, and has begun casting with June 1 set as the shooting date. . . . Philip Ahn has been set for a featured role in 20th Century-Fox's "The Left Hand of God." He will play a Buddist priest in the film.

"Love's Lovely Counterfeit," a James Cain novel, will be Benedict Bogeaus' next production for RKO release. It will be filmed in Technicolor and SuperScope with Barbara Stanwyck starring.

* * *

Paul F. Heard has completed a feature entitled "This Is Freedom," which he produced in both the Allied and Russian sectors of Berlin a few weeks ago. For reasons of security, no publicity was given during shooting. "This Is Freedom" has a cast headed by Frederick Valk, Ursula Lyn, and Robert K. Cunningham. Heard and his assistant, Herbert G. Luft, wrote the original story. Screen play is by Heard, Luft and Malvin Wald. The plot concerns a Soviet commissar who comes to the realization that his political philosophies are incompatable with genuine freedom.

* * *

Larry Lansburgh and Harold C. Ramsur have formed Lancer Productions which will produce theatrical films. Their most recent production is "Arizona Sheepdog," which will be released by Walt Disney's Buena Vista Productions. . . . Charles Watts has been signed by Warner Bros. to appear in "The Jagged Edge" and also "Pete Kelley's Blues."

* * *

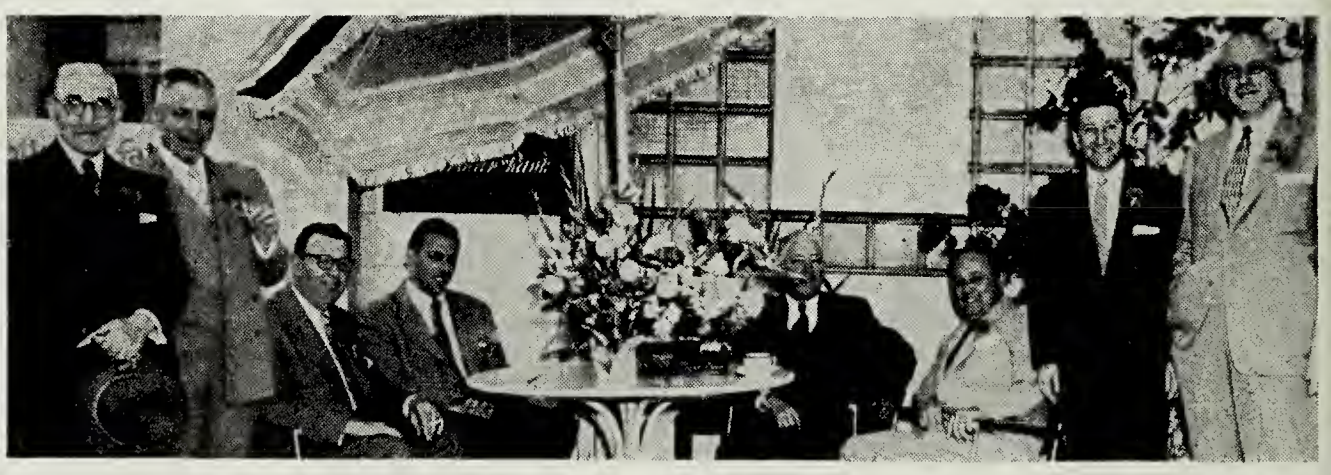
Earl McEvoy, who has just formed his own independent production company, has purchased the best-selling novel, "Thin Air," by Howard Browne, which he is having developed with Van Johnson in mind as the male lead. Like "The Hucksters," Browne's novel revolves around the activities in an advertising agency and would cast Johnson as the pivotal executive vice-president.

* * *

Stephen Chase and Rodney Bell are up for the character heavy roles opposite Vonne Godfrey in B and B Productions' "Heavy Water," western feature film, which was scripted by Jay Bennett, who will also produce. . . . Diane Brewster, Edith Terry and Don Gardner have been set for David Kovar Productions' forthcoming film, "Convict Alley."

* * *

Dorothy Malone has been set for the femme lead in "Gun Point," a CinemaScope production which will roll at Allied Artists



Exhibitors participating in Universal's Charles J. Feldman sales drive ceremonies in San Francisco, during which a rose was named after the Universal sales chief, were l to r: Harry Brown; Al Nasser, Nasser Bros. Theatres; Roy Cooper, Roy Cooper Theatres; Stanley Lefcourt, Royal Amusement, Honolulu; Bill Wagner, Antioch, Calif.; George Archibald, Arch Theatres; Ted Reisch, branch manager; Barney Rose, district manager.

Cliche Stories Gone From Films: Writer-to-Producer Henry Ephron

By Richard Bernstein

"The film speaks for itself," said producer-writer Henry Ephron at a luncheon interview at 20th Century-Fox, where he is preparing "The DeSylva, Brown and Henderson Story" as his first production assignment.

Ephron, who with his wife, Phoebe, is considered to be one of the top screen-writing teams in the industry today, believes that the finished product tells the story. He believes that films are going through their healthiest period with everybody trying hard and succeeding in most cases to make good quality motion pictures.

In his initial production, which will deal with the lives of one of the greatest song writing threesomes in the history of modern music, Ephron is preparing carefully. He believes that a musical film should be different today; that the stock format musical is a thing of the past.

John O'Hara, the famous novelist, has been signed to write the screen play for the film, with Ephron concentrating in this case on just producing.

"I am going to try and get a top cast. I am planning to get Frank Sinatra, Dan Dailey, Van Johnson and Mitzi Gaynor. It takes lots of preparation and lots of work to get a cast like this together," Ephron stated.

The Ephrons have been in motion pictures 10 years as screen writers. Their credits list some of Hollywood's biggest hits in recent years, including "There's No Business Like Show Business." They have just completed "Daddy Long Legs," which stars Fred Astaire and Leslie Caron.

New Version Set

"It's a completely modern version," Ephron said, "Produced by Sam Engel and directed by Jean Negulesco with music by Johnny Mercer."

On why he became a producer, Henry Ephron had this to say: "I wanted to produce a film myself. I wanted the continuity of experience with a motion picture project that I helped originate. I wanted to see a production through from when it leaves the typewriter until it reaches the screen. I thought it would help me as a writer and also to learn production. I have worked with such pepole as Engel and directors Walter Lang and Negulesco and I think that I have the equipment and the experience to be a producer."

Having written for Broadway, Ephron added, "I also think that my experience in the theatre will be helpful."

Ephron joins a long list of writers, who in recent years, have become producers, some producer-directors, many of them at his home studio, 20th Century-Fox. Ephron made it clear that he isn't just going to make musicals. "It isn't my intention to do just musicals, right now I am looking for a comedy, a family story and a good women's story. The last two might be the same story."

He is enthused by the state of motion pictures today. "Movies are better than they ever were. Today, we have competition that



HENRY EPHRON

is strong and movie-makers are trying harder and using processes. CinemaScope has brought about a better method to tell a story and also offers a challenge as to how to tell it.

"The cliche story is gone. All producers are looking for stories that haven't been told before. They are looking for that certain fresh story with all the ingredients of audience appeal."

Are there more musicals being made today? Ephron said: "More studios are making musicals, but each studio is not making more musicals than before. Studios are trying to make musicals that aren't just back stage stories. They are making film musicals with heart, story, romance and humor."

Israeli Projects Sought

Moishe Perlman, Minister of Information for the Israeli Government, met with the trade press to discuss background information and problems in connection with motion picture production in Israel. The government of Israel is eager to have stories about their land, their people, as well as have feature films made there. To aid the industry, Perlman has named an Information Officer for Israel's Consulate here, Netanel Lorch.

HOLLYWOOD...

May 9 with Fred MacMurray starring. It will be produced by Vincent M. Fennelly from a Daniel Ullman screen play. Alfred Werker will direct.

* * *

Audrey Hepburn has been signed by Ponti-de Laurentiis for the top feminine lead role of Nastasha in their forthcoming production of "War and Peace." King Vidor will direct. The producers are seeking a top male star of international note for the film.

* * *

Jack L. Warner announced that "Our Miss Brooks," one of the nation's top television shows, will be brought to the screen by Warner Bros. as a full-length motion picture feature. Eve Arden will star in the film, which will be made by Miss Arden and Al Lewis for WB presentation. David Weisbart will be the producer. Lewis will write the screen play in collaboration with Joseph Quillan, and will direct the film.

* * *

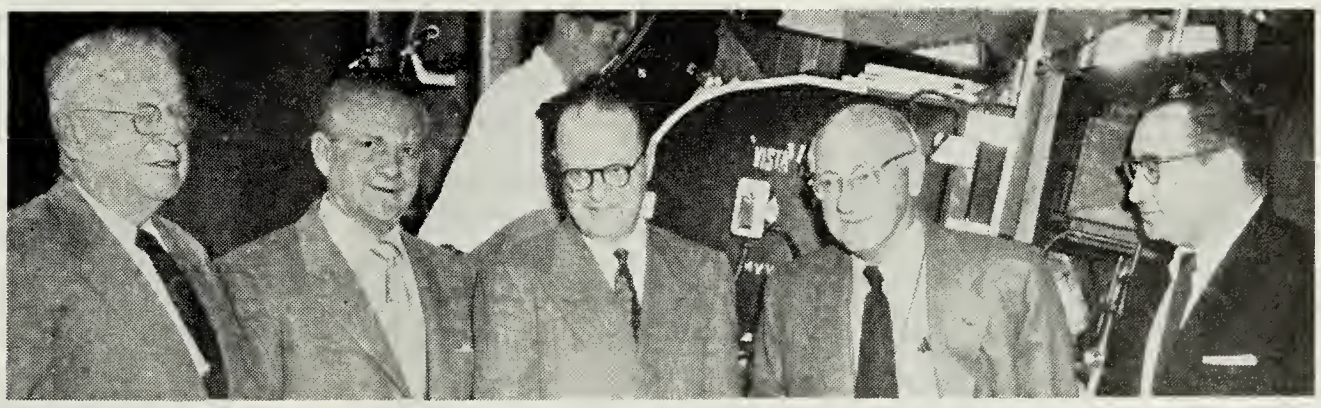
Stanley Rubin was signed to a new producer's contract by Edward Muhl, U-I vice-president, who is in charge of production at the studio. Rubin just finished "The Rawhide Years" and "Francis In The Navy." His next film under his new pact will be "Bombay Bay."

* * *

At Republic, Maurice Duke and Mickey Rooney will put their independent production, "Twinkle in God's Eye," in production May 6, while associate producer-director Joe Kane will put "The Vanishing American," based on the Zane Grey western classic, before the cameras May 16. The film will be lensed in Trucolor. On Apr. 19, William O'Sullivan guns the mystery drama, "White Nightmare," at the studio.

* * *

Nat Holt and Lewis F. Rosen plan to roll their next feature, "Texas Lady," for RKO release at RKO Studios in mid-May. They plan to use an all star cast. . . . Maureen O'Hara has signed a non-exclusive multiple picture deal with Columbia. Miss O'Hara recently completed "Lady Godiva" for U-I and "The Magnificent Matador," for Edward Alperson and 20th Century-Fox release. Her latest Columbia picture is "The Long Gray Line." . . . Paramount has signed Edward Dmytryk to produce and direct "The Mountain," which will star Spencer Tracy. The film will roll in September in VistaVision. The story of the high Alps was written by Henri Troyat, popular French author.



George Weltner, (center) head of Paramount Pictures world-wide sales, on his first visit to the studio since his recent appontment to the post, visits the set of Cecil B. DeMille's "The Ten Commandments." With him are, from left, Y. Frank Freeman, Paramount vice-president and studio head; Don Hartman, executive producer; producer-director DeMille, and Jerry Pickman, vice-president in charge of advertising, publicity and exploitation.

Hollywood Production

ALLIED ARTISTS

Shooting

THE BODY SNATCHERS
Cast: Kevin McCarthy, Dana Wynter, Carolyn Jones.
Producer .....Walter Wanger
Director .....Don Siegel

PHENIX CITY
(Shooting in Phenix City, Ala.)
Cast: Richard Kiley, John McIntire, Kathryn Grant, Lenka Peterson, Edward Andrews, James Edwards, John Larch, Biff McGuire.
Producers .....Samuel Bischoff and David Diamond
Director .....Phil Karlson

Cutting

WICHITA
(CinemaScope) (Technicolor)
Cast: Joel McCrea, Vera Miles, Keith Larsen.
Producer .....Walter Mirisch
Director .....Jacques Tourneur

TWILIGHT ALLEY
Cast: Richard Conte, Constance Smith, Bruce Bennett, Cathy Downs, James Millican.
Producer .....William F. Broidy
Director .....Frank McDonald

DARK VENTURE
Cast: Frank Lovejoy, Forrest Tucker, Peggie Castle, Marjorie Garretson.
Producer .....Lindsley Parsons
Director .....Harold Shuster

LAS VEGAS SHAKEDOWN
Cast: Dennis O'Keefe, Coleen Gray, Charles Winninger, Thomas Gomez, Mary Beth Hughes, James Millican.
Producer .....William F. Broidy
Director .....Sidney Salkow

SPY CHASERS
Cast: Leo Gorcey, Huntz Hall, Lisa Davis.
Producer .....Ben Schwalb
Director .....Edward Bernds

TIMESLIP
(ToDon Productions)
Cast: Gene Nelson, Faith Domergue, Joseph Tomelty, Vic Terry, Donald Gary.
Producer .....A. C. Snowden
Director .....Ken Hughes

WOMEN'S REFORMATORY
Cast: Carole Mathews, Beverly Michaels, Tom Drake, Peggy Knudsen, Sara Haden, John Dierkes, Esther Dale.
Producer .....William F. Broidy
Director .....Edward Cahn

COLUMBIA

Shooting

LAST FRONTIER
(Technicolor)
Cast: Victor Mature, Guy Madison, Robert Preston, Anne Bancroft, James Whitmore.
Producer .....William Fadiman
Director .....Anthony Mann

QUEEN BEE
Cast: Joan Crawford, Barry Sullivan, John Ireland, Betsy Palmer, Lucy Marlow.
Producer .....Jerry Wald
Director .....Ranald MacDougal

RENEGADE ROUNDUP
Cast: Bill Williams, Adelle August, Tex Ritter, Movita.
Producer .....Wallace MacDonald
Director .....Fred F. Sears

THE BIG SHOCK
Cast: Frank Lovejoy, Mari Blanchard, Richard Denning.
Producer .....Sam Katzman
Director .....Jerry Juran

Cutting

MY SISTER EILEEN
(CinemaScope) (Technicolor)
Cast: Janet Leigh, Betty Garrett, Jack Lemmon, Aldo Ray, Kurt Kasznar, Bob Fosse, Tommy Rall.
Producer .....Fred Kohlmar
Director .....Richard Quine

THE PRISONER
(Shooting in London)
Cast: Alec Guinness, Jack Hawkins, Wilfred Lawson, Ronald Lewis, Jeanette Starke.
Producers .....Sidney Box and Vivian Cox
Director .....Peter Glenville

MASSACRE AT MOCCASIN PASS
Cast: Phil Carey, Audrey Totter, Charlita.
Producer ..... Wallace MacDonald
Director ..... Fred S. Sears

THE MAN FROM LARAMIE
(CinemaScope) (Technicolor)
Cast: James Stewart, Arthur Kennedy, Cathy O'Donnell, Aline MacMahon, Donald Crisp, Alex Nicol, Wallace Ford, James Millican, Gregg Barton, Jack Elam, John War Eagle.
Producer .....William Goetz
Director .....Anthony Mann

BRING YOUR SMILE ALONG
(Technicolor)
Cast: Frankie Laine, Keefe Brasselle, Connie Towers, Lucy Marlowe, William Leslie, Ruth Warren, Bobby Clark, Jack Albertson, Bob Hopkins.
Producer .....Jonie Taps
Director .....Blake Edwards

THE GENTLE WOLFHOUND
Cast: Aldo Ray, Mitsuko Kinura, Phil Carey, Dick York, Chuck Connors.
Producer .....Fred Kohlmar
Director .....Richard Murphy

INDEPENDENT

Cutting

RETURN OF COLUMBUS
Paal-Real Film Productions
(Shooting in Germany)
Cast: Paola Loew, Eva Kerbler, Sydney Chaplin, Charles Chaplin, Jr., Ursula Herking.
Producer .....Alexander Paal
Director .....Alexander Paal

THE BEAST OF HOLLOW MOUNTAIN
(Nassour Studios)
Cast: Guy Madison, Sarita Montiel.
Producers.William and Edward Nassour
Director .....Edward Nassour

THE LONESOME TRAIL
(Lyon and Bartlett Prods.)
Cast: John Agar.
Producer .....Earl Lyon
Director .....Richard Bartlett

GENTLEMEN MARRY BRUNETTES
(Russfield-Voyager Productions)
(Technicolor) (Shooting in Paris)
Cast: Jane Russell, Jeanne Crain, Scott Brady, Alan Young, Rudy Vallee.
Executive Producer.....Robert Bassler
Producers .....Richard Sale and Robert Waterfield
Director .....Richard Sale

EXHIBITOR PRODUCED PICTURES — Lippert PICTURES Inc — PRACTICAL PROFITABLE PROGRESSIVE

Shooting

CHARGE OF THE RURALES
(AnscoColor)
(Montezuma Productions)
(Shooting in Mexico)
Cast: Dane Clark, James Craig, Martha Roth, James Fernandez.
Producer .....Robert L. Lippert, Jr.
Director .....Louis King

Cutting

THE GLASS TOMB
(Executive Films for Lippert release)
Cast: John Ireland.
Producer .....Anthony Hinds
Director .....Montgomery Tully

SHOCK
Cast: Brian Donlevy, Margia Dean, Jack Warner.
Producers .....Michael Carreras and Anthony Hinds
Director .....Val Guest

METRO-GOLDWYN-MAYER

Shooting

THE BAR SINISTER
Cast: Jeff Richards, Jarma Lewis.
Producer .....Henry Berman
Director .....Herman Hoffman

QUENTIN DURWARD
(CinemaScope) (Color)
(Shooting in London)
Cast: Robert Taylor, Kay Kendall, Robert Morley.
Producer .....Pandro S. Berman
Director .....Richard Thorpe

BHOWANI JUNCTION
(CinemaScope) (Color)
Shooting in Pakistan)
Cast: Ava Gardner, Stewart Granger, William Travers, Francis Matthews, Abraham Sofaer, Peter Illing.
Producer .....Pandro S. Berman
Director .....George Cukor

GUYS AND DOLLS
(CinemaScope) (Technicolor)
Cast: Marlon Brando, Jean Simmons, Frank Sinatra, Vivian Blaine, Robert Keith.
Producer .....Samuel Goldwyn
Director .....Joseph L. Mankiewicz

TRIAL
Cast: Glenn Ford, Dorothy McGuire, Arthur Kennedy, John Hodiak, Kathy Jurado, Robert Middleton, Juano Hernandez, Rafael Campos, John Hoyt.
Producer .....Charles Schnee
Director .....Mark Robson

Cutting

LOVE ME OR LEAVE ME
Cast: Doris Day, James Cagney, Cameron Mitchell, Robert Keith, Harry Bellaver.
Producer .....Joe Pasternak
Director .....Charles Vidor

THE COBWEB
(CinemaScope) (Color)
Cast: Richard Widmark, Lauren Bacall, Gloria Grahame, Charles Boyer, Lillian Gish, John Kerr, Oscar Levant.
Producer .....John Houseman
Director .....Vincente Minnelli

THE KING'S THIEF
(CinemaScope) (Color)
Cast: Ann Blyth, Edmund Purdom, David Niven, George Sanders, Roger Moore, John Dehner, Isabel Elsom.
Producer .....Edwin H. Knopf
Director .....Hugo Fregonese

IT'S ALWAYS FAIR WEATHER
(CinemaScope) (Color)
Cast: Gene Kelly, Dan Dailey, Cyd Charisse, Michael Kidd, Dolores Gray.
Producer .....Arthur Freed
Directors Gene Kelly and Stanley Donen

Paramount Pictures

Shooting

THE TEN COMMANDMENTS
(VistaVision) (Technicolor)
Cast: Charlton Heston, Yul Brynner, Anne Baxter, Yvonne De Carlo, Debra Paget, Nina Foch, Edward G. Robinson, Sir Cedric Hardwicke, Vincent Price, John Carradine, John Derek, Olive Deering.
Producer-Director ....Cecil B. DeMille

ARTISTS AND MODELS
(VistaVision) (Technicolor)
Cast: Dean Martin and Jerry Lewis. Shirley MacLaine.
Producer .....Hal Wallis
Director .....Frank Tashlin

ANYTHING GOES
(VistaVision) (Technicolor)
Cast: Bing Crosby, Donald O'Connor, Jeanmaire, Mitzi Gaynor, Phil Harris, Kurt Kasznar, Walter Sande.
Producer .....Robert Emmett Dolan
Director .....Robert Lewis

Cutting

THE DESPERATE HOURS
(VistaVision)
Cast: Humphrey Bogart, Fredric March, Martha Scott, Arthur Kennedy.
Producer .....William Wyler
Director .....William Wyler

WE'RE NO ANGELS
(VistaVision) (Technicolor)
Cast: Humphrey Bogart, Peter Ustinov, Aldo Ray, Joan Bennett, Leo G. Carroll, Basil Rathbone, Gloria Talbott, John Baer.
Producer .....Pat Duggan
Director .....Michael Curtiz

THE SEVEN LITTLE FOYS
(VistaVision) (Technicolor)
Cast: Bob Hope, Linda Bennett, Jimmy Baird, Tommy Duran, David Kasday, Lee Erickson.
Producer .....Jack Rose
Director .....Melville Shavelson

YOU'RE NEVER TOO YOUNG
(VistaVision) (Technicolor)
Cast: Dean Martin, Jerry Lewis, Diana Lynn, Raymond Burr, Nina Foch, Mitzi McCall.
Producer .....Paul Jones
Director .....Norman Taurog

THE ROSE TATTOO
(VistaVision)
Cast: Burt Lancaster, Anna Magnani, Marisa Pavan, Virginia Grey, Ben Cooper, Jo Van Fleet, Flossie Sundstrom, Dorritt Kelton.
Producer .....Hal Wallis
Director .....Daniel Mann

THE COURT JESTER
(VistaVision) (Technicolor)
Cast: Danny Kaye, Glynis Johns, Angela Lansbury, Basil Rathbone.
Producers-Directors ..Norman Panama and Melvin Frank

Hollywood Production

THE VAGABOND KING
(VistaVision) (Technicolor)

Cast: Kathryn Grayson, Oreste Kirkop, Sir Cedric Hardwicke, Walter Hampden, Rita Moreno.
Producer .....Pat Duggan
Director .....Michael Curtiz

THE GIRL RUSH
(VistaVision) (Technicolor)

Cast: Rosalind Russell, Fernando Lamas, Eddie Albert, Gloria De Haven, Jimmy Gleason.
Producer .....Frederick Brisson
Director .....Robert Pirosh

RKO RADIO PICTURES

Shooting

THE BOY AND THE BULL
(King Brothers Production)
(CinemaScope) (Technicolor)
(Shooting in Mexico)

Cast: Michel Ray, Fermin Rivera, Rudolpho Hoyos, Joy Lansing.
Producers ....Frank and Maurice King
Director .....Irving Rapper

Cutting

PEARL OF THE SOUTH PACIFIC
(SuperScope) (Technicolor)

Cast: Virginia Mayo, Dennis Morgan, David Farrar, Lance Fuller, Mervyn Vye, Lisa Montell.
Producer .....Benedict Bogeaus
Director .....Allan Dwan

Republic

Shooting

THE LAST COMMAND
(Trucolor)

Cast: Sterling Hayden, Anna Maria Alberghetti, Richard Carlson, Arthur Hunnicutt, Ernest Borgnine, J. Carrol Naish.
Assoc. Producer-Director ..Frank Lloyd

THE GUNMAN
(Trucolor)

Cast: Ray Milland, Mary Murphy, Ward Bond, Raymond Burr, Arthur Space, Lee Van Cleef, Douglas Spencer, Alan Hale.
Director .....Ray Milland

JAGUAR
(A Mickey Rooney-Maurice Duke Production)

Cast: Sabu, Chiquita, Jonathan Hale, Barton MacLane, Touch Connors.
Director .....George Blair

Cutting

SANTE FE PASSAGE
(Trucolor) (Shooting in Utah)

Cast: John Payne, Rod Cameron, Faith Domergue.
Assoc. Producer .....Sidney Picker
Director .....William Witney

MAGIC FIRE
(Trucolor) (Shooting in Munich)

Cast: Yvonne De Carlo, Carlos Thompson, Rita Gam, Valentina Cortesa, Alan Badel.
Producer-Director ....William Dieterle

A FOREIGN ADVENTURE
(Trucolor)
(Shooting in Nassau, Bahamas Islands)

Cast: Yvonne De Carlo, Howard Duff, Zachary Scott.
Associate Producer-Director
Edward Ludwig

LAY THAT RIFLE DOWN

Cast: Judy Canova, Robert Lowry, Jacqueline deWit, Robert Burton, Tweeny Canova.
Associate Producer .....Sidney Picker
Director .....Charles Lamont

20th CENTURY FOX

Shooting

HOW TO BE VERY, VERY POPULAR
(CinemaScope) (Color)

Cast: Betty Grable, Robert Cummings, Sheree North, Charles Coburn.
Producer .....Nunnally Johnson
Director .....Nunnally Johnson

THE LEFT HAND OF GOD
(CinemaScope) (Color)

Cast: Humphrey Bogart, Gene Tierney, Lee J. Cobb, Agnes Moorhead, E. G. Marshall.
Producer .....Buddy Adler
Director .....Edward Dmytryk

A MANY SPLENDORED THING
(CinemaScope) (Color)

Cast: William Holden, Jennifer Jones, Gloria Grahame.
Prodcer .....Buddy Adler
Director .....Henry King

SEVEN CITIES OF GOLD
(CinemaScope) (Color)

Cast: Richard Egan, Anthony Quinn, Michael Rennie, Rita Moreno, Jeffrey Hunter.
Producers .....Robert Webb and Barbara McLean
Director .....Robert Webb

THE TALL MEN
(CinemaScope) (Color)

Cast: Clark Gable, Jane Russell, Robert Ryan, Cameron Mitchell, Emile Meyer, J. Lewis Smith, Robert Adler.
Producers..Wm. Bacher & Wm. Hawks
Director .....Raoul Walsh

Cutting

SOLDIER OF FORTUNE
(CinemaScope) (Color)

Cast: Clark Gable, Susan Hayward, Michael Rennie, Alex D'Arcy.
Producer .....Buddy Adler
Director .....Edward Dmytryk

HOUSE OF BAMBOO
(CinemaScope) (Technicolor)

Cast: Robert Ryan, Robert Stack, Shirley Yamiguchi.
Producer .....Buddy Adler
Director .....Samuel Fuller

SIR WALTER RALEIGH
(CinemaScope) (Color)

Cast: Bette Davis, Richard Todd, Dan O'Herlihy, Herbert Marshall, Jay Robinson.
Producer .....Charles Brackett
Director .....Henry Koster

UNITED ARTISTS

Cutting

THE KENTUCKIAN
(Technicolor)
(Hecht-Lancaster Productions)

Cast: Burt Lancaster, Dianne Foster, Diana Lynn.
Producer .....Harold Hecht
Director .....Burt Lancaster

KISS ME DEADLY
(Parklane-Saville Productions)

Cast: Ralph Meeker, Paul Stewart, Maxine Cooper, Cloris Leachman, Gaby Rodgers, Marian Carr, Wesley Addy.
Producer-Director .....Robert Aldrich

THE BRASS RING
(Edward Small Productions)

Cast: Farley Granger, Anthony Quinn, Anne Bancroft, Peter Graves.
Producer .....Edward Small
Director .....Maxwell Shane

DESERT SANDS
(Technicolor)
(Bel Air Productions)

Cast: Ralph Meeker, Marla English, J. Carrol Naish.
Exec. Producer .....Aubrey Schenck
Producer .....Howard W. Koch
Director .....Lesley Selander

THE DEADLY PEACEMAKER
(Samel Goldwyn Jr. Producions)

Cast: Robert Mitchum, Jan Sterling, Henry Hull, Karen Sharpe.
Producer .....Samuel Goldwyn, Jr.
Director .....Richard Wilson

Universal International

Shooting

THE SECOND GREATEST SEX
(Technicolor) (CinemaScope)

Cast: Jeanne Crain, George Nader, Kitty Kallen, Bert Lahr.
Producer .....Albert J. Cohen
Director .....George Marshall

THE KETTLES IN THE OZARKS

Cast: Marjorie Main, Arthur Hunnicutt, Una Merkel, Olive Sturgess, Ted de Corsia, Richard Eyer.
Producer .....Richard Wilson
Director .....Charles Lamont

A TIME REMEMBERED
(Technicolor)

Cast: Rock Hudson, Cornell Borchers, George Sanders, Shelley Fabares.
Producer .....Albert J. Cohen
Director .....Jerry Hopper

Cutting

FEMALE ON THE BEACH

Cast: Joan Crawford, Jeff Chandler.
Producer .....Albert Zugsmith
Director .....Joseph Pevney

ABBOTT AND COSTELLO AS THE STUNT MEN

Cast: Bud Abbott and Lou Costello, Fred Clark, Lynn Bari, Frank Wilcox, Maxie Rosenbloom.
Producer .....Howard Christie
Director .....Charles Lamont

THE PRIVATE WAR OF MAJOR BENSON
(Technicolor)

Cast: Charlton Heston, Julia Adams, William Demarest.
Producer .....Howard Pine
Director .....Jerry Hopper

LADY GODIVA OF COVENTRY
(Technicolor)

Cast: Maureen O'Hara, George Nader, Victor McLagen, Rex Reason.
Producer .....Robert Arthur
Director .....Arthur Lubin

AIN'T MISBEHAVIN'
(Technicolor)

Cast: Rory Calhoun, Piper Laurie, Jack Carson, Mamie Van Doren, Reginald Gardiner.
Producer .....Sam Marx
Director .....Eddie Buzzell

THE RAWHIDE YEARS
(Technicolor)

Cast: Tony Curtis, Arthur Kennedy, Coleen Miller, William Demarest.
Producer .....Stanley Rubin
Director .....Rudolph Mate

FRANCIS IN THE NAVY

Cast: Donald O'Connor, Martha Hyer, Richard Erdman, Jim Backus.
Producer .....Stanley Rubin
Director .....Arthur Lubin

WARNER BROS.

Shooting

THE ANIMAL WORLD
(Technicolor)

Producer .....Irwin Allen

JAGGED EDGE
(CinemaScope) (WarnerColor)

Cast: Jack Palance, Shelley Winters, Lori Nelson, Lee Marvin.
Producer .....Willis Goldbeck
Director .....Stuart Heisler

PETE KELLY'S BLUES
(CinemaScope) (WarnerColor)

Cast: Jack Webb, Janet Leigh, Edmond O'Brien, Peggy Lee, Andy Devine, Lee Marvin, Ella Fitzgerald.
Director .....Jack Webb

REBEL WITHOUT A CAUSE
(CinemaScope) (WarnerColor)

Cast: James Dean, Natalie Wood, Jim Backus, William Hopper, Ann Doran, Dennis Hopper.
Producer .....David Weisbart
Director .....Nicholas Ray

THE DARKEST HOUR
(Jaguar Prod. Shooting in San Fran.)
(CinemaScope) (WarnerColor)

Cast: Alan Ladd, Edward G. Robinson, Joanne Dru, William Demarest, Paul Stewart, Perry Lopez.
Director .....Frank Tuttle

Cutting

HELEN OF TROY
(CinemaScope) (WarnerColor)

Cast: Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicke, Torin Thatcher, Robert Douglas, Nora Swinburne.
Producer .....Robert Wise

I DIED A THOUSAND TIMES

Cast: Perry Lopez, Walter Abel, Beverly Garland.
Producer .....David Weisbart
Director .....Walter Doniger



Man-to-man talk about "That LADY"

SOON you will share the intimate, scandalous details of history's most notorious mistress of palaces, whose boudoir was a salon, whose secret love affairs were the target of mobs. The most provocative story in years... the picture that shocked a nation. No wonder it was acclaimed as an international best-seller and then as a tremendous Broadway success in which Katharine Cornell chose to star. Now it comes to you in all its grandeur and passion. Photographed on location amidst the breath-taking vistas of Spain in the full majesty of CinemaScope and Color by DE LUXE.

OLIVIA de HAVILLAND
GILBERT ROLAND
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CINEMASCOPE
introducing PAUL SCOFIELD
co-starring
FRANCOISE ROSAY
DENNIS PRICE

Produced by SY BARTLETT • Directed by TERENCE YOUNG

Screenplay by
ANTHONY VEILLER and SY BARTLETT

From the Novel by KATE O'BRIEN
Color by DE LUXE
An Atalanta Production
Released by 20th Century-Fox



"SOON IT WILL BE A PLEASURE TO DO BUSINESS WITH 'That LADY' FROM 20th!"

THE Independent FILM JOURNAL

DEVOTED *to the* BEST INTERESTS *of the* MOTION PICTURE INDUSTRY

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VIEWS

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, No. 8 April 30, 1955

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Which comes first—

The Chicken Or The Egg?

FOR a business that likes to boast of record grosses, there can be no pride in the low estate to which industry relations between the film companies and their customers has descended. The condition is unhealthy for buyer and seller.

Following TOA's blistering attack in which the film companies were charged with callousness and indifference to exhibitor complaints, that organization called for distribution to convene a round table conference to furnish relief from prohibitive film rentals and inequitable licensing terms—with precedence over the arbitration efforts.

Distribution's spokesman countered that a round table would serve no purpose until such time as the

(See Page 5)

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M-G-M columns in national magazines. Advertised in Saturday Evening Post and all fan magazines. 30-day teaser campaign locally. Big co-operative advertising at playdate. More advance screenings for press, magazines, radio, TV than any recent picture, insuring nationwide penetration prior to your opening.

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"A great motion picture."
—SHEILAH GRAHAM

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Starring

GLENN FORD • ELEANOR PARKER

With

ROGER MOORE • CECIL KELLAWAY

Written by

WILLIAM LUDWIG and SONYA LEVIEN

Based On Her Life Story by MARJORIE LAWRENCE

Photographed in EASTMAN COLOR

Directed by CURTIS BERNHARDT

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FOX FIRE

COLOR BY *Technicolor*

CO-STARRING **DAN DURYEA**

WITH **MARA CORDAY · BARTON MacLANE · FRIEDA INESCORT** · Directed by JOSEPH PEVNEY · Screenplay by KETTI FRINGS · Produced by AARON ROSENBERG

Vol. 35 No. 8

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

The Chicken Or The Egg?

(*continued from cover*)

aura of name-calling and threats was cleared. The attempt to by-pass arbitration was rejected by the sales chiefs and efforts to include discussion of the sales policies of individual companies in any future agenda was ruled off limits.

Then, in a rare demonstration of unity, TOA and Allied took the bull by the horns and invited the film company presidents to a top-level conference to be held in New York on May 24th to discuss and act upon the pressing problems of theatre owners. No replies have yet been published.

These developments surprised the trade since there were no outward signs that the arbitration meetings had bogged down and it has been some time since TOA saw trade problems in the same militant light as Allied. We do not believe that TOA is now a "cop-calling group," nor that it desires to abandon efforts at conciliation. However, its recent actions should serve as a storm warning of exhibitor frustration in achieving understanding of his plight.

The major issue is not the priority of arbitration to a round table conference or vice-versa. The question to be decided is whether the industry is capable of resolving its own problems intelligently and without hysteria.

This is a time when good sense must prevail. We doubt the wisdom of an immediate renewal of agitation by exhibitor representatives on Capitol Hill for Federal regulation at a time when they are inviting the presidents to a meeting to improve relations between their companies and their customers in a spirit of good will. By the same token, this is no time for distribution to adopt an ostrich-like attitude and let the chips fall where they may. If that happens, the chips will fall—and the entire industry will be adversely affected.

The future welfare of the business lies in a better understanding between exhibition and distribution and industry statesmanship cries out for a round table in the near future.

Resolutions In Order

Retail business associations, local chambers of commerce, real estate boards, boards of trade, veterans and fraternal organizations and other civic-minded citizens groups have a vital concern in opposing pay-as-you-see TV and would be quick to make their opposition known if the consequences were properly explained.

Exhibitors are invariably affiliated with many of these organizations and should present an explanation of the problem at membership meetings and ask for passage of a resolution directed to the Federal Commerce Commission in opposition to the adoption of a subscription television system. Local exhibitor organizations, as well as the Committee Against Pay-As-You-See TV, will be glad to cooperate in these undertakings.

Records For "Marty"

Lacking a big budget and star names, Hecht-Lancaster's "Marty," an extraordinary movie of ordinary people, is delighting record-breaking audiences at the Sutton Theatre in New York and is settling down for a long and deserved run. This is due in no small measure to the expert handling by the United Artists' publicity staff in securing maximum coverage in the national magazines, newspapers, and over the airwaves following a series of important screenings for opinion-makers.

"Marty" has what it takes and the word-of-mouth is generating want-to-see, which must inevitably result in general bookings outside the pale of the art house circuit.

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Distribs Mull Allied-TOA Invitation To Roundtable

The two national exhibitor organizations literally grabbed the bull by the horns and extended invitations to the heads of all film companies to participate in a top-level industry conference May 24 "to discuss and act upon the pressing and acute problems of exhibition."

Decision of Allied and TOA to summon the conference was made at an unprecedented joint meeting of leaders of the two organizations in Chicago last week. It was the first such session in industry history to discuss exhibitor problems.

The Chicago meet brought to a head a smoldering stalemate between exhibition and distribution regarding such key issues as arbitration and film rentals. The joint invitation to distribution represented an apparent temporary softening of the Allied policy to seek Federal regulation as a trade problem solution and a determination by TOA to tackle film and sales policies ahead of arbitration.

Indications at press time were that distributor heads would make known their decisions regarding the joint exhibitor invitations following a special luncheon meet late this week with Eric Johnston, MPAA president.

Martin's Comment

An effective arbitration system for the industry cannot be constructed until the national sales policies of the distribution companies are altered. So said E. D. Martin, president of TOA, at a state-wide rally of the United Theatre Owners of Illinois in Peoria.

Declaring that the subject of pre-releases has been a stumbling block in formulating a set of rules and regulations, Martin insisted that the distributors should give their local representatives the right to work out problems in relation to local conditions.

"The distributors have delayed arbitration by demanding that two pre-release pictures from each company per year should be permitted without arbitration," Martin said. "This would mean about 12 films per year or one-fourth of the playing time with a theatre with a weekly change," he declared.

"We should have an inexpensive system with our own conciliation system as the distributors will not arbitrate film rentals," Martin asserted. "However, we still believe in arbitration and should have half a loaf rather than none at all," he said. TOA will continue working toward that end, the organization leader added.

A highly significant curtain-raiser to the joint session was a statement by Al Lichtman, 20th Century-Fox director of distribution, that the working out of an acceptable arbitration system was a must before a roundtable conference could be called. Lichtman had ruled out film rentals especially as a suitable discussion topic for the roundtable.

Lichtman's statement, issued on the heels of a "call to action" for an immediate roundtable by E. D. Martin, TOA president, received strong criticism from leading exhibitors.

Martin's "call to action" brought a request from TESMA for TOA and other exhibitors to "insist upon taking at least three percent 'off the top' of your own gross on every picture you buy on a percentage" to form capital reserves for purposes of refurbishing theatres.

Request, contained in a letter to Martin from Merlin Lewis, TESMA executive secretary, was based on a paragraph in the TOA president's statement that called attention to the effect on theatres of sales terms which make "it difficult for exhibitors to make a reasonable return on their investments" and accumulate "capital reserves so that newer and improved theatres might result."

Lewis stated that lack of capital reserves might be an underlying cause of comparatively poor attendance "even when a strong attraction is offered in some theatres."

In a similar vein, Hermann G. Place, General Precision Equipment Corp. president, told a stockholders meeting that the raising of film rentals by distributors has been a factor in exhibitors not being able to afford new equipment. Although GPEC sales were higher in the first quarter of 1955 than in any other quarter in the company's history, earnings after taxes were down compared to 1954, due principally to a reduction in earnings from motion picture activities, Place asserted.

Walter Reade Jr., TOA board chairman, expressed dismay at the 20th-Fox sales chief's stand. The exhibitor pointed out that Lichtman had been the first in the industry to advocate a roundtable meet. Now, charged Reade, the sales chief is making the roundtable conditional upon an arbitration system that would be satisfactory to distribution.

Ruben Shor, Allied president, labelled the

(*Continued on page* 26)

Allied Sees Solons On Federal Control

Two National Allied representatives late this week began a "feeling out" process on Capitol Hill with respect to the association's proposal for Federal regulation of the film industry. General counsel Abram F. Myers and Benjamin Berger, newly-named emergency defense committee chairman, visited some Senators, whom they would not identify.

Afterwards, an official Allied statement announced that the two had "spent several hours on Capitol Hill discussing . . . the best procedures for obtaining relief from grasping policies of the film companies, which are driving theatre owners to the wall."

The announcement further reported that the legislators were sympathetic towards exhibitors' problems, and expressed a willingness to help wherever possible. "Study is now being given," the report continued, "to the question of procedure; namely, whether it would be better to introduce a bill at this time and await hearings in due course before a legislative committee, or to appear before a non-legislative committee in the near future and make out a case which would facilitate passage of a bill thereafter." Berger and Myers expect to perfect their plans in the next ten days, according to the statement.

Theatre Profits Seen Restricted

Although movie theatre attendance this year may exceed a weekly average of 50 million and could approach 55 million, compared with about 49 million in 1954 and 46 million in 1953, financial benefits to exhibitors will continue to be restricted by higher film rental and other operating costs.

The above is the opinion of Standard & Poor's in its latest industrial survey of the motion picture industry, released last week. The survey emphasized that exhibitors are "handicapped by increases in film and other operating costs, and any further improvement in 1955 earnings will be small at best."

According to the analysis, a scarcity of new features exists but "many of the major studios have increased their production schedules and independent producers are also stepping-up activities, particularly in the low-budget field."

Larger companies are producing for video also, the survey added, concluding that "immediate benefits for most companies . . . will probably be relatively small but they could become important in a few years."

The survey underscored as "problematical" whether subscription-TV will become significant.

The report revealed that "around 19,000 theatres were in operation or ready for operation in early 1955." About 4,100 drive-ins, a year-to-year gain of more than 200, were functioning, the report added. By mid-1955, it was predicted, over 4,500 ozoners may be open and during August airers will probably draw about as many patrons (over 40 million weekly) as the more numerous conventional theatres.

Receipts May Rise

Domestic theatres receipts, minus taxes, could reach 1.3 billion this year, compared with 1.2 billion last year, the survey noted. Net admission prices will probably average slightly higher, "reflecting full-year benefits from the reduced Federal admission tax" of which "only a portion of the tax relief was passed on to the public'," the report stated.

Regarding production, the survey maintained that "results of leading producers may show moderate gains this year, aided by an expected rise in revenue from abroad, but gains will probably be less than those registered in 1954."

Although public interest in new processes was seen as having waned by the report, "competition among systems is intensifying" with CinemaScope hailed as "the most popular."

"Future profits will depend basically on the producers' ability to provide pictures that appeal to the film going public at a reasonable cost," the survey maintained.

Tax Totals Announced

The Government collected $195,213,000 in admission taxes in the calendar year 1954, compared to $275,535,000 in 1953, according to the Internal Revenue Service. The figures include all admissions except certain overprice ticket sales and admissions to such places as cabarets and roof gardens, but film theatre admissions make up most of the totals. Figures for the two years are not comparable, since however the old 20 percent rate of admissions tax was in effect only through March 31, 1954. On that date, the rate dropped to 10 percent and low-priced admissions were exempted.

Stretch Deadline For Pay Video

Pro and con arguments about the value of pay-to-see are being forwarded in great numbers to the FCC as the Commission last week gave interested parties an additional month in which to file comments. The extension was granted on a petition by International Telemeter, which said it needed more time to prepare its case.

Those wishing to file briefs now will have until June 9 to do so. The old deadline was May 9. The FCC also extended from June 9 to July 11 the deadline for filing answers to the orginal briefs. Meanwhile public interest in the controversy is growing, as popular forums are being held throughout the country.

Zenith Radio Corp., which had been refused the opportunity to broadcast one-minute Phonevision spot announcements by the National Broadcasting Company, conditionally accepted NBC's alternative offer of free time on its five owned-and-operated stations, for a discussion of subscription TV. NBC offered 15 minutes with the understanding that comparable free time would be given to the opponents.

Marcus Cohn, counsel for the Committee Against Pay-As-You-See TV, will debate Zenith attorney Theodore Pierson at a luncheon meeting this week of the FCC Lawyers Association, a group composed of lawyers who practice before the Commission. This debate will deal solely with legalistic angles.

Earlier Trueman T. Rembusch, former National Allied president and co-chairman of "Organizations for Free Television," and Joseph S. Wright, general counsel of Zenith, together with Chicago Tribune TV-radio editor, Larry Walters, were heard on the Northwestern University Reviewing Stand Forum, broadcast by WGN, Chicago, and the Don Lee network. The moderator was James H. McBurney, Dean of Northwestern's School of Speech.

Wright said: "We are so convinced in our own minds that this (pay TV) would not affect sponsored television that we are perfectly willing to suggest to the FCC that just so there will be no possible doubt about it that there should be a limit of hours that any station could devote to subscription television."

"I would say that the limit ought to be somewhere between 10 and 15 hours a week at the very maximum," he announced.

B'way Plans Unsuitable

Rembusch answered the argument that first nights of successful Broadway plays would be an important part of pay-TV programming by asserting that "most such plays are unsuitable for home consumption and would run afoul of FCC regulation regarding profanity." He also doubted that many Broadway plays would ever reach American homes by any form of TV because what sophisticated New Yorkers might find entertaining would have an entirely different impact in Indiana.

When Wright attempted to place theatre television and pay-as-you-see video in the same category, Rembusch answered that theatre TV "does not black out any programs on the home TV dial and that coaxial cables were used instead of the free airwaves Zenith

(*Continued on page* 13)

Further Theatre Closings Seen Under Proposed Law

WASHINGTON.—Many more film theatres would be forced to close under present "jungle warfare" conditions of competition if interstate theatre chains are made subject to the Fair Labor Standards Act, A. Julian Brylawski told the Senate Labor Committee this week. In an unusual move, both TOA and National Allied appointed Brylawski to appear for them. Labor Secretary Mitchell had asked the Committee to extend the minimum wage act to certain industries which are now exempt, including interstate theatre chains.

Brylawski testified that there are only five or six large interstate chains, but that there are 201 small circuits with five theatres or less, whose interests cross state lines. On the other hand, he continued, many large chains operating entirely within a single state would continue to be exempt. He called this "discrimination" which would work a great hardship on many theatres in their "fight for survival, for bare existence."

Objections Stated

He said that industry objection to inclusion of theatres is not only with respect to wage floors, since in most categories pay is over the suggested minimum levels, except for ushers, but "our great objection . . . is the 40-hour week with its time and one-half provision for work over 40 hours, and over-time requirements for premium pay for work done on Saturdays, Sundays and holidays."

Brylawski said "theatre operation today is essentially a week-end business. With this additional expense to our week-end operations I am sure that many theatres would be forced out of business." With competition from TV, night sports and other candidates for the entertainment dollar, only the most successful screen hits can show a dollar of profit . . . and then only if the theatre operator doesn't have to bid too high, he continued. "The smallest advantage in the overhead cost of the theatres may prove to be a deciding factor in the securing of the scarce hit product by which alone they may live; the smallest disadvantage of one theatre over another may be the weakened link that leads to disaster," he argued.

Brylawski also argued that the constitutionality of placing theatres under the law is in doubt. Even chain theatres under the Paramount decree must buy films as individual theatres, picture by picture, theatre by theatre, so that each individual theatre is a separate entity though part of a chain. The NLRB has refused to take film theatre cases on the grounds that they were not concerned with interstate commerce, and many court decisions hold similarly, he said.

COMPO Poll Duties Launched

A mountain of organizational work is well under way at COMPO preparatory to the launching this fall of the nation-wide public poll to register the people's choice of the year's best picture, best performances and most promising young players. The poll, to be held under the supervision of the all-industry organization, will have Elmer C. Rhoden, National Theatres president, as national chairman.

Various regional meetings among exhibitors who will participate in poll activities are scheduled to be held this summer as part of the nation-wide preparation for the voting, which will begin Thanksgiving Day and end the night of Dec. 7. Rhoden said that he has been given assurances by the heads of the leading national circuits that their theatres will participate.

A campaign that will extend through the summer and have as its purpose the enlistment of as many theatres as possible in the voting is currently in the formative stages by Rhoden. "I am undertaking this job," the National Theatres president stated, "because I believe such a public expression will be of immense help to our business. If it is properly conducted, it will increase interest in motion pictures among millions of people."

Additional benefits of the poll, according to Rhoden, will be that unlike the Academy Awards, which express the choice of Hollywood's professional people, "these audience awards will give the whole American people an opportunity to express their preferences in entertainment. As a guide to the future, this obviously should be helpful to our producers in planning their productions."

Box Office Value Seen

Rhoden added that the awards would bring into focus the superior qualities of a number of pictures. In turn, this will increase their box office value, said Rhoden, and make it possible to re-release them during the pre-Christmas period, "when few if any new pictures are usually available."

He said such a policy should be of value both to theatres and distributors. Moreover, Rhoden emphasized, the poll would in no way interfere with the Academy Awards, which take place more than three months after the audience awards shall have been made.

Fight May Draw Largest Closed Circuit TV Audience

The largest theatre audience in the history of closed-circuit television is anticipated by Theatre Network Television for its May 16th coverage of the Rocky Marciano-Don Cockell heavyweight championship fight. Scheduled for San Francisco origin, the bout is anticipated to be piped closed-circuit to over 70 film theatres, according to a TNT spokesman.

In New York, possibly three or four houses will carry the big screen telecast, it was estimated. Since no homo video showings will take place, and due to the fact that the boxing match will originate out-of-town, a record local turnout is expected.

Two Walter Reade Theatres, the St. James in Asbury Park, and the Lawrence Drive-In in Trenton, both N. J., were among the first houses to sign up for the telecast. The St. James' prices are scaled at $4.40 and $3.30, including Federal tax. The Lawrence Drive-In, with a 1,000-seat capacity, is selling tickets at $3.30, but placing a minimum of four admissions per car.

Metro's 55 Upcoming Stories Varied, Exciting: Dore Schary

On the heels of an optimistic report on studio activity from Arthur Loew, president of Loew's International and assigned by Nicholas M. Schenck, head of the parent company, Loew's, Inc., to review production activities on the Coast, Dore Schary, vice-president in charge of M-G-M production, announced this week that the studio will reach a peak of filming and employment in June.

Schary stated that 55 story properties are currently in various stages of preparation for the company's 1955-56 schedule. "Our story selection has been concentrated on assuring a stimulating diversification of pictures," the production head maintained.

The projects represent, he added, "a wide variety of subjects treated in widely different ways. Our program looks exciting and big and provocative. I'm highly optimistic that it will have unusual interest and appeal for the constantly growing potential audience domestically and abroad."

Enthusiasm over the studio's forthcoming production agenda as released by Schary was expressed by Loew. Latter plans to alternate his activities between both coasts in continuing his liaison.

His tribute to the behind-the-scenes Hollywood personnel noted that "film production requires the utmost energy and physical strength." He pointed out that "the people who make pictures work as hard, if not harder, than any other industry. A motion picture creator," added Loew, "is under a continuous nervous strain not found in other businesses."

Executives Cited

Loew cited the "tireless energies" of Schary, Ed Mannix, Ben Thaus and J. J. Cohn, studio executives, "in the herculean task of guiding the M-G-M productive forces" and noted that the studio is "meeting the new conditions in a manner we believe will insure . . . leadership in the years to come."

Metro will concentrate "every effort" at its command "to the task of making only the kind of pictures demanded for profitable presentation in the world market," Loew emphasized. Noting that in any creative endeavor "there is bound to be an occasional disappointment, the international subsidiary head underlined the "very serious problems" presented by "scarcity of important story material, availability of fine writers and other top creative talents."

Loew argued that "production of fine films, big films, is more difficult than ever before. Producers cannot make as many pictures as they may have been expected to produce in other years." The same holds true, he added, "of writers, directors, stars and other vital talents."

Concentration on bigger pictures will be the Metro policy, Loew stressed. To supplement this policy, Metro has entered into participation deals with independent producers, but only after "first undertaking exhaustive investigation and study," he explained.

Schary stated: "M-G-M manpower, both in numbers and experience, has no equal in the motion picture industry. The company's full star, executive, producer, director and writer creative talents, as well as its vast technical skills and artistic resources, will be utilized in the forthcoming productions. The co-ordinated all-out effort of our studio team in which each can take pride, guarantees the success of our program and a bright and prosperous future for us all."

Stepped up pre-production activity to implement the long-range program has brought over-all employment to an increasingly high level in recent weeks, he said.

A total of 32 writers are currently at work on screen plays of 28 productions, said to be the largest number in the past two years, and 14 directors, a record number for the past three years, have been assigned to 19 pictures, with additional assignments to be made in the near future.

The list of 55 properties, according to Schary, is not only the largest of any studio, but contains the most important single group of pre-sold best sellers, New York stage hits and literary classics ever planned for production by any company at any one time.

Within the next six weeks, four major pictures will go into production:

"DIANNE," by John Erskine, starring Lana Turner, Pedro Armendariz, Marisa Pavan, Roger Moore and Taina Elg, directed by David Miller, produced by Edwin H. Knopf, and written by Christopher Isherwood.

(*Continued on page* 25)

Loew's Earnings Rise

Loew's, Inc., including theatre subsidiaries, reported a net profit of $3,274,451 for the 28 weeks ended March 17, equal to 64 cents per share on 5,142,615 shares of stock outstanding, compared with $3,199,166 or 62 cents per share in the corresponding period for the previous year. Gross sales and operating revenue for these 28 weeks of the current fiscal year amounted to $92,399,000 against $97,106,000 for the same period of the previous year.

Studio Overhead Advantageous: Schary

Dore Schary, speaking at a luncheon of the Sales Executives Club, asserted that the tremendous expansion of independent production does not mean the end of "the big studio operation." Schary claimed that when independents make large-scale pictures, they will find their operation more costly than it would be at the large studios, "despite the much-talked-of high overhead."

The M-G-M production head claimed that the high overhead provides invaluable material, resources and manpower for pictures. As an example, he cited the entire cost of the all-star "Executive Suite" as $1,200,000. "I don't think an independent could have corralled that cast and produced that picture at anywhere near that figure," he said.

The independents' extra costs are alright if the pictures turn out to be smash hits, but, Schary said, "a large studio can overcome one or two big disasters a year. An independent can be murderd by one. The independent who finds himself allied with a big studio operation will find that he is able to function more efficiently," he concluded.

May 25 Deadline Set By Makelim

HOLLYWOOD.—With 3,518 theatres—including "154 of the finest and biggest circuits in America"—contracted for the Makelim Plan, Hal R. Makelim, originator of the plan for exhibitor participation in production and head of Makelin Pictures Inc., announced this week that "no contracts, requests for contracts or corrected contracts" will be accepted after midnight, May 25.

"Patience is a virtue and I am thankful and grateful to the many thousands who have expressed it to me so abundantly," Makelim said at his offices at the RKO Pathe Studios. The producer said he would soon announce his first group of pictures, which will be "powerful and entertaining stories that will bring a tear, a smile or a thrill. There will be no smut and no epics—just good clean pictures."

Under the Makelim Plan, participating exhibitors will receive 12 features annually at the rate of one a month. Exhibitors who contract under the plan are not required to invest money. They sign to pay for pictures on delivery at rental terms specified in "play or pay" contracts for the entire schedule of features. Rentals from contracted dates will cover production costs, with profits from non-participating theatres and the foreign market being divided between Makelim and the participating exhibitors.

Earlier, Makelim's Atlas Pictures Co. was awarded priority rights to the title, "The Peacemaker," by the MPA Title Registration Bureau at an arbitration hearing. Sam Goldwyn Jr. had planned to use the conflicting label, "The Deadly Peacemaker." The Peacemaker" is a novel by Richard Poole, about a gunman turned preacher, and will be one of Makelim's first productions.

Zanuck Names Adler As New Staff Exec

In addition to his activities as a 20th Century-Fox producer, Buddy Adler henceforth also will function as an executive on the staff of Darryl F. Zanuck, it was announced by the 20th-Fox production head this week. During the year that Adler has been under contract to the studio he has produced five pictures, "Soldier of Fortune," "Violent Saturday," "House of Bamboo," "Left Hand Of God" and "Love Is A Many Splendored Thing." Zanuck emphasized that this appointment does not alter the status of any other studio executive.

Film Query Scheduled

WASHINGTON.—The projected look-see into the effect of films on juvenile delinquency has been tentatively scheduled for May 24-26 by the Senate Juvenile Delinquency subcommittee under the chairmanship of Sen. Estes Kefauver (D., Tenn.), according to committee sources.

Metro TV Plans Due

Metro production head Dore schary revealed this week that an early decision wil be forthcoming on the company's entry in television, with top-level conferences soon to be held. He denied that the company has any plans at the present time to sell its old films to TV.

Personalities . . . *in the news*



Mrs. F. Allen Burt, chairman of the motion picture committee of the Daughters of the American Revolution, presents a plaque to director John Ford for Columbia's "The Long Gray Line," "the best patriotic picture of the year." Looking on is Columbia v.p. Paul N. Lazarus, Jr.



Steve Allen, popular TV personality, signs a contract to portray Benny Goodman in Universal-International's Technicolor production, "The Benny Goodman Story." L to R (seated) William Harbach, producer of the Allen TV show; Goodman; Allen; Aaron Rosenberg, who will produce the film for U-I; (standing) Dwight Hemion, Allen's TV director; Valentine Davies, who wrote and will direct the picture; and Charles J. Feldman, Universal v.p. and gen. sales mgr.

M-G-M executives meet with Stanley Warner representatives in New Haven to plan campaign on "The Prodigal," prior to its opening in SW theatres. Seated, (l to r): Philip Gravits, branch mgr., M-G-M, Conn.; Nick Brickates, district mgr., and Larry Germain, booker, both of SW, Conn.; and Joe Liss, district mgr., Albany and Boston SW. Standing, (l to r): Floyd Fitzsimmons, field press rep., M-G-M; Arthur Canton, eastern division press head, M-G-M; Elmer Hirth, buyer and booker, Conn. SW; Larry Lapidus, buyer and booker, Albany and Boston SW; and Oscar Doob, M-G-M.



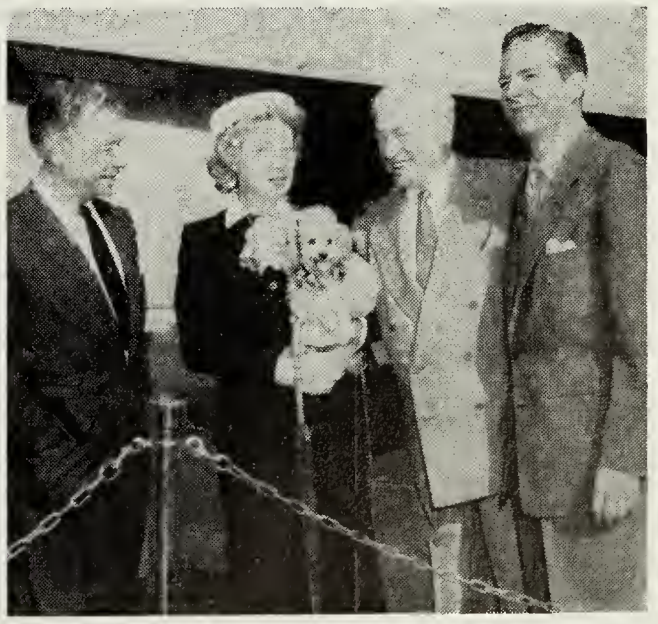
At the world premiere of Republic's "The Eternal Sea," starring Sterling Hayden and Alexis Smith, at the RKO Albee Theatre, Providence, R. I., were (l to r) Sol A. Schwartz, RKO Theatres president; Richard W. Altschuler, Rep.'s world-wide sales dir.; Rear Adm. John J. Bergen, USNR; Fleet Adm. William "Bull" Halsey; Paul Ladd, C of C; Capt. Frank M. Slater, Chief of Staff, Quonset Naval Air Station; and Harry Mandel, RKO Theatre ad-publicity head, at the airport.



Jack L. Warner, studio production chief, and TV personality Liberace sign a contract to star the popular pianist in "Sincerely Yours," to be produced by Warner Bros.



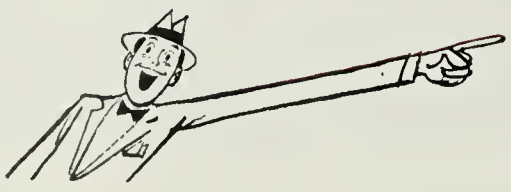
Zachary Scott, who co-stars with Yvonne De Carlo and Sterling Hayden in Allied Artists' "Shotgun," visits Morey R. Goldstein, AA's gen. sales mgr., in New York. Scott will make personal appearances in connection with the openings of "Shotgun" in Texas and Oklahoma.



Greer Garson and Dana Andrews (extreme right) arrive in Texas to participate in the 5-city gala premieres of Worner's "Strange Lady In Town," in which they are starred. On Miss Garson's right is Buddy Fogelson, her husband, and on her left R. J. O'Donnell, gen. mgr. of Interstate Circuit and Texas Consolidated. Film kicked off at Paramount Theatre in Austin.



*Full of pep and jazz—modern rhythm that will have the youngsters dancing in the aisles!



It's got the beat... the r

All the Joy of Love is in it!...

It's the whole world dancing to the music in your heart!

Fred Astaire Leslie Caron

Starring in
20th CENTURY-FOX'S

Daddy Long Legs

America's best-loved story becomes its most enchanting musical in

CINEMASCOPE





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PRODUCED BY Samuel G. Engel · DIRECTED BY Jean Negulesco · SCREEN PLAY BY Phoebe and Henry Ephron
FROM THE NOVEL BY JEAN WEBSTER · BALLETS BY ROLAND PETIT

m of a 20th musical smash!

Large Area Negative

Goal Of CinemaScope Innovation: Release Prints Of Higher Quality

CHICAGO.—Working toward a goal of delivering exhibitors "CinemaScope" standard release prints of greatly improved quality for all theatres," 20th Century-Fox, through its research director, Earl I. Sponable, has proposed a large-area anamorphic camera process that would utilize a negative frame two times the linear dimension in each direction of the curent CinemaScope negative. Sponable told the Society of Motion Pictures & Television Engineers convening here that the proposed negative would, in other words, be four times the area of the one now in use.

It is the intention of 20th-Fox, said Sponable, to demonstrate the technical improvements to the trade in about two months. Next step would be, he added, to "make available to those making CinemaScope pictures, design information and assistance enabling them to use this optimum size negative."

Use Encouraged

Producers would be encouraged to utilize the larger area negatives for release prints, Sponable explained, adding that his studio is also "considering making a limited number of release prints of some special pictures for roadshows of a large projection frame area, and used under improved projection conditions. These prints may also carry extra magnetic sound tracks."

Tests were recently made of comparative recordings on sound systems employing three sound channels with three speakers behind the screen, he said. Other experiments were claimed to be made for five channels with five speakers behind the screen.

Sponable revealed that his company has secured a new Bausch & Lomb camera lens and a 2:1 reduction printer lens for the visual improvements. Twentieth-Fox is working out samples of other necessary printers for use with the larger area negative, he made known.

The proposed four-times area frame can be put on a piece of film 55.625 mm. in width, Sponable declared. The necessary sight and sound impressions will cover the entire area, making use of the CinemaScope perforations as well, he said.

This new width area is achieved, Sponable claimed, by taking two times the present anamorphic camera aperture, adding the widths of two rows of perforations and the standard protective edges outside the perforations, making proper allowances for manufacturing and other tolerances.

Frame areas of a wider range than the four-times area proposed would result in now apparent commercial gain, Sponable disclosed. "Up to this value of four times area, however, very real improvements in grain and definition are apparent," he explained.

"Inasmuch as the problems of correcting photographic lenses, like all optical systems, are higher order functions of the diagonal of the field covered," ventured the research head, "it is also apparent that the nearly square format of the CinemaScope frame is a further added advantage."

He said that the four-times area frame has a diagonal almost equal to that of the old 70 mm. Grandeur film, which had an area increase of only about 2.3 times the present CinemaScope negative frame. "It will become immediately clear," when these two negatives are compared, "that our proposed new frame has almost twice as much information recording surface as any other suggested large screen process," Sponable proclaimed.

"This extra area is very important indeed when you consider the added grain and

(*Continued on page* 24)

Metro Readies 65mm. Process

HOLLYWOOD. — To meet the demands of M-G-M's announced peak production activity and concentration on pictures of greatest entertainment potential, E. J. Mannix, studio general manager, disclosed this week the development of new technical advancements and expansion of operational facilities in all departments.

The new production resources, Mannix stated, have been planned and carried out by J. J. Cohn and technical experts in all branches concerned.

Revolutionary in technique and simplification of operation, Mannix noted, is the development of a unique 65mm. photography process which M-G-M is planning to utilize on important forthcoming pictures. The new technique will make possible the filming and presentation of motion pictures on the largest screens available, he said.

At the same time, the system will provide for the exhibition of the same picture on any lesser screen utilizing standard projection equipment and without the requirement of separate cameras or other duplication of work during production, the executive stated.

According to Mannix, the new process resulted from the study and evaluation of experiments extending over many years directed by Douglas Shearer, who is in charge of M-G-M technical research, and assisted by Franklin Milton. The technical teams of John Arnold, head of Camera Department, Merle Chamberlin, head of Projection Department and his staff, E. J. Tucker, head of Laboratory and his staff of experts such as Irving Ries, Jack Turner, Elmer Londre, Herman Lentz, supplied the contributions in their particular fields which make the system possible.

It was stated the new 65mm. process will be capable of filming productions for the

(*Continued on page* 23)

TV Techniques Make Films Via New Du Mont Cameras

Two new cameras, suitable for both television and motion pictures, should cut costs of producing theatrical or television films "as much as 50 percent," according to the manufacturers.

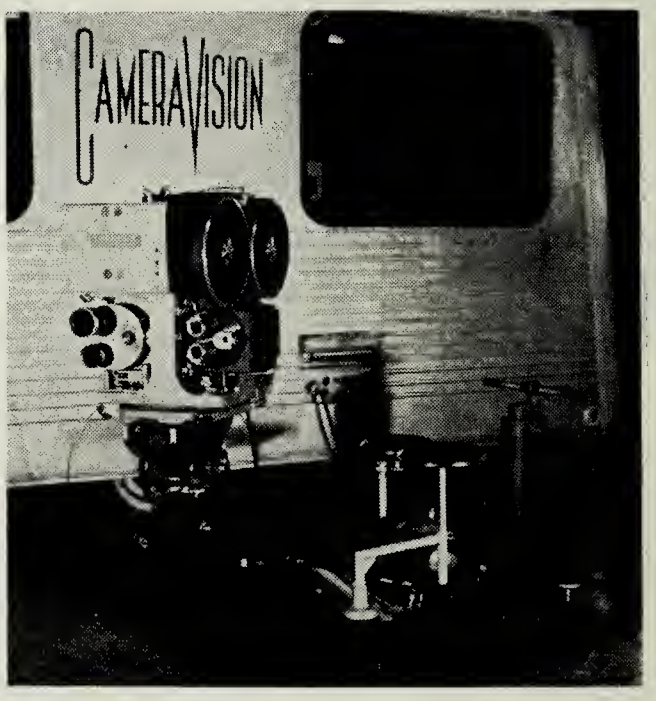
The "Electronicam," announced by Allen B. Du Mont Laboratories in New York, has a single optical system, enables a theatrical film to be made by using television techniques. Costs are reduced by omitting the post-editing of film, since all cuts, wipes, fades and dissolves, etc., are "worked in" by the director while the original film is being made. The system also enables a high-quality kinescope film to be made instantaneously, as a television show is being produced. A new electronic focussing system also is announced, meaning that chalk marks and tapes on the studio floor to assure proper focus will be a thing of the past, according to Dumont.

Camera Vision, announced in Hollywood at the Republic Studios, presents a motion picture camera calibrated with a television camera. A kinescope of a proposed film can be turned out in 60 seconds, for previewing or pre-editing 30 minutes later.

Both cameras shoot in black-and-white or color, and both are suitable for wide-screen production. Both also have monitor attachments for instantaneous viewing while films are being made, thus permitting quick revision. Under present conditions, only the cameraman sees the actual shot until the "rushes" are screened several hours later.



Switching and control panel for Dumont's "Electronicam," new TV-motion picture camera, permits an engineer (shown here) to create laps, fades, dissolves and other special effects during actual shooting of a motion picture film.



With "Camera Vision," the TV camera (left) is calibrated to the motion picture camera (right). Using parallax controls, the motion picture camera photographs exactly what the electronic camera sees.

Closed Circuit Video Standards Solicited

CHICAGO.—An appeal for the Society of Motion Picture and Television Engineers to guide closed-circuit television toward the goal of establishing proper standards was voiced at the group's convention by Nathan L. Halpern, Theatre Network Television president.

Additional highlights of the conclave saw Charles H. Percy, Bell & Howell Co. head, proclaim an era of greater competition than ever as forthcoming for the nation and Donald G. Fink, Philco Corp. research director, contend that video has yet to challenge motion pictures in the field of color.

Halpern argued that if closed-circuit TV is to continue its growth, engineers and technicians have a role to perform in helping to establish standards. "Novelty and experimentation can no longer carry the day" and "more and more, closed-circuit TV is being judged by its performance on a practical and regular basis," said Halpern.

The TNT head criticized "recent arrivals" in the field who, he said "are impeding the success of the medium by leasing and operating inferior equipment without the background or experience to do the proper job."

In his talk on color, Fink pointed out that the advantage held by motion pictures is in the fact that the manufacture of films and its processing are much more standardized than the corresponding processes of signal generation and transmission in color TV.

TV Properties Into Film Features Becomes Booming Industry Trend

New trend in production, that of developing motion picture features from hour-long dramatic television programs, appeared this week to be heading for full-scale adoption by the industry. Signing by M-G-M, Allied Artists and United Artists, respectively, for several such programs gave indication of the growth of this policy.

Forerunner of the trend was Paddy Chayefsky's "Marty," which appeared on the Philco Playhouse and was expanded by Hecht-Lancaster to a 90-minute feature for UA release. Among the latest TV-to-films moves was made by Metro for Rod Serling's hour-long "The Rack," drama about "brainwashing" recently presented over the U. S. Steel program.

The same author sold his "Patterns," which was put on two times within a month by the Kraft Theatre, to Jed Harris and Michael Myerberg for a UA production. "Patterns" is expected to go before the cameras early this summer in New York. It garnered much critical acclaim as a live TV drama.

Title Changed

Serling, although the author of "The Rack," will not write the screen play for the Metro picture, to be released under the title "Court Martial."

Another top video writer, Reginald Rose, had his recent TV drama, "Crime in the Streets," which was shown over the Elgin Hour, purchased by Allied Artists. The author will do the treatment, and production will take place in New York to emphasize the juvenile delinquency theme of the story.

An earlier video drama of Rose's, "Twelve Angry Men," was sold to an independent production outfit and a UA release is probable. "Men" premiered on Studio One.

Additional deals include Metro's buy of "Fearful Decision," about a kidnapping, which was shown last year over the U.S. Steel program, and purchase by Russell Rouse and Clarence Green of Frank Gilroy's "Last Notch" for UA release.

The indie team of George Pal and Randy McDougall has Carey Wilbur's "It Might Happen Tomorow," which first appeared on Studio One.

AB-PT Earnings Almost Doubled

American Broadcasting-Paramount Theatres, Inc., almost doubled its earnings over the first 1954 quarter during this year's first quarter, according to Leonard H. Goldenson, president. Net profit for this year's period amounted to $1,917,000, or 45 cents per common share, as against $1,039,000, or 23 cents per share for last year's similar quarter. Earnings increase was attributed by Goldenson to the "substantial improvement for both theatre operations and the ABC division."

The AB-PT board meanwhile nominated Sidney M. Markley to fill the post of Director created by the recent death of Herbert J. Schwartz. Markley has been a vice-president of the firm since 1952. Election will take place at the annual stockholders meeting, May 17.

Notice of the forthcoming meet disclosed that aggregate remunerations for 1954 to John Balaban and Goldenson, both officers of AB-PT, came to $139,400 and $181,429, respectively.

Stretch Deadline For Pay Video

(*Continued from page 7*)

is trying to usurp." Rembusch emphasized that "Organizations for Free TV is growing every day, and welcomed the recently declared support of the television board of the National Association of Radio and Television Broadcasters.

Comdr. Eugene MacDonald Jr., Zenith president, had called for an investigation of the recent action taken by the NARTB's television board in opposing pay-TV. He claimed that the NARTB board of directors was "dominated" by "network interests" who presumed" to speak for the entire broadcasting industry. "The fact is," MacDonald insisted, "that they . . . have nearly complete control of advertising revenue (and) . . . are attempting to stifle a new development that can enable independent stations to compete with them on equal terms. . . ."

"The plight of TV stations in small markets, particularly those without strong network affiliation," he said, "is evidenced by the fact that in the past two years 46 TV stations have been forced off the air because they could not get enough advertising revenue to stay in business." The Zenith president also stated that of the 1,875 commercial channels allocated by the FCC, only 413 were operating. Zenith retained Paul B. Mowery, former network executive for special activities, with CBS and ABC, in an effort to line up broadcaster support for pay-TV.

Arthur Levey, president of Skiatron Electronics and Television Corp., asserted that the NARTB stand betrayed "a deplorable lack of courage and foresight . . . at a time when program costs have spiralled to unprecedented heights." During the course of his statement, Levy attacked Leon P. Gorman, of Bangor, Me., chairman of the New England Broadcasters for Free-TV, for predicting that pay-TV would swallow up most of today's popular sponsored programs.

In reply, Gorman reiterated his position that "the coinbox boys will raid the networks for Jackie Gleason, 'I Love Lucy,' 'Hit Parade,' Ed Sullivan and other top attractions now enjoyed free. . . ." "Without these and similar attractions that have already won deserved public acceptance from viewers pay-to-see TV will be the flop of the century and Mr. Levey and his competing patent holders know it."

Gorman concluded: "Every invention I ever heard of was perfected to add something to civilization and the comforts of life. But not 'Scramblevision.' That was deliberately designed to take away from the American public something they have been getting and are now getting for nothing beyond the incredibly low price of the modern TV receiver."

Zenith, through its general counsel, Joseph S. Wright, also charged the Columbuia Broadcasting System with attempting "to "keep the people from hearing all about" subscription TV. Wright dealt with the controversy between Zenith and CBS over the network's refusal to permit Zenith to air a Toll-TV commercial on "Omnibus." Commenting on his letter to CBS vice-president Richard S. Salant, Wright stated: "CBS has put itself in harness beside the picture theatre owners. . . . Their motivation is exactly the same—they belive subscription TV would be a competitor, and they don't want competition."

Among important comments received by the FCC were these:

The National Small Business Men's Association this week urged the Commission to remove "artificial road blocks" from the path

(*Continued on page 23*)

Carpeted Theatres Embarrassing Farmers?

HOLLYWOOD. — Industrial designer Henry Dreyfuss claims that in Sioux City, Iowa, "farmers and workmen were self-consicious about coming into the de luxe lobby (of the newly built RKO theatre) with their wet, muddy shoes, for fear of soiling the deep, rich carpeting. We took up the carpets, replaced them with rubber mats, and business increased overnight."

Dreyfuss, formerly retained by RKO Theatres, said he came to the above conclusion while "conducting an investigation into loss of business at Sioux City." He stated that the "luxurious new RKO theatre there was not doing very good business, but the older, plainer rival theatre down the street, showing inferior pictures, was jammed."

RKO Readies 17 Major Releases

HOLLYWOOD.—RKO moved back into contention as a major motion picture company with the disclosure by president J. R. Grainger that the company will have completed, and either in distribution or ready for distribution by Nov. 1, a total of 17 major productions, representing an investment of approximately $25,000,000.

In a message to the RKO sales force, Grainger declared: "In my many years in the motion picture industry it has not been my pleasure or privilege to present a more attractive array of product to the exhibitors of the world. The RKO product we will distribute between now and Nov. 1 is money-in-the-bank. . . . We are confident the exhibitors will agree with us that our product is of top showmanship calibre with general appeal for the whole family."

The 17 pictures, all in color and in SuperScope or another wide-screen process are:

"Underwater!," starring Jane Russell, Gilbert Roland, Richard Egan; "Quest for the Lost City," starring Dana and Ginger Lamb; "Escape to Burma," starring Barbara Stanwyck and Robert Ryan; "Rage at Dawn," starring Randolph Scott, Forrest Tucker, Mala Powers; "Son of Sinbad," starring Dale Robertson, Sally Forrest, Lili St. Cyr; "Naked Sea," color documentary; "Pearl of the South Pacific," starring Virginia Mayo and Dennis Morgan.

"The Conqueror," starring John Wayne, Susan Hayward and Pedro Armendariz, Howard Hughes' presentation of the early exploits of the great Mongol Emperor, Genghis Khan, directed by Dick Powell; "The Boy and the Bull," starring Michel Ray, and Joi Lansing; "Flight from Bengazi," starring Richard Conte and Victor McLaglan; "The Treasure of Pancho Villa," starring Rory Calhoun, Shelley Winters, Gilbert Roland; "Texas Lady," starring Claudette Colbert; "Glory," with an all-star cast to be produced and directed by David Butler; "Tennessee's Partner," a Benedict Bogeaus Production; "Love's Lovely Counterfeit," starring Barbara Stanwyck; "High Destiny," to be produced by Sam Wiesenthal and Gene Tevlin; "Great Day in the Morning," an Edmund Grainger Production.

Story of "Freedom" Explained By Heard

Paul Heard currently editing "This Is Freedom," film he shot in Berlin from an original story by Herbert Luft with screen play by Heard, Luft and Malvin Wald, spent four and one-half weeks in Berlin working on the picture, which was in preparation under secrecy for one year. It was shot in 16mm Kodakchrome. Heard picked up his camera and sound crew in England.

Heard said that this trip and venture in shooting abroad was "an encouraging baptism of fire" and "an experiment for me of real locations" for a film. The story deals with a Communist commissar who is trapped and realizes after coming in contact with a brave young girl and an American what real freedom is.

Heard will make his next feature for theatrical release in Copenhagen. It is titled "Springtime in Copenhagen." Script for "Springtime in Copenhagen," which will be filmed in color, is by Bert Granet and Heard will feature two Americans and an English star.

HOLLYWOOD ...on the wire

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Clark Gable has signed to star in "The Last Man in Wagon Mound," multi-million-dollar Western drama in color and one of the big-screen processes, to be produced by Russ-Field Corp. United Artists will release. Russ-Field has scheduled the film to go into production early next year. David Hempstead, who wrote the screen play with Margaret Fitts, has been signed to produce with Waterfield serving as executive producer.

* * *

Barry Sullivan will appear opposite Claudette Colbert in "Texas Lady," the Nat Holt-Lewis Rosen production, which begins filming May 31 in SuperScope and Technicolor for RKO distribution. Tim Whelan will direct the feature, which has a background of Texas and New Orleans. . . . Lew Seiler was signed to direct "Battle Stations," the story of the heroic aircraft carrier, the U.S.S. Franklin, which Bryan Foy will produce. The feature film will go before the cameras June 7 with Phil Carey starred. The picture will be made in cooperation with the U.S. Navy.

* * *

Republic Pictures has begun shooting "Deadline Alley," with William J. O'Sullivan as associate producer. Heading the cast are Rod Cameron, Julie Bishop and Ben Cooper with William Witney directing. . . . U-I completed negotiations for Steve Allen to play the title role in the studio's "The Benny Goodman Story," which will be produced by Aaron Rosenberg. Production will start June 27. The picture will be directed by Valentine Davies, who also wrote the screen play.

* * *

Ronald Reagan has been signed by Ben Bogeaus as one of the stars in the producer's upcoming production, "Tennessee's Partner," which Allan Dwan will direct for RKO release. The film will be based on the famous Bret Harte story of the same name. John Payne co-stars.

* * *

Producer-director Otto Preminger disclosed that he will make his second trip to India in late summer to submit the script of "The Wheel" to Prime Minister Nehru. The screen play is being written by Alec Coppel at Columbia, which will release the picture. Full co-operation on the production has been promised by the Indian government and exterior shooting is expected to begin about Nov. 1.

Robert Aldrich started shooting "The Big Knife" for United Artists release this week. He has one of the most star-studded independent production casts in quite awhile. The line-up for the Associates and Aldrich production reads Jack Palance, Ida Lupino, Wendell Corey, Rod Steiger, Jean Hagen, Everett Sloane, Paul Langton, Wesley Addy, Ilka Chase, and Shelley Winters. Aldrich is producing and directing the film. Despite this high voltage cast, Aldrich's film has a budget that just edges past the $400,000 mark.

* * *

Ruth Roman has been signed as the femme lead opposite Paul Douglas in Mike Frankovich's production for Columbia, "Joe Macbeth," scheduled to go before the cameras in Glascow, Scotland, early next month with Ken Hughes directing and George Maynard producing. "Joe MacBeth," a play by Philip Yordan, deals with the struggle for power within a modern gang and will be filmed in Glascow and London. It is described by its author as a paraphrase of Shakespeare's "Macbeth," and Miss Roman's role is the counterpart of Lady Macbeth in the original.

* * *

At M-G-M, Perdo Armendariz will co-star with Lana Turner in "Dianne," which David Miller will direct and Edwin H. Knopf will produce. Armendariz will play King Francis I and Miss Turner will play the title character. . . . David Butler Productions, Inc., completed negotiations with Joseph and Irving Tushinsky for Butler's forthcoming, "Glory," to be filmed in the Tushinsky SuperScope process. "Glory," which will be filmed in and about Louisville during the running of the Kentucky Derby, will be distributed by RKO.

* * *

Scott Brady landed the lead in "The Vanishing American" at Republic, which Associate producer Joseph Kane will direct. Film is scheduled to roll May 16. . . . Dorothy Malone and Walter Brennan will share top honors with Fred MacMurray in "Gunpoint" at Allied Artists. The film will roll May 9 in CinemaScope and Technicolor with Vincent Fennelly producing and Alfred Werker directing. . . . At U-I, John Sturges will direct "Backlash," which will star Richard Widmark and will be produced by Aaron Rosenberg. The feature, which will go before the cameras May 2, will be shot in Technicolor.



On the set of Samuel Goldwyn's "Guys and Dolls" are (l. to r.): Joseph L. Mankiewicz, director; Marlon Brando, star, and the independent producer, releasing through M-G-M.

Need For Budget Films Stressed By Ben "Bowery Boys" Schwalb

By Richard Bernstein

"There is a peculiar chemistry that keeps a motion picture series going for years," producer Ben Schwalb said at a luncheon interview. "In the case of the Bowery Boys, I guess it's that the public likes the boys and that the format has been continually changed so that the series is kept interesting and different."

Television in the instance of Leo Gorcey and Huntz Hall and the Bowery Boys has helped their theatrical film attendance. Children have seen their old films on TV and go to the theatre when they see that a new Bowery Boys film is playing.

Schwalb, a veteran producer who has made just about all varieties of film, pointed out that the Bowery Boys are an extremely alive group — vital and full of life. He also stressed the fact that he has made a considerable effort to keep the stories for the features in a topical vein. He has avoided fantastic actions and has kept the characters believable at all times in their films.

Another remarkable point is that the Bowery Boys are the longest sustained comedy team in films, dating back to "Dead End," where, although their performances were tinged greatly with realism, they had their moments of humor even in that film.

Challenge Seen

"I've been in motion pictures for 30 years," producer Schwalb confided, "but I still find every film a challenge."

"I like this series," the producer said sincerely. "It keeps me on my toes getting fresh backgrounds. I have also found that you have to know the boys and their personalities to produce their films as well as to write them."

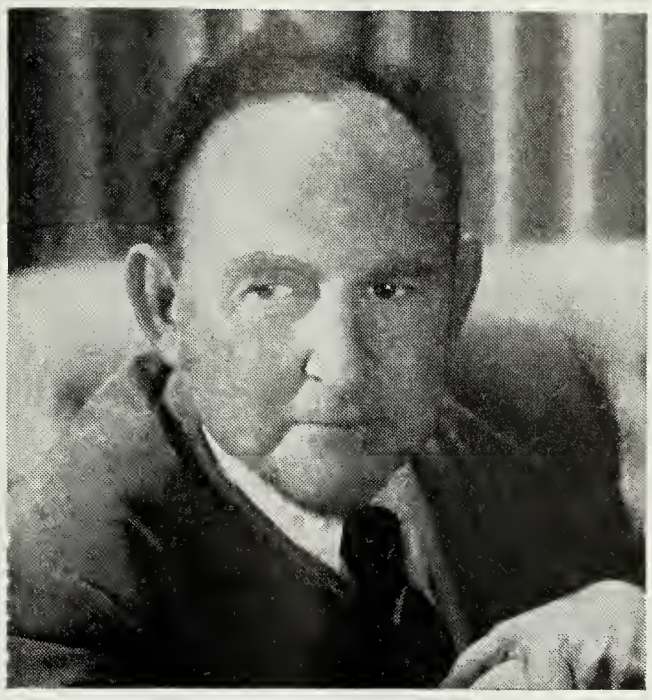
Special consideration is given to titles and Schwalb pointed out that the titles for the Bowery Boys films are a collaborative thing.

A look at some of the titles gives one an eye to their exploitation appeal.

"Jalopy," "Loose in London," "Clipped Wings," "Private Eyes," "Jungle Gents," "Bowery to Bagdad." Soon to be released will be "High Society" and "Spy Chasers."

"All the exploitation angles in the series are deliberate and planned," the producer stated, "and not accidental."

"Experienced people help give a picture production values," Schwalb said. "I also



BEN SCHWALB

make sure that there is no quality of sameness in any of the films. The heavies and the leading ladies are always different people in each picture. This adds variety."

The latest film, "Doing Time" is their 39th picture and the 12th produced by Schwalb. They are produced in groups of four. Four a year are made and Schwalb spends three months on each picture and works always one picture ahead.

Schwalb gives a major portion of the series' success to Leo Gorcey and Huntz Hall. "Leo and Huntz have an instinctive feeling about dialogue and scenes. They live their parts before the cameras and they know just what will play for a laugh and what will not."

Budget Films Valuable

"Making budget pictures is an accumulation of experience. Budget pictures will always be around, because you always have that chance of making a 'sleeper,'" Schwalb said.

"A comedy story should be tailored for your principals. In the case of the Bowery Boys, the writers that we use have a knowledge of how these films are made. This is extremely important. It is not easy to write comedy and to think up fresh situations."

As for which type of comedy is sure of getting a laugh, Schwalb thought for a moment, then said: "It seems like the physical things, like a man bumping his nose on a door, is the best yock getter. These are called 'hurt' gags. When you get right down to it, 'why people laugh?' is a hard question to answer."

Title Changes

U-I: **"The Naked Dawn"** is the new title of "The Bandit." (Stars Arthur Kennedy and Betta St. John; Josef Shaftel produced).

RKO: **"Bengazi"** is the new title for "Flight From Bengazi." (Stars Richard Conte and Victor McLaglen; Sam Weisenthal and Gene Tevlin produce).

Sinatra Picks Project

Frank Sinatra has set "One Way Out," an original story by George Seaton and Robert Pirosh, as his first production through hs newly-formed Oxford Productions under the terms of his deal with United Artists. Jerry Bresler will produce it entirely on location in New York City.

HOLLYWOOD...

Joan Shawlee, who is the only femme star in Paramount's "Conquest of Space," is set for a nation-wide tour to plug the film. . . . Sol C. Siegel has arrived at M-G-M for conferences with Dore Schary, and to start immediate preparation on four major productions. . . . Producer-writer Collier Young has won the co-operation of the Los Angeles Fire Department personnel and equipment for "The Firebug," which rolls June 1st for Filmakers release. . . . Anthony Caruso signed for a key part in the Jaguar production, "The Darkest Hour" at Warner Bros., which stars Alan Ladd. Frank Tuttle is directing the picture, which is being shot in Warner-Color.

* * *

Lee Van Cleef has inked for a role in "Trial" at M-G-M. He has just completed a role in "The Gunman," which stars Ray Milland and which the actor is directing for Republic release. . . . M-G-M purchased "Prisoner in Paradise," a novel by Garet Rogers, which will be filmed with Glenn Ford starring. The dramatic story is an indictment against quack doctors and will be produced by Jules Schermer. Art Cohn has been assigned to do the screen play.

* * *

Lee J. Cobb signed with Sam Katzman for the lead in "The Houston Story," which will be released by Columbia. William Castle will direct the film. Starting date is set at May 4th. Also at Columbia, Harry Joe Brown has set Joseph Lewis to direct the Randolph Scott starrer, "Marshal of Medicine Bend," which will start May 2.

* * *

"Song of Norway," the Broadway operetta, which was purchased by U-I several years ago, has been reactivated and placed on the studio's 1955 production schedule. Robert Arthur will produce the picture which will be filmed in Technicolor. Stanley Roberts was signed to write the final screen play.

* * *

Paul Gilbert, now in "The Second Greatest Sex" at U-I, signed for two more pictures at U-I. At the same studio, Audie Murphy has been set for the top starring role in "World In My Corner," an original by Jack Sher. The story is about a young man from the slums of Jersey City who becomes a boxer because he is hungry and unemployed. Production on the film is scheduled to start in June.



Producers Frank and Maurice King (left) discuss with Director Irving Rapper (second from right) setting up a scene for "The Boy and the Bull," currently being filmed in Mexico City in Cinemascope and color for release by RKO.

'Harem Girls' Tour Slated For "Sinbad"

A transcontinental tour of four costumed Harem Beauties from Howard Hughes' "Son of Sinbad" will create advance publicity and promotions for the Superscope-Technicolor production by accenting local civic and commercial events in 16 key-city areas, it has been announced by Walter Branson, RKO's world-wide sales manager.

Thorough penetration of each of the 16 areas will be accomplished, Branson said, by utilizing local angles timed to the visits of the Harem Beauties for personal appearances, merchandise tie-ups and other promotion approaches.

With the RKO release opening in 400 theatres immediately following its world premiere May 31 at the Fox Theatre, St. Louis, the Harem Beauties will begin their tour in Denver May 2. The girls will travel in a chartered plane labelled "Son of Sinbad's Flying Carpet."

Celebrations Planned

In each community, the Beauties will begin with an official meeting with a local civic leader, tied into local celebrations. RKO fieldmen have arranged for the girls, all with modeling as well as acting experience, to participate in fashion shows for local department stores or retail stores and to model clothes and other merchandise for local merchants on area television programs. In these tie-ups, the Beauties will appear in their Harem costumes—short jackets with flowing gossamer skirt below a bare mid-riff—at the co-operating store.

The Famous Barr Co., St. Louis department store, and Gimbel's in Milwaukee have agreed to an all-department store promotion built around the Harem Beauties' visit.

Television and radio will be stressed to enhance the coverage of the promotion activities and as individual publicity approaches. Most of the civic and merchandise events will be covered by either medium's local outlet.

A one and half-minute and a two and half-minute film clip has been prepared on "Son of Sinbad" for use in conjunction with TV appearances of the Harem Beauties. The TV clips will be used also for TV stations in those communities not included on the transcontinental tour.

Since the Beauties also have musical talent, they will make appearances—in costume—on disc jockey shows.

The four Harem girls will be given as prizes in local contests for the funniest or best letter on "Why I would like to have dinner with a group of Harem Beauties." Winners of the contest will enjoy a dinner with the Beauties. In most of the 16 cities, this promotion will be run in co-operation with the leading local newspaper to assure extra leg art in advance of the girls' arrival.

Tie-ups with local auto dealers are being worked out, using a motif built around a photograph of a Harem Sedan Chair, the type used for transporting reclining beauties in historical times. Pitch in the ads proclaims, "Sedan chairs were used by 'Son of Sinbad' Harem Beauties years ago, but modern Beauties prefer. . . ." Co-operating dealers will also provide latest-model autos to meet the Beauties at the airport, with credit banners flying from the cars.

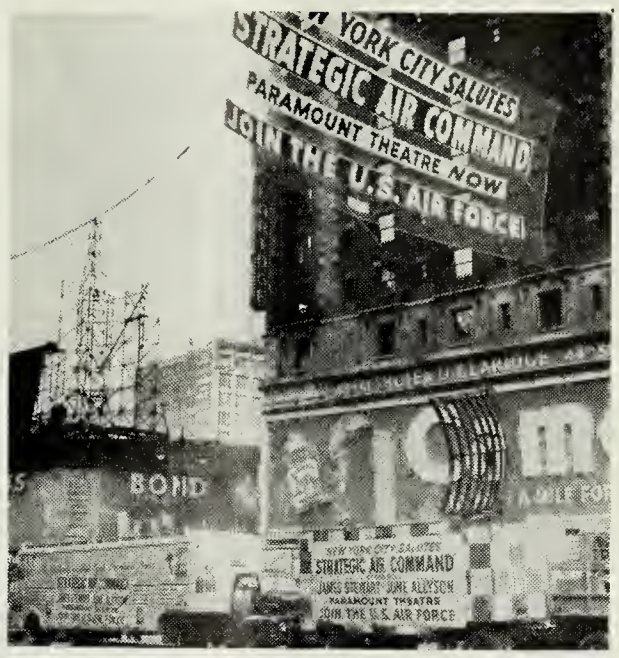
The Harem Beauties' itinerary's: May 2, Denver; 3, Kansas City; 4, St. Louis; 5, Milwaukee; 6-8, Chicago; 9, Indianapolis; 10, Cincinnati; 11, Detroit; 12, Cleveland; 13, Buffalo; 14, Toronto; 16, Pittsburgh; 17, Washington; 18, Philadelphia; 19, Boston, and 20-22, New York City.

Beauties Aid 'Sinbad'



Dale Robertson, star of RKO's Technicolor "Son of Sinbad," bids goodbye to the "Sinbadettes," as the quartette of beauties leaves on a national tour in advance of the film. The girls are (l to r): Andrea Cleve, Susan Ames, Dorothy Van Dyke and Yvonne White.

Horizontal VistaVision Debut









A record first-week gross of $108,000—highest since the N. Y. Paramount began operating on an all-film policy—was announced as Paramount's horizontal VistaVision-Technicolor "Strategic Air Command" began its second week at the showplace. Gala premiere, attended by stars, Air Force dignitaries and industry executives is pictured top, left. Top, right: a huge aerial banner saluting the picture spans the widest part of Times Square, "the crossroads of thet world," as decorated Air Force trucks are parked across the street from the theatre. Bottom, left: "SAC" star James Stewart interviews Academy Award winner Grace Kelly in front-of-theatre telecast over Arthur Godfrey's CBS-TV show, as Danny Kaye and Godfrey look on. Bottom, right: Robert K. Shapiro, mng. dir. N. Y. Paramount; Leonard Goldenson, AB-PT president, and Edward Hyman, AB-PT vice-president meet in the lobby.

Increased Advertising Hinted By Universal

Strong indications that the current year will see U-I's pre-selling display advertising program in national magazines and Sunday newspaper supplements topping its 1954 record was given this week by vice-president David A. Lipton. The studio's expenditure during 1954 amounted to $650,000, an increase of 140 percent over the 1953 budget.

Lipton made the 1955 prediction to establish, he said, "further evidence of our confidence in pre-selling . . . in accord with what exhibitors for years have advocated." The U-I executive is currently in New York charting the record ad budgets for "The Shrike," to be released in Sept. after a series of important key city openings during July and August, and for "To Hell and Back."

Universal's current 17 weeks "Charles J. Feldman Annual Sales Drive" concludes today with what is expected to be one of the biggest week's business in the company's history. With 53 representatives from four continents attending, U-I's European Sales Conference will convene in Barcelona, Spain, on May 16 to work on an agenda which includes the screening of latest product.

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Distributed by RKO RADIO PICTURES

Directed by ALLAN DWAN • Screenplay by TALBOT JENNINGS and HOBART DONAVAN • Produced by BENEDICT BOGEAUS

One of a series of three magazine Ads

FROM RKO THE SHOWMANSHIP COMPANY

Independent Trade Reviews

"Lady And The Tramp"

(Buena Vista) CinemaScope-Technicolor 75 Min.

Credits: A Walt Disney Production; Associate producer, Erdman Penner; Directed by Hamilton Luske, Clyde Geronimi and Wilfred Jackson; Story by Penner, Joe Rinaldi, Ralph Wright and Don DaGradi; Songs by Peggy Lee and Sonny Burke; With the talents of Miss Lee, Barbara Luddy, Larry Roberts, Bill Thompson, Bill Baucon, Stan Freberg, Verna Felton, Alan Reed, George Givot, Dallas McKennon, Lee Millar and the Mello Men.

Walt Disney's first cartoon feature in CinemaScope is a charming Technicolor tale of canine life. Boasting several appealing songs, "Lady and the Tramp" should find a ready children's market and a measure of response from the adult world. Constant showings of selected scenes from the film on Disuey's TV program have served to stimulate a tremendous want-to-see among youngsters. In "Tramp," the characters are drawn with the usual consummate artistry of a Disney operation. The plot complications in which they become involved are, by turns, suspenseful, cute, tender and sad. There is no uudue violeuce to scare the kiddies in any of these. Central figure is, in fact, oue of the most adorable of Disney creatious. This is a cocker Spaniel nauied "Lady." She is befriended and wooed by a mutt who speaks gutter English in an amusing style. Together, they run the gamut of dog experieuces. These range from love in the park and meals at rear entrauces of restaurants to encounters with muzzles and dog catchers.

Prior to the appearance of the mutt, the story is concerned with "Lady's" growth as a pup. Her problems begin when the humaus with whom she lives decide to have a child. "Lady" is thus shown less attention. She meets the mutt and becomes susceptible to his soldier-of-the-road way of life. "Lady's" uufortunate encounter at houe with a couple of Siamese cats provides the springboard for her adventures with the mutt. These include an amusing sequence with a beaver in a zoo; a gay supper party in the back yard of an Italian restaurant; an exciting encounter with a vicious rodent. It is interesting to note that the dogs act like canines in the presence of humaus. When alone or in the company of other creatures, they take on the behavior patterns of their masters. Adults may find in these characteristics a supply of humor. The Chihuahua speaks like the stereotype of the Mexican; the Scotch Terrier acts and talks like a caricature of a Scotsman, etc. Additional adult appeal is to be found in some of the film's songs. One, "Bella Notte," is already a Hit Parade entry. Others include a torchy ballad sung by a female hound of shady repute, a Christmas tune and a novelty rendered by Siamese cats.

"Kiss Me Deadly"

(United Artists) 105 Min.

Cast: Ralph Meeker, Albert Dekker, Paul Stewart, Juano Hernandez, Wesley Addy, Marion Carr, Maxine Cooper, Cloris Leachman, Gaby Rodgers.

Credits: Presented by Victor Saville; A Parklane Picture; Produced and directed by Robert Aldrich; Screen play by A. I. Bezzerides; From the novel by Mickey Spillane.

A super-charged mixture of violence, sex and confusion is rocketed houe in this slick transformation of the highly popular Mickey Spillane detective novel. Picture is guaranteed to furnish the action fan with more than he seeks. It is packed with women's shrieks, crushed fingers and heads bounced against concrete walls. A seusational climax, in which a radioactive element sets off a weird and ugly series of fires and explosions, is sure to knock the senses out of any audience for at least 10 minutes. This is hard stuff: "Deadly" has murder and mayhem in every reel. Story jumps from sex to sadism constantly. The Spillaue name, of course, indicates profit. This author's pocket book novels are still selling like hot cakes. Due to the nature of the proceedings, film is unpalatable for the younger set.

"Deadly," although technically proficient, has a story that defies logic in its unmotivated plot turns. As the narrative opens, Mike Hammer, private eye, played by Ralph Meeker, is found aiding an hysterical woman in distress. After her murder, Hammer risks every sort of menace known and unknown to man to uncover her killers. His motive for the search is never too clear. Although the identities of the murderers are obvious to a whodunit audience, the wicked situations in which Hammer becomes involved commaud attention. So do the equally wicked things he does to seemingly innocent bystauders. As the action progresses, the main and minor characters die off like flies. By the time the climax arrives, only two villains remain. One, as is usual in Spillane stories, is female. Both are killed as Hammer rescues his feminine assistant from a radioactive death.

"Shotgun"

(Allied Artists) Technicolor 81 Min.

Cast: Sterling Hayden, Yvonne De Carlo, Zachary Scott, Guy Prescott, Robert Wilke, Angela Greene, Paula Marion, John Pickard, Ralph Sanford.

Credits: Produced by John C. Champion; Directed by Lesley Selander; Written by Clark E. Reynolds and Rory Calhoun; Additional dialogue by Champion.

This superior western is one of Allied Artists' new crop of "A" pictures and it seems to forecast a big future for the company if they can keep up this staudard. A well-plotted, suspenseful screen play gives cast toppers Sterliug Hayden, Yvonne De Carlo and Zachary Scott and their supporting players a lot to work with aud they all come across strongly. The story is loaded with fresh plot twists that add greatly to the action. The film is beautifully photographed for wide screeu in Technicolor and the musical score is a standout. The film, which tells the story of an ex-outlaw, now a lawman, who is out to avenge the death of a marshal, the best frieud he ever had, who has been shotgunned to death by an outlaw on the run with his cohorts. There is plenty of scenic beauty in the locations chosen by Producer John Champion, who if one is entitled to use a pun, has a champion picture that will do top box office everywhere.

Marshal Lane Chandler is shotgunned to death by outlaw Guy Prescott, and Deputy Sterling Hayden, armed with a shotgun, goes after Prescott. On the trail, Hayden comes across one of Prescott's henchmen, Robert Wilke, who has been tied to a snake trap and left to die. With him is Yvonne De Carlo, a halfbreed girl. Hayden is forced to kill Wilke in self defense as he travels on with Yvonne. They cross trails with a bounty hunter Zachary Scott, who is after Prescott for the reward. Prescott, who is running guns, is on his way to the Apaches. The Apaches attack Hayden's party and pin Scott to a tree with an arrow. Rather than suffer, Scott kills himself and Hayden goes on with Yvonne. When they arrive at the Apache camp, Prescott is there. Hayden tells the chief, Paul Marion, that he wants Prescott and Marion tells them that they must fight a duel with shotguns. Prescott turns coward during the duel and Marion slays him with an Apache spear and leaves Hayden and Yvonne go free.

"The Marauders"

(M-G-M) Eastman-Technicolor 81 Min.

Cast: Dan Duryea, Jeff Richards, Keenan Wynn, Jarma Lewis, John Hudson, Harry Shannon, David Kasday, James Anderson, Richard Lupino.

Credits: Produced by Arthur M. Loew Jr.; Directed by Gerald Mayer; Screen play by Jack Leonard and Earl Felton; From the novel by Alan Marcus.

An off-beat westeru in which a gang of die-hard ranchers and their hirelings repeatedly attempt to kill off a trio of homesteaders is well visualized in this Eastman Color adventure. Picture supplies several unusual plot situations which serve to hold interest on the activities of a particularly unsavory crew of villains. Since proceedings are confined to an open plain on the Arizona wastelands and to a small shack, events take on a rarefied and sometimes suspenseful atmosphere. "Marauders" thus has the earmarks of a western that should fare suitably with action and general audiences alike. Dan Duryea, as the chief menace, a frustrated bookkeeper with a perverted yen for power, turns in an interesting if over-acted portrayal. Jeff Richards, occupying less screen time as the heroic homesteader, does a good job. Same cau be said for Keenan Wynn, as Duryea's lieutenant, and Jarma Lewis, who plays opposite Richards.

Duryea takes command of a band of killers hired by the late Harry Shannou to evict Richards from his homesteading site iu Arizona of 1875. Richards' employment of novel TNT devices aud rapid-fire rifles confuses Duryea as to the number of opponents he must face to defeat the homesteader. Due to the great losses suffered by the killers, Duryea is forced to command them at gunpoint and constant attempts on his life are made. Situation for the killers is confounded also by their lack of water. Richards meanwhile wins the respect of Miss Lewis and her young son after the father meets a violent death at the hands of Duryea's men, and together they rig up an ingenious catapult for the tossing of TNT charges against the enemy. Climax finds Richards and Miss Lewis on top due to the success of their contraption and the defection of Duryea's remaining cohorts.

"The Man From Bitter Ridge"

(Univ.-Int'l.) Eastman Color 80 Min.

Cast: Lex Barker, Mara Corday, Stephen McNally, Trevor Bardette, John Dehner, Myron Healey, Warren Stevens, Richard Garlond, Jennings Miles, John Cliff, Ray Teal, John Harmon.

Credits: Produced by Howard Pine; Directed by Jack Arnold; Screen play by Lawrence Roman; Adaptation by Teddi Sherman; Based on a novel by William MacLeod Raine.

Fast-paced and boasting plenty of physical action, Universal's latest western entry, "The Man From Bitter Ridge," will be a solid supporting feature. Starring Lex Barker, Stepheu McNally and Mara Corday, aud touchiug on the conflict between cattlemen and sheepherders in the Old West, the film gets vigorous and muscular performances from the two male stars, and a decorative assist from Miss Corday, who is loved by both. The three leads form an interesting marquee combination, and Eastman Color will also help to sell the picture.

Interest never lags, with plenty of ambushes, slugging brawls, fires and treachery enlivening a standard plot, which centers around the efforts of a politically ambitious man, Ranse Jackman, to take over the cattle town of Tomahawk, and then to move into control of the state. Playing on the hatred of the townspeople for the sheepherders who live on the outskirts of town, Jackman engineers stagecoach holdups to finance his campaign for sheriff, and then blames the holdups and subsequent murders on the sheepmeu, headed by McNally. Barker comes to town as an investigator for the stage outfit, is nearly lyuched, nearly murdered, and finally teams with Mc-

(*Continued on page* 22)

GREAT TALENT MAKES GREAT PICTURES!



"Now hear this"—all preview reports roar approval of "Mr. Roberts," six-year all-time hit of Broadway stage now brought to screen. After-production group shot gathers: Henry Fonda, "Mr. Roberts" himself; skipper James Cagney; Leland Hayward, producer; William Powell, Doc; Jack Lemmon, Ensign Pulver; and directors Ford and LeRoy. Production is being readied for early summer release. *(CinemaScope, WarnerColor.)*



Shelley Winters' torrid love scene with Jack Palance climaxes "Jagged Edge," Warner Bros. drama of lawless violence shot on location in majestic grandeur of the Sierra Nevada Mountains. *(In CinemaScope and WarnerColor.)*



Trumpet playing Jack Webb salutes first of his leading ladies, songstress Peggy Lee in scene for WarnerColor and CinemaScope "Pete Kelly's Blues." Ten year plan of musical research results in switch of roles for Jack Webb from famed Sgt. Friday to trumpet-playing band leader during early jazz days.



Stress of modern youth finds James ("East of Eden") Dean and Corey Allen in dramatic scene directed by Nicholas Ray for "Rebel Without A Cause." *(CinemaScope, WarnerColor.)*



No candelabra needed for Liberace as studio production team beam upon his brilliant run-through of special material written for "Sincerely Yours." Pre-production meeting for picture slated for an early May starting in CinemaScope and WarnerColor gathers, *(L. to R.)* George Liberace, Writer Irving Wallace; Studio Music Head Ray Heindorf; Producer Henry Blanke and Director Gordon Douglas.

WE'RE DOING THINGS HERE AT WARNER BROS.

Discount Policy Aimed at Youths

A promotional policy aimed at bolstering attendance among the 12-17 age bracket has been worked out by Interstate Circuit, Inc., for inauguration in May at theatres of the Texas chain. Idea is to issue "Movie Discount" cards entitling holders to reduced admission privileges.

The laminated plastic cards will be sold for $1 and will be good for one year from the date of issuance. The plan is a continuous one, with holders of cards allowed to purchase new ones at the end of each 12-month period until they reach their 18th birthday.

The card will provide reductions up to 50 percent of adult admissions which the teenage group has been paying. A bookkeeping system is being set up to handle applications and renewals.

Advertising will point up the fact that the card will make it possible for the 12-through-17 year age group to see almost twice as many movies at Interstate theatres for the same amount of money previously paid for adult priced tickets. Parents who give allowances to their children will be made cognizant of the savings they will derive as a result of the new plan, too.

Manuals Prepared

A special publicity and advertising campaign manual will be supplied each theatre in the circuit. Following a one-week teaser campaign on screens, in lobbies, through newspaper stories and radio spots, approximately three weeks before the end of school the entire state will be bombarded by a barrage of advertising, publicity and exploitation stunts, hitting simultaneously in all 21 towns of the circuit.

In preparation are advance and current newspaper ads carrying application blanks, which will guarantee fast and complete distribution. Additionally, application blanks will be available on thousands of heralds to be handed out in theatres and at schools. A novelty form of newspaper ad will be a four-column cartoon by a celebrated Texas newspaper cartoonist. It will be published in school papers and dailies.

The screens of a hundred theatres will sell the plan through animated advance and current trailers, which will be changed regularly. Colorful 40x60 posters, hangers, streamers and stickers will bedeck the foyer, outer lobbies and marquees.

Unusual radio spot announcements will utilize the voices of well-known motion picture stars; and vocals, telops and announcements will be made on television. Outdoor posting will include three-sheets, 24-sheets and public bus cards; and announcements will be made at scores of weekly Saturday morning kid shows.

R. J. O'Donnell, vice-president and general manager of Interstate, said he believes the plan will work to the mutual advantage of youths and theatres. "Youngsters will be given an opportunity to see more movies,

(*Continued on page* 24)

Merchant Tie-Up Story Brings Strong Response

Strong response from various part of the nation to a recent COMPO ad that appeared in "Editor & Publisher" detailing a circuit's tie-up with local Wisconsin merchants has been reported in the latest and 42nd series ad. Response has come in the form of letters requesting copies of the Beloit, Misc., "Daily News" movie section that carried the advertising tie-up.

The advertising manager of the "News," in expressing his paper's gratitude to COMPO for spreading the information about the tie-up, noted that in Beloit cooperation between newspaper, theatre and merchants "only typifies what can be accomplished by a theatre management in any town. . . . The efforts of its (theatre) management for the betterment and growth of Beloit have touched upon nearly every facet of our community's life."

All-Industry Production

Nickelodeon's Golden Anniversary Offers Solid Exploitation Fodder

PITTSBURGH.—The Golden Anniversary of the Nickelodeon, which opened here June 5, 1905, under the sponsorship of the late Sen. John P. Harris, will become a nationwide celebration this June. Events will be focal pointed from this city and will get underway when Pennsylvania Gov. George Leader proclaims June 1-8 as the Nickelodeon's Golden Anniversary Week.

Exhibitors throughout the nation are planning to join the festivities by tying up local shows with the anniversary. According to John H. Harris, son of the founder and president of Harris Amusement Companies, the celebration "is a campaign for showmen, there won't be any press books."

Harris told theatremen that "we will just pass the information on to you for what it's word. . . . and you take it from there. You know your business and what you can do and what is worth-while." Harris did, however, furnish booking and publicity suggestions for exhibitors who want to stage special promotions in connection with the anniversary. Some of these follow:

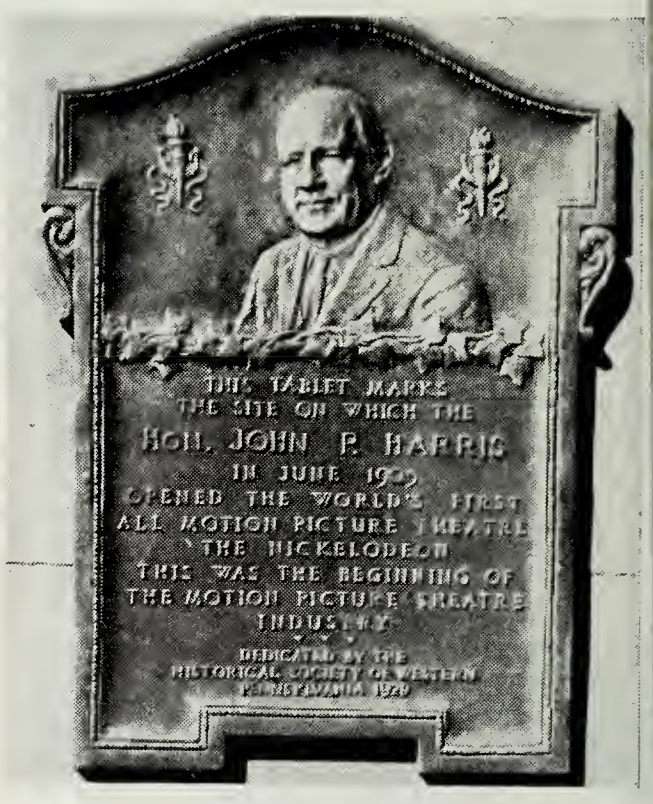
Select the very best possible pictures for June playoffs; or at least the best of the month for the week of June 1-8. Book top shorts in addition to features to tie in with the reminder that Nickelodeons played shorts. Book a silent short or feature of the early days as a novelty offering.

Have the city's mayor and/or state's governor declare the month or week in tribute to the Nickelodeon and stage interviews with old-timers who attended the first local emporium in town.

Set up a special dinner in honor of the oldest exhibitors in the area and have local and regional notables present. Speeches can play up the advantages of the theatre to the locale.

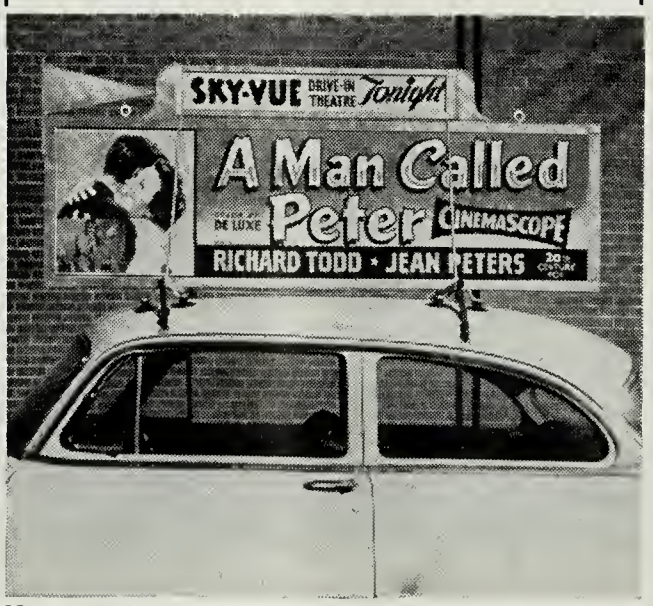
A miniature Nickelodean could be built as a lobby display, and marquee hanging signs, etc.' can acquaint patrons with the meaning of the occasion. Displays in department stores can be tied to the theme of how things were locally 50 years ago.

Newspapers can also stress the leading events of local life a half-century back and trailers on the screen in advance and running through the campaign can add zest to the celebration.



Tablet honoring the memory of Sen. John P. Harris, founder of the first Nickelodeon 50 years ago this June, dedicated by the Historical Society of Western Pa., was erected on the Pittsburgh site of the first all-motion picture house.

NSS Auto Eye-Catcher



National Screen Service's new approach to mobile outdoor advertising is the Travel-Ad, all-aluminum poster frame that fits on top of cars.

UA Outfits "Stranger" With Record Ad Budget

A tremendous advertising budget, which Francis M. Winikus, national director of advertising, publicity and exploitation for United Artists, described as bordering on an all-time high, has been allocated for that company's release of Stanley Kramer's "Not As A Stranger." Budget will be part of a $6,000,000 promotional outlay that the company intends for its 48 features this year, Winikus told the trade press last week.

UA already spent approximately $550,000 to exploit "Stranger" thus far. Last year, the company paid out $4,800,000 to advertise 50 releases. This year's group of UA top-liners, including "Summertime," "Marty," "Night of the Hunter," "Gentlemen Marry Brunettes" and "The Kentuckian" may receive a combined budget of $4,000,000, Winikus disclosed.



ARE YOU ~~T~~S TELLING YOUR AUDIENCE?

If you're not . . . you're overlooking the opportunity to exploit a great advertising medium...your screen! It's the one medium that captures 100% audience attention.

Your patrons are ready for your pitch... so tell 'em and sell 'em! Yes, sell all your shows, all your special events, services and promotions from your screen—with trailers!



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Independent Trade Reviews

(*Continued from page* 18)

Nally to bring the outlaws to justice, and reconcile the opposing factions. Meanwhile, he wins Miss Corday's love and decides to settle down with her in the town.

"A Bullet For Joey"

(United Artists) 85 Min.

Cast: Edward G. Robinson, George Raft, Audrey Totter, George Dolenz, Peter Van Eyck, Toni Gerry, Bill Bryant, John Cliff, Steven Geray, Joseph Vitale, Sally Blane.

Credits: Produced by Samuel Bischoff and David Diamond; Directed by Lewis Allen; Screen play by Geoffrey Homes and A. I. Bezzerides; Original story by James Benson Nablo.

Vivid action house marquee bait is strung out in the names of Edward G. Robinson and George Raft for this melodrama about a spy ring's kidnapping of an atomic scientist. Picture follows through with a competently contrived plot, enough action and pacing to satisfy an audience, and a neatly wrought climax. Program slotting is thus in order for "A Bullet for Joey." Characterizations find Robinson as a Canadian police inspector investigating a series of seemingly unconnected murders together with the strange appearance in the Dominion of a deported thug. Latter, played by Raft, has the background of a Capone, and seems to know all the angles. His one-time moll, Audrey Totter, is employed to lure the scientist into the spy ring's clutches. Sequences involving her efforts supply "Joey" with some romance.

Lensing in Montreal locales adds a semi-documentary flavor to the proceedings. Authenticity, however, is side-tracked by the rather pat plot situations. When Peter Van Eyck, spy master, hires Raft to kidnap the scientist, Robinson gets wind of the scheme and tightens a security net. Miss Totter, disgusted by the situation and in love with the scientist, abandons her assignment. But Raft puts the pressure on her and goes through with the kidnapping. Robinson is meanwhile trapped by Raft and Van Eyck. He learns the latter's true identity and, by appealing to Raft's patriotism, saves the scientist. Raft dies in the attempt, but not before absolving Miss Totter from guilt.

"The Big Tip Off"

(Allied Artists) 78 Min.

Cast: Richard Conte, Constance Smith, Bruce Bennett, Cathy Downs, James Millican, Dick Benedict, Sam Flint, Mary Carroll, Murray Alper, Lela Bliss, G. Pat Collins.

Credits: A William F. Broidy Production Produced by Broidy; Directed by Frank McDonald; Written by Steve Fisher.

"The Big Tip Off" is a good melodrama that is well produced. It has a good story premise and holds the interest of the audience except for the closing minutes when its climax strains the credulity of the onlooker with a too pat solution to a complex situation. A girl who is choked and thrown off the end of a long pier suddenly turns up washed ashore alive and Richard Conte, wounded so badly that he thinks that he is dying, suddenly doesn't feel too bad anymore. With the exception of these factors, the film is well paced with some entertaining musical interludes woven into the proceedings. Conte delivers a solid performance and Constance Smith comes across as a sexy leading lady with a great deal of acting ability. In the general market, this one will do okay with strong exploitation and selling using the title and Conte's name as marquee bait.

Bruce Bennett comes by to see Conte, a newspaper columnist, after 10 years and brings with him Constance Smith, his secretary in a so-called charity organization, which raises funds. With the aid of Conte, Bennett and Constance get to handle a church bazaar, which they promote successfully. During this time, Conte has been getting anonymous gangland tips telling him of various murders almost as they happen. He parlays this information into newspaper headlines and gets put in jail, because he won't reveal the source of his information. His case becomes a sensation and he a national figure. When Conte gets out of jail, Bennett persuades him to present a money raising telethon to raise funds for a hospital. The telethon goes on, and before Bennett can leave to attend it, Constance, who is in love with Conte, tells Bennett that she is going to tell the police that Bennett plans to steals some of the telethon money and make Conte the fall guy. Bennett chokes Constance and throws her into the ocean. He steals the money then frames Conte who escapes police and kills Bennett. He finds Constance and she vouches for his innocence.

"Chance Meeting"

(Pacemaker) 94 Min.

Cast: Odile Versois, David Knight, Joseph Tomelty, Paul Carpenter, Theodore Bikel, Jill Adams, David Kossoff, John McLaren, Betty Marsden, Peter Illing, Peter Dyneley, Bernard Rebel.

Credits: Produced by Anthony Havelock-Allan; Directed by Anthony Asquith; Screen play by George Tabori and Robin Estridge; From Tabori's story, "The Young Lovers."

Winner of the British Film Academy Award for the best screen play of 1954, "Chance Meeting" is an unusually tender story about young love, made vivid and memorable by an intriguing and allegorical plot. Brilliantly directed by Anthony Asquith and sensitively acted by Odile Versois and David Knight, it tells the story of a lonely intelligence clerk in the U.S. Embassy in London, and the equally-lonely daughter of a Russian or satellite minister to England, who meet by chance and fall in love, without knowing each other's identity. Soon discovered, their meetings are forbidden by their country's diplomats, who cannot believe that between them love is possible. Spied upon, threatened, and finally forced to flee, the innocent but determined lovers persist.

Slowly paced for the most part, and boasting no marquee names, the film won't appeal to all tastes, and is best suited for art-houses. Still, a memorable chase at the finale is reminiscent of the best British suspense films, and there is a frank bedroom scene, culminating in the birth of an illegitimate child. This scene, in the reviewer's opinion will not be considered objectionable by most audiences. Background music is "Swan Lake," richly orchestrated and woven into the plot, and ballet scenes are well presented. Highly dramatic scenes occur when the "Russian" girl preaches the doctrine of love over politics to her autocratic father; also, when the American invades the "enemy" embassy to kidnap his sweetheart. The final scene, when the young lovers escape through a storm, in a small skiff, to some "third" land where their love will be possible—while the representatives of both countries realize their errors—is symbolically and dramatically moving.

"Five Guns West"

(American Releasing Corp.) Pathecolor 78 Min.

Cast: John Lund, Dorothy Malone, Touch Connors, Bob Campbell, Jonothon Haze, Paul Birch, James Stone, Jack Ingram, Larry Thor.

Credits: Produced and Directed by Roger Corman; Screen play by R. Wright Campbell.

"Five Guns West" an above average western with a good story premise which manages a great deal of the time to look much more expensive than its budget and is good entertainment. The picture, which deals with five convicted criminals who are given amnesty for joining the Confederate army, is well cast. With proper selling, ARC should do okay with this one and so should the exhibitor. Pathecolor photography is impressive.

Five criminals, with John Lund, really a Confederate officer planted among them, are given amnesty by the Confederate Army, which swears them in as soldiers and gives them the assignment of waylaying a stage coach, carrying needed gold and a runaway traitor officer, Jack Ingram. As the men progress on their trek, each plots against the other with an eye toward getting the gold. They discover that Dorothy Malone is running the coach office. Each of the criminals covets Dorothy. The stage coach is successfully ambushed, and the killers start squabbling over the gold with only Lund wanting to take it back to the Confederate post. One by one the killers are shot down by Lund, who takes cover with Dorothy. One outlaw decides to ignore everything and rides off. Lund kills off all the badmen, takes Ingram South. He will return to Dorothy when the war is over.

"Front Page Story"

(Associated Artists) 95 Min.

Cast: Jack Hawkins, Elizabeth Allan, Eva Bartok, Derek Farr, Michael Goodliffe, Martin Miller, Walter Fitzgerald.

Credits: Produced by Jay Lewis; Directed by Gordon Parry; Screen play by Jack Howells and Lewis; Adaptation by William Fairchild and Guy Morgan; Based on the Robert Gaines novel.

A day in the pulsating life of a British newspaper is detailed with melodramatic insensity in this engrossing import. Due to a fairly rapid pace of narrative, interesting characterizations on the part of some of the paper's reporters, and intricate editing, picture should hold its own in both art and general situations. Presence of Jack Hawkins as the key editor is of some marquee help. His performance sets the standard for a number of convincing portrayals in a picture that sports more logic than coincidence for its dramatic high points.

Hawkins, feeling that big news is about to "break," cancels a vacation with his wife, thus alienating her affections. At the office, Hawkins assigns one reporter to cover the operation of a penniless woman with five children; one to cover a mercy killing trial; another to interview an atom scientist. The camera follows each assignment, and also Hawkins' wife in her decision to leave him. It develops that the scientist is arrested for passing information to a foreign agent; the poor woman dies, and the mercy killing case ends in surprising tragedy. Hawkins, meanwhile, learns that his assistant had had an affair with his wife, who they think has been killed in a plane crash. Hawkins later discovers that the latter news was false. Reunion with his wife seems imminent.

"I Cover The Underworld"

(Republic) 70 Min.

Cast: Sean McClory, Joanne Jordan, Ray Middleton, Jaclynne Greene, Lee Van Cleef, James Griffith, Hugh Sanders, Roy Roberts, Peter Mamakos, Robert Crosson, Frank Gerstle, Willis Bouchey, Philip Van Zandt.

Credits: Associate producer, William J. O'Sullivan; Directed by R. G. Springsteen; Screen play by John K. Butler.

"I Cover the Underworld" is a fair programmer that should get by on the lower half of double bills. Sean McClory makes his dual role, that of a divinity student, whose twin brother is a notorious gangster, seem believable. There isn't too much logic in the script, but there is enough action in spite of the tired story formula used. Studio should get a nod for using both McClory and attractive Joanne Jordan, new star names, in the lead spots. The title is very good as exploitation bait, even though it doesn't fit the story or the picture.

McClory a divinity student, comes to prison to see his soon-to-be paroled brother and try and talk him out of returning to crime. He has his brother into solitary so that he can go back to the city and pose as his gangster brother and get evidence to break up the waterfront mobs. He succeeds in convincing his brother's gang, Lee Van Cleef, James Griffith and Frank

(*Continued on page* 24)

Deadline Extended For Pay-TV Issue

(*Continued from page* 13)

of pay-to-see TV. President De Witt Emery asked: ". . . since the dual source of both advertiser and subscriber revenue gives us more and better newspapers and magazines, why not subscriber income for television?"

He argued that the FCC had allocated spectrum space for more than four times the number of stations actually in existence, and yet new stations are not being built, and some older ones are closing down. "Something is still missing in the economics of the TV industry," he said. "If, as is reasonably claimed, subscription television has the potentials of making more TV stations economically supportable — especially in the smaller towns and cities — then it certainly will help all business," Emery asserted.

The Madison Suare Garden, in a statement signed by John Reed Kilpatrick, president, also allied itself with subscription video, and predicted that pay-to-see TV and free TV "can develop and prosper side by side."

Toll TV would definitely "expand sports television coverage, rather than restrict or limit it," the statement said. It cited audience reaction to theatre TV, indicating that the box office draw of closed circuit video shows that people are willing to pay to see worthwhile programs, and will even leave their homes to see the right program. Only the economic law of supply and demand will determine the future of toll TV, the statement concluded.

On the other hand, Father Duffy Post, Catholic War Veterans of America, speaking on behalf of thousands of hospitalized veterans in all parts of the country, petitioned the FCC and Congress to refuse requests seeking approval of Pay-To-See Television.

Metro Announces 65mm. Process

(*Continued from page* 12)

most gigantic of all screens and at the same time provide negative from which improved CinemaScope, wide screen and standard prints may be made.

The new system will reportedly be filmed with cameras having conventional-type mechanisms adapted to handle double-sized film. The special camera lenses developed for the system by Panavision Incorporated will provide for simple operation, minimum weight and photographic images with a sharpness of focus and freedom from distortion not hitherto achieved in large-screen presentations, it was stated.

Experiments with the new process, it was explained, dates back to the early wide-screen effects used in the first "Billy The Kid" film made by M-G-M nearly 25 years ago. The early development and scientific study of wide-screen processes was continued by the studio's technical staff in order to produce an eventual system capable of the finest photography and projecton to meet the M-G-M demand and which at the same time would result in a system readily adaptable to future variations of picture exhibition, if they should occur.

It was pointed out that any improved method of photography and projection of motion pictures which would not provide a potentially equal improvement in flexibility in the presentation of sound would be incomplete.

Therefore, M-G-M's new 65mm. system was designed so that the exhibition prints, whether of the type for the largest screens or the CinemaScope and standard screens, will accommodate sound tracks of the present standard types whether optical or magnetic, as well as super-stereophonic sound for the largest screens in either magnetic or optical forms, according to Wesley C. Miller, in charge of the sound department, who advises that these super-stereophonic forms of recording will be incorporated into his department with a minimum modification of present recording equipment.

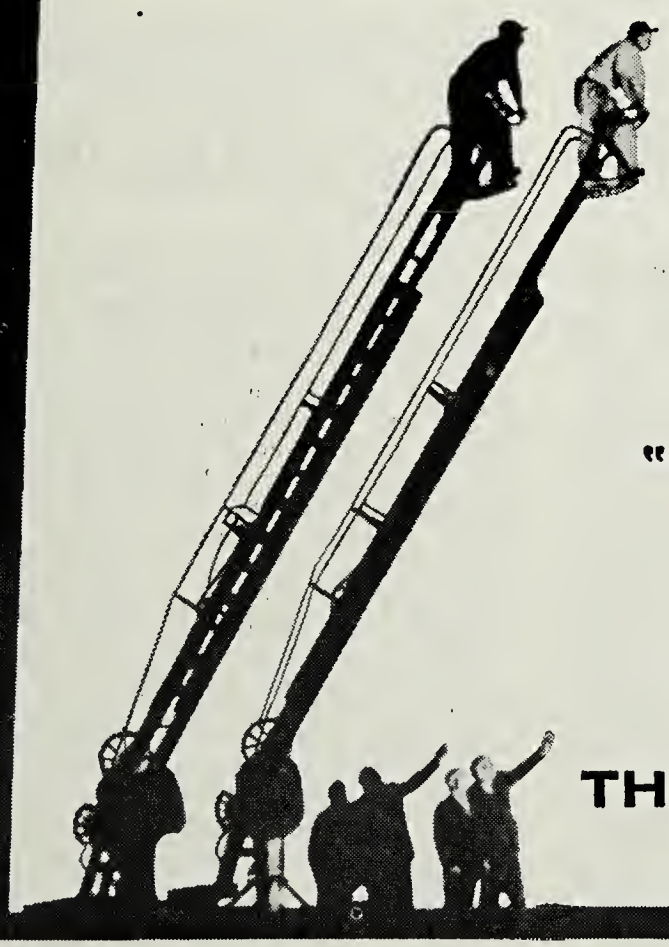
Mannix announced also expansion of studio facilities, including redesign of the industrial center under direction of William Spencer, increasing by 200 per cent the productive capacities of carpenter shop, mills, machine shop, paint department and other units in this important group.

With completion of the redesigning plans approved by Spencer, rebuilding of the industrial center is already underway and is being rushed to readiness to meet the production program scheduled for this summer, said Mannix.

At the same time, J. E. Tucker has completed installation of new processing equipment in the laboratory, reconverting these facilities to increase the development of color film to a capacity of three million feet a week, enabling M-G-M to not only process its own production negative of color films but also supply release prints of uniform quality to the world market.

Important innovations also are reported as being carried out in sound techniques by Wesley Miller and include many developments in recording and projection of greater simplicity and improvements never before possible. In this scientific field, it was said, Miller and his associates have achieved technical advances that contribute importantly to the utilization of the 65 mm. film process now to be adopted by M-G-M.

Miller also has directed installation in the M-G-M British studio of similar conversions.



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Para Sales Heads In Re-Alignment



Principals in the top echelon re-alignment of Paramount's domestic sales organization announced by George Weltner (center). head of world-wide sales, were E. K. (Ted) O'Shea (left) now in charge of eastern U.S., and Hugh Owen (right), now in charge of western U.S. Owen was also elected a vice-president of Paramount Film Distributing Corp.

GEORGE LAIT, resigned as publicity director at Columbia, joined the Paramount publicity department to handle special exploitation assignments.

ROBERT J. RUBIN becomes a vice-president, and moves into a top administrative post, for Paramount Film Distributing Corp. SIDNEY G. DENEAU and E. A. PITTER JR. become assistants to Ted O'Shea and Hugh Owen, respectively.

ROY BRICKNER was appointed head of the Warner Bros. trailer department, succeeding ART SILVER, whose assistant he has been for several years. Silver now heads the "Behind the Scenes" division of the Warner ABC-TV project.

CARL GOLDMAN was appointed executive secretary of Independent Exhibitors of New England, affiliated with National Allied, following Ray Feeley's resignation after nine years of service. Goldman was previously a booker with Affiliated Theatres Corp.

MYRON L. KERNEY of Rochester was named manager of the new amateur film sales division of Eastman Kodak Co. His former post as manager of the amateur accessories sales division of the company was taken by CHARLES J. MCNARY.

New Discount Policy Geared For Youths

(*Continued from page* 20)

thus bringing heavier patronage to the theatres and instilling the movie-going habit in an increasing number of people who will continue attending the movies after they reach 18 years of age," O'Donnell declared.

The action by Interstate was inspired by the urging of Leonard Goldenson, president of American Broadcasting-Paramount Theatres, to encourage attendance of young movie-goers with a special price substantially less than the prevailing adult admission charge.

Some years ago Interstate adopted a Junior Ticket plan, but because of a federal excise tax burden, plus some other problems including alleged abuse of the plan by over-age patrons, it was dropped.

Goldenson and Interstate felt that children and young people are among the movies' most faithful customers. Interstate believes that its new plan, nearing completion, will eliminate the "bugs" which plagued earlier ventures into the intermediate age price field.

Single Operator Fight Won By Mass. Xhibs

BOSTON.—The long fight to gain approval of single operators in Massachusetts theatre booths when safety film is used ended in a victory for exhibition with the filing of amended regulations with the Secretary of the Commonwealth.

The new law reads: "In the exhibition of motion pictures, no nitrate film shall be used. All film used shall be acetate film, known as safety film. Every motion picture machine shall be equipped with a dowser handle and control switch operated from either side of the machine. While exhibiting motion pictures, the operator shall devote his entire time and attention to that work. In any theatre where the equipment in the projection booth meets these requirements, and is approved by an inspector, only one operator will be required; otherwise two operators shall be in attendance during the exhibition of motion pictures."

Independent Trade Reviews

Gerstle, that he is his brother until his twin brother breaks out and calls gun moll Jaclynne Greene, who tips off the hoods. In a climax poster. The gangs are wiped out and McClory goes back to finish his studies for the ministry.

"Seminole Uprising"

(Columbia) Technicolor 71 Min.

Cast: George Montgomery, Karin Booth, William Fawcett, Steve Ritch, Ed Hinton.

Credits: Produced by Sam Katzman; Directed by Earl Bellamy; Screen play by Robert E. Kent; Based on the novel, "Bugle's Wake," by Curt Brandon.

"Seminole Uprising" is an average programmer dealing with the cavalry and Indians, this time, the Seminoles. Its story is just a little different from the usual plot for these types of action features and the strongest element here is George Montgomery, who does an even and believable job as the cavalry officer who can't marry the colonel's daughter because it is believed that he is a halfbreed. There is plenty of action here, a great deal derived from stock footage, which has been edited into the picture with obvious skill as to story line, but sometimes the footage isn't too good a match pictorially. However, as a supporting feature, this one will appeal to the outdoor action fan, who isn't too demanding.

Cavalry lieutenant Montgomery is given the job of getting rampaging Seminole chief Steve Ritch back on his reservation. Reporting for this assignment, he comes in contact with the colonel's daughter, Karin Booth. After a battle, Montgomery gets Karin and all is peaceful again.

(*Con't. from page* 22)

"Top Of The World"

(United Artists) **90 Min.**

Cast: Dale Robertson, Evelyn Keyes, Frank Lovejoy, Nancy Gates, Paul Fix, Robert Arthur.

Credits: Produced by Michael Baird and Lewis R. Foster; Directed by Foster; Written by John D. Klorer and N. Richard Nash.

The Arctic Circle serves as locale for the proceedings in this melodrama about Air Force weather observation unit personnel. Because of a talky script that deals too heavily with romance, "Top of the World" will do best in program slots. Names of Dale Robertson, Evelyn Keyes and Frank Lovejoy may be of some marquee help. Story, climaxing with an experimental mission to the North Pole, rarely exploits its action potential. Matching of studio and location gives the outdoor portions of the narrative an uneven pictorial quality.

Robertson, a jet pilot, is transferred to Fairbanks, Alaska, to serve under Lovejoy in the weather observation unit. There he meets his ex-wife, Miss Keyes, owner of the local nitery. Since Lovejoy has a crush on Miss Keyes and the base's public relations officer, Nancy Gates, is set on Lovejoy, Robertson becomes a pivotal figure. When an experimental mission to the North Pole is scheduled, Lovejoy assigns Robertson as commander. The crew becomes stranded on an ice float and Lovejoy rescues them by glider. On the trip back, Robertson decides to re-marry Miss Keyes, who still loves him.

InnovationGoal: Better CS Prints

(*Continued from page* 12)

loss of definition incidental to the duping process, the introduction of effects of all kinds, and such further definition loss as may be due to dye migration or bleeding in some color processes," he told the engineers.

The company experimented with its old cameras turned over on their sides to produce a double frame picture when tests of the first CinemaScope films were being made and Sponable said that it was then decided a larger negative was one definite way to add to CinemaScope definition. To increase the negative size then, he explained, would have involved the making of entirely new cameras.

The 20th-Fox research director emphasized that it is the policy of his company in experimenting with all improvements for new processes "to produce the best possible result for every theatre everywhere. Anything which we may do in the future will be devoted primarily to that end, even though there will undoubtedly be cases in which specially produced pictures may warrant special showmanship handling and, as such, may advantageously receive roadshow treatment."

It was noted that in the use of the four-times area frame, distributing the projection light and heart over the large area is advantageous. "Improved projector mechanisms and cooling methods would alleviate the problem of maintaining good focus in the theatre. So also would the longer focal length lenses which would be used," Sponable pointed out.

Schary Outlines Metro Properties

(*Continued from page* 8)

"KISMET," musical hit, starring Howard Keel, Ann Blyth, Dolores Gray and Vic Damone, directed by Vincente Minnelli, produced by Arthur Freed, and written by Charles Lederer and Luther Davis.

"I'LL CRY TOMORROW," starring Susan Hayward, directed by Daniel Mann, produced by Lawrence Weingarten, and being written by Jay Richard Kennedy.

"JEREMY RODOCK," outdoor story, starring Spencer Tracy, directed by Robert Wise, produced by Sam Zimbalist and written by Michael Blankfort.

Also scheduled for production in June is "FOREVER DARLING," starring Lucille Ball and Desi Arnaz, directed by Alexander Hally, produced by Desilu, and written by Helen Deutsch.

Among the books planned for production are "SOMETHING OF VALUE," Robert Ruark's new novel of Africa, to star Grace Kelly, written and directed by Richard Brooks, and produced by Pandro S. Berman.

"ROBIN HOOD," musical version starring Howard Keel and Jane Powell, to be directed by Stanley Donen, produced by Jack Cummings and will be written by Dorothy Kingsley.

"BEN HUR," to be directed by Sidney Franklin, produced by Sam Zimbalist and written by Karl Tunberg.

"THE FEMALE," starring Ava Gardner, to be directed by George Cukor, produced by Pandro S. Berman, and written by John Lee Mahin.

"MARY ANNE," starring Elizabeth Taylor, to be produced by John Houseman and written by Lenore Coffee.

To be filmed in coming months are "THE LAST HUNT," action novel of the West, starring Robert Taylor, Stewart Granger and Russ Tamblyn, written and directed by Richard Brooks.

"LUST FOR LIFE," adapted from Irving Stone's biography of the great Dutch painter, Vincent van Gogh, starring Kirk Douglas, to be directed by Vincente Minnelli, produced by John Houseman and written by Norman Corwin.

"THE TENDER TRAP," stage hit, starring Frank Sinatra, to be produced by Lawrence Weingarten, and written by Julius J. Epstein.

"THE BARRETTS OF WIMPOLE STREET," to be directed by Sidney Franklin, produced by Sam Zimalist, and written by John Dighton.

"THE TEAHOUSE OF THE AUGUST MOON," to be produced by Jack Cummings and written by John Patrick.

"ALL OUR YESTERDAYS," the dramatic original starring James Cagney, to be produced by Jules Schermer, and written by Dorothy Kingsley.

"GABY," story against the background of the ballet, starring Leslie Caron and Taina Elg, to be produced by Edwin H. Knopf, and written by Frances Goodrich and Albert Hackett.

"WEEK-END AT LAS VEGAS," a musical, to be produced by Joe Pasternak, and written by Isobel Lennart.

Commenting on forthcoming productions of specialized interest, Schary said, "In today's market, there is room for challenging pictures of contemporary background. 'Blackboard Jungle,' which is currently doing record business, is another affirmation of the fact.

"The film we are now making, 'Trial,' will undoubtedly prove equally powerful and profitable.

"Two other pictures, scheduled for immediate production, that fit into this category are 'Fearful Decision' and 'Court Martial.'"

"FEARFUL DECISION" is the story of a father's gamble to save a kidnapped son, to be produced by Nichalos Nayfack, and written by Cyril Hume and Richard Maibaum.

"COURT MARTIAL," to star Glenn Ford, is a story of a hero of Korea, captured and on his return to the United States tried for collaboration and treason, to be produced by Arthur Loew, Jr., and written by Stewart Stern.

Other novels and biographies included "RAINTREE COUNTY," to be produced by David Lewis and written by Millard Kaufman; "CHARLEMAGNE," to be produced by Charles Schnee; "THE WILDER SHORES OF LOVE," starring Elizabeth Taylor, to be produced by Sam Zimbalist and be written by Karl Tunberg, and "THE ROMANCE OF LEONARDO DA VINCI," to be produced by Charles Schnee.

Also "THE POWER AND THE PRIZE," to be produced by Nicholas Nayfack; "RUNNING OF THE TIDE," to be produced by Edwin H. Knopf and written by Christopher Knopf; "THE BIG SIN," to be produced by Nicholas Nayfack, to be written by Don Mankiewicz, and "RAQUEL," to be produced by Lawrence Weingarten and written by Sonya Levien.

Also, "SOMEBODY UP THERE LIKES ME," to be produced by Charles Schnee and written by Ernest Lehman; "HANS BRINKER" or "THE SILVER SKATES," to

(*Continued on page* 27)

About Columbia's Starlets



Big plans for this roster of handsome new personalities have been announced by Columbia Pictures. Proclaimed as "candidates for stardom" are these actors and actresses, some with little experience and others who are already well known to the country's movie fans. Top, l to r, with some of the films they appear in: Kerwin Matthews, "Five Against the House"; Kathryn Grant, "Cell 2455, Death Row"; Adelle August, "Five Against the House"; Jena Mason; Jack Lemmon, "My Sister Eileen"; center, l to r: Robert Francis, "They Rode West"; Dianna Foster, "The Violent Men"; Betsy Palmer, "The Long Gray Line"; May Wynn, "The Violent Men"; Dick York, "My Sister Eileen," "The Gentle Wolfhound"; bottom, l to r: Brian Keith, "The Violent Men"; Kim Novak, "Five Against the House"; Lucy Marlow, "My Sister Eileen"; Connie Towers; Bill Leslie, "The Queen Bee."

During an era when it is too often proclaimed that Hollywood has not enough top box office stars, Columbia Pictures looms as one major producing company determined and able to do something about it.

They have taken newcomers like Dianne Foster and Robert Francis and given them leads in important pictures. Both Miss Foster and Francis were the only star names in "The Bamboo Prison," a recent Columbia release, along with another star the studio is building, Brian Keith.

Anne Bancroft, another Columbia contract player, has the femme lead in "Last Frontier," an important film in color by Technicolor, in which she co-stars with Victor Mature, Guy Madison, Robert Preston and James Whitmore.

Adelle August, who has been groomed carefully by the studio and who has already attracted attention in "Women's Prison," is playing her first lead in "Renegade Roundup," opposite Bill Williams and Tex Ritter.

Both Betsy Palmer and Lucy Marlow, two other young ladies that the studio, has high hopes for have top roles in "Queen Bee," which stars Joan Crawford, Barry Sullivan and John Ireland.

Jack Lemmon, whom the studio started as the male lead opposite Judy Holliday in his first picture at the studio, has already become a box office star, as shown by "Phfft," now in release, and the fact, that Warner Brothers borrowed him for a starring role in "Mr. Roberts."

Kathryn Grant was given a big role in "Cell 2455, Death Row, 2 and the studio plans to give her bigger roles. William Leslie, who appeared in "The Long Gray Line," has a key role in "Bring Your Smile Along," a Frankie Laine starrer, in which Connie Towers, one of the studio's new leading ladies, makes her screen debut opposite Keefe Brasselle and Laine.

Kerwin Mathews, Kim Novak get their biggest breaks in "Five Against The House," in which they are co-starred with Guy Madison and Brian Keith, who has attracted a large following already.

May Wynn, who played a starring role in "The Caine Mutiny," and also "The Violent Men," is being groomed for other starring roles. Richard York, who is in the leading man ranks, gets his biggest role in "Sgt. O'Reilly," in which Phil Carey and Aldo Ray, two stars that Columbia built into stardon a few years back, play the leads in.

Columbia's gamble on new faces have always seemed to pay off in the past with such names as Frankie Laine, Rita Hayworth, Judy Holliday, Glenn Ford, George Montgomery and many others, owing their star status to the fact, that Columbia Studios believe that "stars are not born, they are made."

Already in release "Cell 2455, Death Row," which stars William Campbell, a newcomer, and Robert Campbell, his brother, another newcomer, is doing good business and Campbell has already attracted considerable attention, so much so that Batjac is starring him in another picture, "The Lock and Key."

Simple logic reemphasizes the fact, that the stars of today, were newcomers yesterday. The newcomers today, at least some of them, will be the stars of tomorrow. However simple this all sounds, it still takes courage for a studio to use new faces in big pictures, especially leads. But then sometimes, one picture makes a star! Sometimes, that is.

—*R.B.*

EXHI-BITS

B&K Reports '54 Earnings

CHICAGO.—Balaban & Katz reported net earnings for the year just concluded of $1,204,065, or $4.50 per share, as against $832,892, or $4.39, per share. Dave Wallerstein, general manager, attributed earnings to wide screen and other improved techniques during the past two years. Five houses on the circuit, he added, are yet to be disposed of in accordance with the consent decree. When this is accomplished, expansions, which may include drive-ins, will be planned.

Profits Announced by SW

Stanley Warner Corp. netted for the 26-weeks ending Feb. 26 a profit after all charges of $1,621,600, or 73 cents per share on 2,208,680 shares of common outstanding. For the same 1954 26-weeks, net was $1,191,400, or 50 cents per share on the 2,367,696 common then outstanding.

The Board of Stanley Warner also declared a dividend of 25¢ per share on Common stock payable May 25, 1955 to stockholders of record May 4, 1955.

Limitations Act Moves

WASHINGTON.—The House of Representatives passed this week and sent to the Senate for concurrence an amendment to the Clayton Act, creating a uniform four-year statute of limitations in private anti-trust suits. Measure affects private persons seeking treble damages in cases arising out of anti-trust law violation. The law would become effective six months after being signed by the President.

More Horizontal VV Set

Six more deluxe theatres in the U.S. and Canada within the next few weeks will introduce the new horizontal double-frame VistaVision following the pattern set by the Paramount in New York and the Stanley-Warner in Beverly Hills, for the premiere of "Strategic Air Command." Other theatres will be: Stanley, Philadelphia, May 5; Saenger, New Orleans, May 6; Capitol, Washington, May 12; State-Lake, Chicago, May 12; Imperial, Toronto, May 12; and the Penn, Pittsburgh, May 19.

Petition Filed Vs. Exhibs.

WASHINGTON.—The case of the bouncing check as allegedly pertaining to exhibitors Joe Applebaum and Bertram Simms of the Greenville, Miss., Center Theatre has turned up before the Supreme Court in a petition filed against the theatremen by the major distributors, Republic and Paramount-Richard Theatres. Although the exhibitors are asking for reversal of an appelate ruling for a new trial in their anti-trust case, the distributors claim the Center couldn't have had financial trouble because its owners have been passing worthless checks from the time the house was built.

Closed-Circuit TV Seen Vital

CHICAGO.—In the event of a national emergency, closed-circuit TV is destined to become the nation's Number One educational medium, according to Ralph P. Greer, American Medical Association executive, speaking at the SMPTE convention here. Greer also stated that the time is rapidly approaching when the medical societies of Europe or Latin America can join the AMA in closed circuit color TV symposiums on important medical problems.

Distribs Mulling Confab Requests

(*Continued from page* 6)

Lichtman statement a disservice to the industry. He said it discredited the faith exhibition in general could have in the top echelon of distribution.

Abram F. Myers, Allied general counsel, was of the opinion that the Lichtman statement would serve to keep exhibitor groups united in their opposition to the distributors' "high-handed policies."

"Lichtman has been a leading advocate of merging all exhibitor groups into a single organization, but he reacts to his first taste of exhibitor unity as though it were a green persimmon," ventured Myers.

He added that theatremen are meanwhile uniting "reluctantly" behind the idea of Federal regulation. Myers based his view on reaction he said he received from a recent bulletin to Allied members. Bulletin had outlined a proposed bill for regulation and exhibitors are for it only because the present situation is so difficult for them, Myers said.

Indicative of TOA's continuance in pushing arbitration was a statement by Herman Levy, organization's general counsel, denying reports that his group might change its stand as a consequence of the Lichtman position.

Martin gave further support by noting that "nothing in Lichtman's reply calls for any revision in the TOA statement or position." He said that his recent "call to action" speaks for itself" and is as appropriate and sincere now as it was when it was issued."

SCTOA Decides

Decision to drop efforts toward securing an arbitration system was made by Southern California Theatre Owners Association. According to Harry C. Arthur Jr., president, his organization is no longer interested in negotiations.

The SCTOA decision was made on the eve of the joint TOA-Allied Chicago meet. Representing TOA at that session was Martin, Reade, Alfred Starr and Myron Blank. Attending for Allied were Shor, Ben Marcus, Ben Berger and Jack Kirsch.

A TOA statement released after the meeting disclosed "complete agreement and unanimity of thinking that film and sales policies were exhibitor's number one problem and (that) every effort must be made to obtain relief from their present suppressed position."

That statement noted also that TOA has "great faith" in the scheduled industry conference.

Allied and TOA, in a joint statement, called the upcoming session "of greatest importance to the industry and (it) should be given top priority. It is believed that the presidents of the film companies will recognize the urgency and seriousness of this conference and will attend and cooperate."

Highlights of the Lichtman statement were that arbitration has and should receive priority at all times; blasts against producers and distributors together with threats of action cannot create an atmosphere for logical discussion of industry affairs; attempts to bypass arbitration for a roundtable meet at which rentals and sales policies of individual companies would be aired runs counter to the expressed purpose of such a meeting; all efforts should be continued toward achieving an arbitration system.

NEWS-BRIEFS

Albert Warner Honored

Major Albert Warner, vice-president of Warner Bros., has been unanimously selected by the steering committee of the Motion Picture and Amusement Division of the United Jewish Appeal of Greater New York to be the guest of honor at the annual industry-wide UJA luncheon on Tuesday, May 24th, at the Hotel Pierre. The announcement was made by Adolph Schimel, vice-president of Universal, the division's 1955 chairman, who stressed the gratification of the steering committee in prevailing upon Major Warner to accept this honor after he had declined any tributes for his charitable and humane endeavors for many years.

New Lighting Announced

National Carbon Company, a division of Union Carbide and Carbon Corp., announces production of carbons for motion picture set lighting to provide spectral energy distribution of around 3,300°k. to match the spectral sensitivity of present color films. With the addition of a filter over the lamp, carbon arc lamps may now be freely mixed with incandescent tungsten on motion picture sets. This change in color temperature has been obtained without loss of measurable light, according to the manufacturer, which means that photographically effective illumination from an arc lamp will be almost doubled without additional power input.

Bollengier Leaves UA

A. E. Bollengier has resigned as treasurer of United Artists to accept another position outside the motion picture industry.

DAR Praises Film Industry

WASHINGTON.—The film industry is "in good hands," the Daughters of the American Revolution were told in the annual report of its motion picture committee, which this year said nothing about keeping an eye on un-American tendencies in Hollywood. Committee chairman, Mrs. F. Allen Burt, visited Hollywood last September.

Michael Myerberg was present at this session of the 64th Continental Congress to receive his award for production of the "Best Children's Picture of 1954" for "Hansel and Grerel." Director John Ford also accepted a DAR award for the best patriotic film of the year, "The Long Gray Line."

Non-Deductible Expenses Noted

WASHINGTON.—Money spent to travel to Europe in order to investigate possible investment in foreign film production is not tax deductible, the Internal Revnue Service ruled this week. "Expenditures incurred (in this manner) without an existing right or interest resulting in the production of income, do not constitute deductible expenses for Federal income tax purposes," the ruling stated.

C. S. Chaplin Elected

Charles S. Chaplin, Canadian general manager for United Artists, has been elected president of the Canadian Motion Picture Distributors Association, which is composed of the Canadian general managers of all motion picture distributing companies. Veteran of 25 years in the motion picture industry, Chaplin headquarters in Toronto.

Disney Sets Five Feature Releases

Five new productions from Walt Disney and the re-release of a "classic" will constitute the coming year's program of feature pictures from the Walt Disney Studios, it was announced this week by Leo F. Samuels, general sales manager of Buena Vista Film Distribution Co., Disney releasing subsidiary. In addition, during the period from June, 1956, Buena Vista will release at least six shorter pictures from the Disney workshops.

The first of the features will be "Davy Crockett, King of the Wild Frontier," then "Lady and the Tramp" and, during August and September, "The Littlest Outlaw," a live-action boy-and-horse story produced against Mexican backgrounds, in Technicolor, with Pedro Armendariz.

For Christmas-New Year release will be the third feature-length True-Life Adventure, "The African Lion," in color. Re-release of "Song of the South" will be made for the Easter holiday season of 1956. In June and July of 1956, Disney will present "Perri," the first of what the producer will call his True-Life Fantasy features. "Perri" will tell the story of a just-born she-squirrel who goes through life in a squirrel colony in a remote section of the Rockies. In Technicolor, "Perri" is an adaptation of the book by Felix Salten.

Shorter films will include "Arizona Sheepdog," a 20-minute Technicolor picture, to be released in conjunction with "Davy Crockett"; "Switzerland," first of the "People and Places" series, will be released with "Lady and the Tramp." "Switzerland" runs 32 minutes.

Two shorter films will be released with "The Littlest Outlaw." "Johnny Appleseed," 20-minute Technicolor excerpt from "Melody Time," and "The Emperor Penguins," a new 8-minute black-and-white documentary.

The "Peter and the Wolf" sequence from "Make Mine Music" will be re-shaped into a complete film, and will be released in conjunction with "The African Lion." It will be 20 minutes long and in Technicolor.

With "Song of the South," a new half-hour Technicolor production called "The Blue Men of Morocco" will be released. It tells the story of a strange desert tribe of North Africa.

Area Release Policy Lamblasted By Snaper

"The manner of releasing pictures in New Jersey is having a detrimental effect on box office," said Wilbur Snaper, New Jersey Allied president, meeting with trade press representatives this week after a general membership meeting. "It is completely out of balance for a metropolis like Newark to have to wait for New York City," he said, "when there is no competition between them." Snaper reported that at the meeting it was decided to take "adequate steps" to remedy the situation.

The meeting discussed the recent Sablonsky decision in Pennsylvania and its possible effect on the industry. In that case, a jury decided that Sablonsky's Norristown theatres and Philadelphia—about 22 miles away—were not in substantial competition, and that there should be no clearance between them. Damages of $425,000, to be trebled by the court to $1,275,000, were awarded to the Sablonskys.

Fox Signs Second Video Contract; Upped Foreign Grosses Foreseen

Twentieth Century-Fox, besides almost doubling its earnings over the past year, has made considerable progress in the field of oil drilling, expects to achieve a "marked increase" in foreign grosses, and has just concluded a second television production deal.

The above was made known this week in the company's annual report to stockholders, signed by president Spyros P. Skouras. Annual shareholders meeting will be held May 17 at the home office, at which time 10 directors will be elected.

Earnings for 1954, reported earlier, totalled $8,044,524, after taxes, as against $4,560,887, after taxes, for the previous year.

During the year just concluded, five wells were in the drilling on studio property to increase company optimism "that our future revenue from this source will be substantial," Skouras stated.

Higher foreign grosses for 1955 are predicated on the increasing number of CinemaScope installations, relatively slight video competition abroad, and the greater international appeal of motion pictures in general.

Company's wholly-owned TV subsidiary, TFC Television Productions, Inc., was formed for the purpose of "making video films for sponsors and for developing TV shows that will create greater interest in Hollywood and the motion picture theatres," said Skouras.

Transaction just concluded for a second TV arrangement was with Young and Rubicam, advertising agency, for General Electric, whereby 20th-Fox will produce 20 top quality films to be shown on alternate weeks, beginning in October.

"Each film will include an institutional presentation in which the public will be taken behind the scenes of our studios in Hollywood, and on location, wherever the pictures are being made," Skouras reported.

He said that "we are confident that we will reach an enormous audience of potential theatregoers, and at the same time achieve satisfactory results from a financial standpoint" as a result of the GE deal.

Earlier, the company contracted with Columbia Broadcasting Co. to sell a series of 39 TV films to be based on "My Friend Flicka." Series will be launched in September and extend for a period of 52 weeks.

Construction of the first American-built film theatre in Israel, designed for CinemaScope presentation, will get underway in Tel Aviv this July by 20th-Fox as part of their international theatre building program. Theatre will be a deluxe 2,000-seat house, air conditioned and equipped with 4-track directional stereophonic sound. Current plans also call for another CinemaScope house in Haifa within two years.

In South Africa, four theatres designed expressly for CinemaScope have been completed or are planned. The 1,500-seat 20th Century in Germiston opened on Mar. 21. About ready to open is a similar theatre in Port Elizabeth. The 2,000-seat Embassy is under construction in Durban, and a 1,000-seat theatre is planned for Johannesburg.

Six South African houses have been or are in the process of being re-modelled for the exhibition of CinemaScope. Already opened are the Van Riebeeck, Capetown; 20th Century, Johannesburg; and the 20th Century, Durban. About to open are the Embassy, Port Elizabeth; Ritz, Bloemfontein; and the 20th Century, Pietermaritzburg.

Schary Describes Metro's Properties

(*Continued from page 25*)

produced by Joe Pasternak, to be written by Laslo Vadnay, and two unassigned projects, "THE COLONEL PLAYED CUPID," and LARGELY A QUESTION OF LOVE."

Among the M-G-M pictures already completed and which will be seen in theatres in the near future are: "INTERRUPTED MELODY," "THE PRODIGAL," "THE MARAUDERS," "LOVE ME OR LEAVE ME," "MOON FLEET," "THE SCARLET COAT," "IT'S ALWAYS FAIR WEATHER," and "THE KING'S THIEF."

Currently in production are "BHOWANI JUNCTION," being filmed in Pakistan and England, starring Ava Gardner and Stewart Granger, produced by Pandro S. Berman, directed by George Cukor, written by Sonya Levien and Ivan Moffat; "QUENTIN DURWARD," being filmed in France and England, starring Robert Taylor, produced by Pandro S. Berman, directed by Richard Thorpe, written by Robert Ardrey, and "TRIAL," starring Glenn Ford, Dorothy McGuire, Arthur Kennedy, John Hodiak and Katy Jurado, produced by Charles Schnee, directed by Mark Robson, written by Don Mankiewicz.

Also, "FORBIDDEN PLANET," science-fiction picture, starring Walter Pidgeon and Anne Francis, produced by Nicholas Nayfack, directed by Fred Wilcox, written by Cyril Hume.

"The concentration on pre-sold books and plays," Schary said, is based on the established fact that the potential audience for big-scale pictures adapted from proven properties is greater today than ever before.

In addition to the stage plays, to be filmed are "TEA AND SYMPATHY," to be produced by Pandro S. Berman and written by Robert Anderson; and "PEG O' MY HEART," starring Debbie Reynolds and Edmund Purdom, to be produced by Joe Pasternak and written by William Ludwig and Ruth Brooks Flippen.

Pictures to be based on either original or magazine stories include "BANNON," starring Spencer Tracy and Montgomery Clift, to be directed by Robert Wise, produced by John Houseman and written by Ernest Lehman; "O'KELLY'S ECLIPSE," starring Stewart Granger, to be produced by John Houseman, and "PROTECTION FOR A TOUGH RACKET," to be produced by Joe Pasternak and written by Isobel Lennart.

Also, "THE SPIG WEAD STORY," to be produced by Charles Schnee and written by William Wister Haines, and "MY MOST INTIMATE FRIEND," starring Lana Turner, to be produced by George Wells and written by Richard Morris.

Also indicative of the wide variety of subjects to be filmed are "THE WAYFARER," based on the life of Buddha, to be produced by Edwin H. Knopf, Robert Hardy Andrews, associate producer, and written by Christopher Isherwood; "INTERNATIONAL REVUE," to be directed by George Sidney, produced by Joe Pasternak and written by Leonard Spigelglass, and "32ND DAY," to be produced by Edwin H. Knopf.

Also, "STAR BRIGHT," to be produced by George Wells and written by William Ludwig and Ruth Brooks Flippen; "DON'T GO NEAR THE WATER," starring Esther Williams, to be produced by Joe Pasternak and written by Fay and Michael Kanin; "AIR FORCE ACADEMY STORY," to be produced by Henry Berman and written by Allen Rivkin, and "WONDERLAND," a cavalcade of Cole Porter music, starring Gene Kelly, to be produced by Arthur Freed and be written by Betty Comden and Adolph Green.

Also scheduled for future production are "WEDDING DAY," to be produced by Roger Edens and written by Leonard Gershe; "FOUR SISTERS," to be be produced by Henry Berman and written by George Froeschel; "PRISONER OF PARADISE," starring Glenn Ford, to be produced by Jules Schermer; "THE GOLDEN PRINCESS"; "THE PAINTED VEIL," starring Ava Gardner, to be produced by David Lewis; "EAST RIVER," to be produced by Charles Schnee and "THE AMAZING NELLIE BLY," to be produced by Roger Edens.

Austin Keough Dead

Austin C. Keough, 67, vice-president, secretary and board member of Paramount, died on April 20 at New York Hospital. Barney Balaban, Paramount president, upon learning of his passing, said: "Austin Keough, through almost forty years, had been as much a part of Paramount as the company's trade mark. Side by side with pioneer Adolph Zukor he had given the company spirit, integrity, strength. Those who worked with him found him a tower of strength, a pillar of wisdom, a man of great faith and deep religious convictions."

REGIONEWS

ALBANY

The subsequent-run Lincoln in Utica, shuttered for three years, was relighted by Harry Savett, buyer-booker for the Port in Port Leyden. Changes made by the new operator include installation of wide screen and CinemaScope. . . . George Bodenheim of Poughkeepsie took over the New Theatre, Hoosick Falls, and closed it for three weeks to refurbish and install a wide screen. Upstate Theas. of Albany will buy and book; Larry Nimmins will manage. The New was conducted for years by Mary Graham. . . . Albany Theatre Supply, authorized to do business here, is headed by John A. Bylancik, John E. McGrath and Atty. Herman P. Greene.

Variety Club chief barker George H. Schenck reports that $12,250 has been allotted by Tent 9 to provide free two-week vacations for 554 boys. . . . Stanley-Warner theatres of Albany, Troy and Utica are participating in the circuit's spring promotion drive. . . . The Evangelist, official weekly of the Albany Catholic Diocese, blistered the Grand for playing "Three Forbidden Stories," condemned by the National Legion of Decency, and called a boycott of the theatre.

ATLANTA

Independent Theatres are spending $10,000 on remodeling the Riviera Theatre in No. Chattanooga, Tenn. The circuit reopened its Lookout Mt. Drive-In, Chattanooga, which was revamped during winter closing. . . . Georgia Theatres new owner of the Price Ave. Drive-In, Athens, Ga., from Bill Henderson. . . . J. H. Thompson, pres. of TOO of Ga., presided at planning meeting for a Southeastern Movie Festival in Ga., Fla. and Ala., May 16 to June 16, during which time the three states will be blanketed with best new films and personal appearances by top movie stars. . . . M-G-M will contest Atlanta Board of Review's banning of "Blackboard Jungle." . . . May 13 has been set for the fifth annual Old Newsboy's Day, sponsored by Atlanta Variety Club in cooperation with Atlanta newspapers for benefit of Cerebral Palsy Clinics.

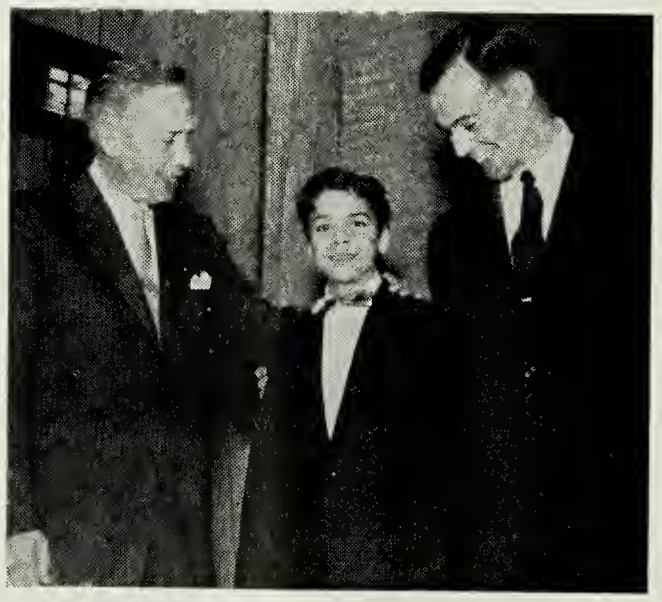
Two new ozoners, to cost around $500,000, scheduled for Homestead, Fla. by Hoover Ents.—one at the south end of the county and one at the north end. . . . R. C. "Bobby" Cobb, owner of Fayette Theatre, Fayette Ala., opened his Double Spring Drive-In with Floyd Garrison as mgr. . . . Mrs. Ralph Murphy installed CinemaScope in her Park Theatre, Sevierville, Tenn. . . . A freak tornado destroyed the huge screen, ticket booth and concession stand of the Victory Drive-In, Savannah, Ga. Andy Sullivan, city mgr. for Dixie Drive-In Theas., estimates damage at $20,000. . . . There are now 472 theatres and ozoners operating in Georgia. . . .Hi-Way Drive-In, Lanett, Ala., moved back 15 feet to make room for a new four-lane highway.

A 10% gross receipts tax on theatres and other places of amusement in Russellville, Ala., has been proposed in a bill there. . . . Martin Theas. plan to reopen the Rialto in Columbus, Ga. after extensive remodeling, including CinemaScope installation. C/S installed in the circuit's Crisp Theatre, Cordele, Ga. . . . Showing of "Garden of Eden" at the Twinair Drive-In, Pensacola, Fla., caused arrest of mgr. Marvin L. Brewton and operator Bill Emerson. Film was confiscated and bonds set at $1,000 for each. . . . Hap Barnes, ABC Theatrical Ents., now booking the Family Drive-In, Clarksville, Tenn., and John Lakeman's Dixie, Haleyville, Tenn. . . . Berny Sweeney opens his 300-car Bonnet Drive-In, Louden, Tenn., around 1st of May. . . . Lucas Theatre Co.'s annual award for the most civic minded citizen of Savannah, Ga. went to Jack E. Cay, Jr. this year.

Harry Curl and John Douglas of Acme Theas., Bill Coury of the Ritz Theatre and Norris Hadaway of the Alabama Theatre in Birmingham, Ala., were judges in the Post-Herald's Oscar-guessing contest, which awarded first prize of $250 to a high school teacher. . . . E. M. Loew Theas. of Boston started construction of a new 598-car ozoner at Hallendale, Fla., to cost $170,000. . . . Lorraine Jackson, mgr. of the Victoria Theatre, New Smyrna, Fla., has been appointed Florida State relief mgr. during summer vacations. . . . O. C. Alexander, Wil-Kin Thea. Supply sales rep., sold Karagheusian carpeting to the Weis Theatre, Savannah, Ga. The company also furnished equipment for the Blue Sky Drive-In, LaFayette, Ga., opened by J. P. Edge and Dr. T. A. Cochran. . . . Atlanta WOMPIS welcomed two new members—Patsy Prince, Rialto Theatre, and Mrs. Jo Ann Blake, United Artists. The group is planning to lend a helping hand on the Old Newsboy Day drive on May 13.

BOSTON

J. G. Halpenny's application to the Town Fathers for license to build a drive-in on Hull Street, Cohasset, has been handed over to the legal branch of the building dept. for an opinion. This town, which is the setting for the highly successful Music Circus, summer theatre-in-the-round, has no drive-in or motion picture theatre. . . . Michael Bruno, owner of the Tilton Theatre, Tilton, N.H., was recently installed as Exalted Ruler of the Franklin Lodge of Elks. . . . Larry Laskey, a partner of E. M. Loew, was discharged from Beth Israel Hospital and returned to his Newton home for a complete rest. . . . Louis Josephs, salesman for Bay State Film Co., and his wife are both patients at Haines Memorial Hospital.



Clement Perry (left) and Donald Rugoff, executives of Rugoff & Becker Theatres, greet Jose Perez, child star of 20th-Fox's "A Life In The Balance," a Panoramic Production, at the Neighbors United Second Annual Benefit held at R&B's Beekman Theatre in New York.

At request of both parties, the full bench of seven judges of the Supreme Judicial Court will hear the censorship acton brought by Times Film in May, along with a previous action brought by Brattle Theatre, Cambridge. Involved is the censoring of "Game of Love" and "One Summer of Happiness by the Commissioner of Public Safety, and the Sunday banning of "Miss Julie" at the Brattle. Attorneys for Times are Albert, Albert & Typer, and Peabody, Koffman and Brewer for Brattle. . . . The true horizontal VistaVision will not be shown when "Strategic Air Command" opens at the 4,000-seat Metropolitan Theatre, Boston. Officials of New England Theas. decided against the installation, which would have involved enlargement of the booth for two new projectors.

The second annual industry golf outing and dinner will be held June 13 at Woodland Golf Club, Auburndale. Tickets are $10 and may be obtained from the committee, consisting of Jim Mahoney, chairman, Joe Cohen, Dick Dobbyn, Ken Douglass, Mal Green, Larry Herman and Ralph Iannuzzi. . . . E. M. Loew has purchased the land and buildings of Indian Line Farm Restaurant in Canton from Tobe-Deutschmann and will operate the restaurant under leadership of Larry Wallace of the theatre concessions Dept. and Phil Fine. . . . The industry was saddened by the death of John W. Brown, Paramount branch mgr., who died suddenly while working in the garden of his Reading home.

BUFFALO

Safety clubs have been organized in both the Seneca and Niagara, UPT community theatres. The children are presented with numbered membership cards at Saturday matinees, which figure in prizes awarded the members Safety films are also shown. . . . Arthur Krolick, UPT dist. mgr., returned from the N.Y. premiere of "Strategic Air Command" enthusiastic over its prospects at the local Paramount the middle of May. . . . Jack Tishkoff installed CinemaScope equipment in his Central Drive-In on Long Pond Rd. near Rochester, also enlarged and refurnished the ladies' rest rooms. . . . Buffalo's own F. W. (Bill) Durkee Jr.'s latest teleplay, "Watch Me Die," performed on NBC-TV Playhouse, has been purchased by Lou Walters, owner of the Latin Quarter in N. Y.,

BUFFALO (cont'd.)

who will make it his first venture as an independent Hollywood producer.

Wm. Brett has been named pres. and gen. mgr. of Skyway Drive-In Theas., operating the Niagara D-I and the Skyway airer. Brett also operates the Commodore theatre on Genesee St. . . . Leon Serin, recently named city mgr. for UPT in Philadelphia, was in town to complete arrangements for moving his family to Upper Darby, Pa. . . . Nat Marcus, Warner branch mgr., became a grandfather with the birth of Lee Moss Kutner to his daughter. . . . Buck Ironfield is now covering the Rochester and Syracuse districts for Columbia. He formerly was office mgr. for Fox in Albany. . . . Carl S. Hallauer, pres. of Rochester's Bausch & Lomb, received a congratulatory letter from 20th-Fox prexy Spyros P. Skouras on the Oscar awarded for development of CinemaScope lenses. . . . George J. Gammel, head of Gammel Circuit, postcards from Biscayne Key, Miami, that he is "enjoying the sunshine to prolong my existence."

Sal DiGennaro of N.Y.C. succeeded Dave Leff as IFE representative here. He will also cover the Pittsburgh district. . . . Paul Swater, Tech managing director, inaugurated "Housewives' Matinees" for Thursday in his Cinerama house. Friday matiness have been discontinued. . . . Eddie Meade, Shea publicity head, arranged with the Professional Photographers' Society to put an attractive exhibit on the mezzanine of Shea's Buffalo and got the theatre some fine publicity. . . . Mgr. Ben Dargush announces the Center will telecast the Marciano-Cockell bout via closed circuit on May 16.

CHARLOTTE

L. L. "Doc" Theimer, Bill Talbert of Piedmont Promotions & Booking Service and Max Reinhardt of Reinhardt Ents. have opened Atlas Promotion & Advertising Inc., primarily to exploit pictures for theatres. . . . Thornton Sawyer is new owner of the Pungo Drive-In at Pontego, N.C. . . . Mrs. Max Reinhardt installing CinemaScope in the Capital Theatre, Kenanville. . . . Some 400 exhibitors from the Carolinas attended the M-G-M Workshop at the Hotel Charlotte, in charge of Mike Simons, Metro's public relations official. A bitter blast against Toll TV was fired by Alfred Starr, former TOA pres., and C. A. Dandelake, pres. of Theatre Owners of N. and S. Car., presided over session devoted to theatre issues and problems.

CHICAGO

Essaness is investing $100,000 in improvements to the loop Woods Theatre. . . . Jack Kirsch, pres. of Allied of Ill. and Variety Club chief barker, was awarded a Copper Placque mined in Israel at recent testimonial dinner which was attended by more than 650 Israel Bond purchasers. . . . Irv Kupcinet reported in Sun Times that friends of Israel, including theatre men John Balaban, Will Hollander and A. N. Pritzker, organized the Mission of Mercy to help celebrate anniversary of Israel's independence. . . . Gary Crosby and Louis Armstrong signed for stage show at Chicago Theatre, starting May 27. . . . M. D. Howe named house mgr. of Eitel's Palace, succeeding Edward Wappler. . . . Will Lamasky, Republic exchange, has a new son named Jay Donald. Grandfather is Sam Lamasky, IATSE business agent and Columbia head shipper.



L to R: Harry Brandt, pres. of Brandt Theatres; Mrs. Anna M. Rosenberg; Victor Borge and Wendy Barrie attend a special fund raising meeting called by the March of Dimes in an effort to raise $400,000 to make up its deficit. One of the projects will be the gala benefit premiere of 20th-Fox's "Daddy Long Legs" at the Roxy Theatre on May 5.

Jovan's Monroe Theatre scored a beat by securing first loop run of Dr. Salk's polio short, "Taming the Crippled" in addition to premiere of "To Paris With Love." Reports good business with the combination at $1.25 admission. . . . J. Jacobson, B&K maintenance director, announced completion of CinemaScope installation at northside Howard Theatre, leaving only the Lakeside, Pantheon and Maryland to be so equipped. . . . Highlights of 23 years of moviemaking are being presented for 15 days at the Clark Theatre during its seventh semi-annual festival. . . . Rock Island, Moline, Beardstown and Greenfield, Ill. rejected daylite saving. . . . B&K made big shift in managerial staff for spring months. . . . Edna Frank, M-G-M office mgr., retiring in June after 34 years with the company.

Negotiations under way for out-of-court settlement of trust suits involving Valos circuit's Geneva Theatre, Geneva, and Sun at Wheaton, Ill. . . . Lee Jones retires from management of State Theatre, Pullman, and is succeeded by Henry S. Stevens. State is undergoing extensive face lifting. . . . Sunset Drive-In near Chicago installed CinemaScope and reopened for the season. . . .Ted Stevens named mgr. Roseland Theatre, Chicago. . . . Mgr. Bill Smith making plans for elaborate celebration of 25th anniversary of B&K's Belmont Theatre. The circuit's Roosevelt is getting new glass doors for its State St. entrance to complete modernization. . . . Louis Aurelio, formerly with Paramount, joined Abbot Theatre Supply's sales dept. . . . Charles Hogan resigned as managing director of loop Oriental. Julius Silverstein took over.

Raytone Screen Corp., Lombard, Ill., offering ozoners its new white, quick drying vinylkote screen paint for application over any painted or unpainted surface. . . . James Coston, circuit owner and trustee of Notre Dame Foundation, reports negotiations under way with Columbia Picts. to film the Notre Dame story. . . . Felix and Lambert seeking improved run for the Vogue Theatre on the northside. Atty. Seymour Simon filed case in Federal Court. . . . Reported that Devon Theatre management added the 400 Theatre on Sheridan Road to its circuit. . . . Sylvan Goldfinger, div. mgr. for Telenews Theatres, won the Variety Club's gin rummy tournament.

CINCINNATI

Mid-West Theatre Supply is completely furnishing the new Valley Drive-In on Route 127, about three miles north of Hamilton, O., for owners Earl Brown and George Turlukis. It will accommodate about 1,150 cars, have a seating area, and 500 in-car heaters will be installed for year-round operation. Present plans are for opening on May 27. . . . John Hewitt and Jerry Jackson are speeding up construction of their new ozoner in Georgetown, O. for early opening. . . . Jay Goldberg of Realart completed arrangements for saturation booking of "Gang Busters" in about 30 theatres the middle of June. Terry Turner, who is interested in the film, will be in to work out the campaign with Goldberg.

Plans are shaping up for the May 13 luncheon and fashion show of Variety Club Ladies' Auxiliary for benefit of Variety Club Foundation for Retarded Children. Ticket chairman is Nora Maius, JE 4608. . . . Frank Mandros, exhibitor of Cabin Creek, W. Va., is hospitalized with a heart ailment. . . . Opening of the Cruise-In Theatre, Miamisburg, operated by Lou Clemmer, was delayed due to late arrival of steel for the new screen tower being built. . . . Gus Babalis is now dividing time between operation of his Belmont Theatre, Dayton, and his summer project, the Cream Whip store. . . . The New Salem Theatre in Dayton, reopened after repairs due to a fire. . . . Jack Needham of Columbus, who books and buys for a large circuit of theatres, just celebrated his 76th birthday.

Ed Schulman, mgr. of the Bexley Art Theatre, Bexley, O., is taking over operation of the Little Theatre, Yellow Springs, O., owned by Vernon Berg. . . . U-I has a new apprentice booker — Phil Mink. . . . Comtemplated dinner dance of the Colosseum of M.P. Salesmen is being postponed until the fall, according to chairmen Ross Williams and Al Kolkmeyer. . . . Lloyd Krause, RKO branch mgr., has "Son of Sinbad" set in all key situations to open around June 1. The film is in SuperScope. . . . Carl Ferrazza, mgr. of Keiths Theatre here, is back in Bethesda Hospital suffering from a leg ailment. . . . Walter Boxer of N.Y. is currently learning exchange operation at the local UA office in preparation for foreign dept. service.

CLEVELAND

The Euclid Drive-In opened with new wide screen. . . . Majestic in Lima is temporarily closed due to a recent fire. . . . Palace and Marion theatres in Marion are closing due to a controversial tax problem. . . . Strand Theatre in Payne and Strand in Fremont closed for the summer. . . . U-I staffers who attended the affair in Buffalo honoring U-I branch mgr. Dave Miller were W. Rearden, Al Rosen and H. Lefitt. Among exhibitors in attendance were Jack Horovitz and Leo Jones. . . . Jack Share, UA salesman, is in a Cleveland hospital under observation.

DENVER

Wolfberg Theatres, with five drive-ins here, established a "car-polishing" service at the East during the day, and if it takes hold will use some of the others similarly. For $5 the theatre provides all materials necessary, along with equipment including a polishing machine, and the car owner can have expert advice if he wishes. "We've been trying to put our drive-ins to profitable use during daylight hours," said John Wolfberg in explaining the move. . . . Rialto Theatres, Casper, bought the Knox Drive-In, Wheatland, Wyo., from Ted Knox. Rialto also owns the Pamona Theatre in town. . . . John Pietrantonio, Lippert booker, is father to a second son, named Randy.

Chill Wills will be in the territory from May 24 to 28 to advertise his latest film, "Kentucky Rifles." . . . Fay Boyd, mgr. of the Golden, Golden, Colo., was hospitalized with rheumatic fever. . . . The largest screen west of Chicago, 120 feet across, is being installed in the Lakeshore Drive-In here. . . . Carl Mock, theatre appliance salesman, is liaison for a "Fall Festival Tour" that is expected to attract a number of industryites to continental Europe this fall. . . . Glen Wittstruck will soon open his Buckskin Drive-In, with 300 seats, at Ignacio, Colo.

Taylor, Tanner and Armstrong opened their new 320-car Tsaya Drive-In at Cortez, Colo. . . . Marvin Goldfarb, district supervisor for Beuna Vista, is at home with the chicken pox. . . . Bernie Hynes, formerly mgr. of the Denver, was back as advance man for opening of Bel-Air's "Big House U.S.A." at the Paramount. . . . C. C. Creamer, partner in Mpls. Theatre Supply and pres. of Mile High Corp., which is building the Mile High Drive-In at Deadwood, S.D., expects to open the new 600-car ozoner no later than June 1.

John Denman, mgr. of the Denver, and Duke Dunbar. Attorney General of Colo., will be delegates from Tent 37 to the International Variety Clubs convention in Los Angeles May 4-7. Tent 37 has just given another $1,000 to its pet project, the speech clinic of the University of Denver. . . . Paul Rothman, associated with Lee Theatres, is acting as temporary mgr. of the Lakewood, recently bought by Lee Theatres. . . . Harold Remp has been made mgr. of the Monaco Drive-In. . . . Rudolph Jorgenson, recently discharged from the U.S. air force, is managing the North Drive-In. . . . Dorrance Schmidt opened his new 300-car ozoner at Bridgeport, Neb. . . . Robt. Smith, partner in Steamboat Springs and Oak Creek, theatres, left for Dalhart, Tex., to be city mgr. for J. C. Parker houses there.

DES MOINES

Fire believed to have started in the Rialto, Bedford, destroyed the theatre and two business establishments. Loss on theatre building, owned by the Mrs. Ella Clark estate, and equipment by the E. W. Kerr chain of Council Bluffs, is estimated at $120,000. . . . Dows Theatre in Dows reopened for a regular schedule of shows. Local business and professional men are contributing to a fund to insure operation. . . . Paul Tobias completed a renovating job at the Strand in W. Liberty. Among improvements was the replacing of newly reupholstered seats six inches farther apart and the center section staggered to improve viewing, also installation of CinemaScope.

The Cozy in Morning Sun has a new schedule for the summer months. Pictures will be shown Thurs., Fri. and Sat., with an occasional double feature, which will also be shown Sun. and Tues., and there will be a late show Sat., starting at 10:30. . . . A new wide screen was installed at the Star in Gowrie, reports owner Laurel Nelson. . . . Lime Theatre in Lime Springs discontinued Sat. matinees for the summer season. . . . The Clear Lake PTA sent letters to parents of school children asking their cooperation in sponsoring a series of better movies this summer. It is proposed to sell tickets for seven shows to be given at special afternoon performances beginning June 7.

New equipment and a wide curved screen were installed at the Town and West-Vue drive-ins in Des Moines, managed by Jack Segal. . . . The 7-T-7 Drive-In near Sioux City completed installation for showing of CinemaScope and other wide screen-type pictures. Mgr. is Vic Bianchinni. . . . Carl Schwanebeck, mgr. of the Perry Theatres, announced opening of the Corrall Drive-In, east of Perry. A new exit system has been devised for convenience of patrons.



Officers of Theatre Owners of America and United Theatre Owners of Illinois discuss the agenda preceding a meeting held in Peoria. L to R: (standing) George Kerasotes, president of UTOI; Charles F. Carpentier, Secretary of the State of Illinois; Ralph Lawler, UTOI v.p.; (seated) E. D. Martin, TOA president, and Alfred Starr, board chairman.

DETROIT

Matt Haskin, formerly of the Riviera Theatre, is now an operator for Cinerama at the Music Hall, and will continue managing his own firm, Communicating Systems Co. . . . Jim Olson, in town from Clare on a film buying trip, confirmed plans for enlarging the Grayling Theatre, following completion of a similar addition to the Pines Theatre at Houghton Lake. . . . James W. Padfield reports the Ford-Wyoming Drive-In is reopening with a huge new screen. His old partner, Harry Hiller, will be back in the booth again. . . . A lot of good-humored interest being shown in the reducing contest between Joe Sullivan, Film Row projectionist, and Ed McCaulay of National Film Service.

A new lens-centering device applicable to the new screen techniques has been devised by G. M. Studebaker of National Theatre Supply. . . . Sidney Galkins is now operating the Lake Theatre at Oscoda which was formerly headed by William C. Frank. . . . Thanks to Paul E. Glase of the Embassy in Reading, who sends out copies of "Lest We Forget," a volume which lists showpeople who have bowed to the final curtain. . . . Moe and Helen Teitel are reregistering title to the Warfield Amusement Co., operating the Warfield Theatre. . . . Elmer Kiehler, theatrical architect, whose firm incidentally maintains an office in England, is busy with drive-in construction and with the new huge Ford Auditorium.

Construction on Detroit's first dual drive-in, The Troy, being built by Brooks brothers of Affiliated Theatres, is progressing toward its mid-May grand opening. . . . Mrs. Francis B. Van Deusen was re-elected pres. of the Greater Detroit Federation of Motion Picture Councils for a second term. . . . Ernest T. Conlon, exec. secy. of Michigan Allied announced a new dues collection setup for exhibitor groups which, if adopted, will cover about 80% of all independent state-wide theatres.

Film carriers serving the local area reached an agreement with the Teamsters Union which grants substantial increases to truckers. . . . J. O. (Ollie) Brooks, former head booker at Butterfield, and now in the road-show distribution field, is convalescing at the home of Fred Bonnem, Columbia salesman, following major surgery. . . . Jack Hagopian is establishing a new organization here, to be known as the Motion Picture Academy.

HOUSTON

A $2,400,000 expansion program for the coming year has been approved by the board of Claude Ezell & Associates, which operates 21 large ozoners in 10 key cities in Tex. The circuit has acquired property in Houston for a 2,000-car twin drive-in and is negotiating for five additional sites in the state. More than $900,000 was spent during 1954 for improvements. . . . Loew's 1st asst. mgr., Chas. M. Odell, transferred to New Orleans to assist Rodney Toups, 30 years mgr. of Loew's there. . . . Kirby Theatre's John Arnold taking advice given at M-G-M Workshop and making good use of poster paper for theatre signs, which he mounts on masonite framed with wood.

Reported that Metro, Warner, Paramount and Universal have taken option on a site here for exchanges, where they would have a mutual screening room and other facilities. . . . Houston theatre owners refused to sign renewal contracts with newspapers pending further conferences on proposed advertising boost. . . . Subbing for Fred Cannata, Horowitz Theas. booker who is ill, are Mrs. Lillian Tramel, secy. of board of directors, and Ed-

HOUSTON (cont'd.)

die Jacobson. . . . Gen. Victor Barraco, Bellaire Theatre, will decorate ROTC cadets at the 40-year class reunion of Texas A&M, College Station, May 6 and 7. . . . WOMPI organization getting under way in this area.

Austin's Paramount was the scene of world premiere of "Strange Lady in Town," with stars Greer Garson, Dana Andrews, Pedro Gonzales-Gonzales and producer Mervyn LeRoy there for personal appearances. . . . Columbia's local exchange will install additional air conditioning. . . . Cash prizes of $140 went to 11 people at last Variety Club Saturday night dance. Variety's Sunday evening buffets called off for lack of attendance. . . . Joan Elaine Landsman, daughter of Arthur H. Landsman, head of Statewide Drive-In Theas., married Howard Wm. Honigblum in San Antonio. . . . Mitch Lewis recovered from recent operation.

KANSAS CITY

New mgr. at Orpheum, St. Joe, Mo., is Hal Burright. . . . Pat Silverio formerly of Tulsa, Okla., is mgr. of the Royal at Sedalia, owned by J. T. Goshen. . . . Norman Edwards planned to open his new Branson Drive-In at Branson, Mo., where Dickinson Operating Co. is to build a 300-car, modern rustic ozoner. . . . J. L. Young bought interests in the Sunset Theatre and Chisholm Drive-In at Wellington, Kans. from Howard F. Humbert. . . . Rialto at St. Joe has a new stainless steel marquee with porcelain letters. . . . Corral Drive-In, Flat River, Mo., has new wide screen and the Empress at Fort Scott, Kans. has new lenses.

New Owen ozoner at Seymour, Mo., owned by Harold Owen, is scheduled for a May opening. . . . Court Theatre at Vienna, Mo. and Frobase at Benton, Mo. have closed. . . . Dillard Theatre at Wardell, Mo. was robbed of $25,000, including a large amount of silver coins. . . . Robt. Spencer replaced Jack Bernoester as mgr. of the St. Charles Drive-In, St. Chas., Mo. . . . C. O. Parker, Okla. contractor was awarded damages in suits against three theatre corporations headed by Glen W. Dickinson, who had filed counter charges based on poor construction. A new trial is to be filed.

Alex Shniderman and Lou Sutter are building a skating rink in combination with their new 63rd Street Drive-In. . . . Tom Arthur, 75, pioneer theatre owner died at Mason City, Ia. . . . At a KMTA directors' meeting a motion to support TOA's proposed all-industry conference was adopted. . . . To promote "The Prodigal," M-G-M brought the "Wheel of Fortune" float to K.C. for radio and TV appearance of 3 starlets and 3 local beauties, who were also scheduled for presentation at an American League game. . . . Natl. Theatre Supply is the K.C. distributor for heavy-duty baby bottle warmers.

MIAMI

L. O. Davis, pres. of Virginia Amuse. Co., opened the new Bard Theatre with many modern innovations and Mack Herbert as mgr. Stage shows will be part of the weekend program, and kid shows Saturday morning. . . . Marciano-Cockell fight tickets are on sale at the Carib, Miami and Capitol theatres. . . . Carl Knowles is acting mgr. at the Circle Theatre while Joe Perez vacations. . . . Harry Durnell is new asst. mgr. at the Embassy,

Tom Rayfield, Harry Kronowitz, Frank Maury, Tim Tyler and Gordon Spradley will attend the M-G-M Workshop at Orlando, Fla. Sonny Shepherd will join the Wometco group for the session. . . . Sam Rowlands, now at the Sheridan in Miami Beach, managed the Boulevard Theatre. David Payne takes over at the Boulevard. . . . Paul Heppner is now asst. at the Normandy. . . . Mel Haber is the first theatre man to be honored with the Monthly Courtesy Award by the Miami Beach Chamber of Commerce.

MILWAUKEE

Oliver Trampe, who attended the National Film Carriers convention in New York with his brother Ray, was elected to the national board of directors. . . . Local Armour salesman drove brand new Dodges in the parade which hailed the arrival of M-G-M's "Prodigal" float. . . . Dick Sachel is now handling Davy Crockett movies. . . . The Gem Theatre at Gillett was reopened. . . . The Star in Oshkosh, which was operated by L. J. Seidl, closed. . . . Standard Theatres are constructing new large screen towers in their drive-ins at Sheboygan, Janesville, Racine and Beloit.

Watch These Dates!

May 2: New York—Variety Club's Second Annual Heart Award Dinner, honoring Richard F. Walsh, IATSE president—Waldorf-Astoria.

May 2-3: Minneapolis—North Central Allied Independent Theatre Owners convention—Nicollet Hotel.

May 3-4: Little Rock—Independent Theatre Owners of Arkansas 36th annual convention—Marion Hotel.

May 4-7: Los Angeles—International Variety Clubs 19th annual convention—Ambassador Hotel.

May 10: Denver — Allied Rocky Mountain Independent Theatres convention — Park Hill Country Club.

May 10-12: Lake of the Ozarks—Missouri-Illinois Theatre Owners and Kansas- Missouri Theatre Assn. joint meeting—Arrowhead Lodge.

May 10-12: Billings — Montana Theatre Owners Assn. annual spring meeting.

May 15-17: Atlanta—Joint convention of Motion picture Theatre Owners & Operators of Georgia and Alabama Theatres Assn.—Biltmore Hotel.

June 16: Richmond—Virginia Motion Picture Theatre Assn. convention.

June 26-28: Biloxi — Mississippi Theatre Owners Assn. annual convention—Edgewater Gulf Hotel.

Oct. 6-9: Los Angeles—Theatre Owners of America national convention — Biltmore Hotel.

Nov. 13-15 Jacksonville — Motion Picture Exhibitors of Florida convention.

Nov. 13-15: Charlotte—Theatre Owners of N. & S. Carolina annual convention—Hotel Charlotte.

Nov. 21-22: St. Louis — Missouri-Illinois Theatre Owners annual convention — Hotel Chase.

MINNEAPOLIS

The local City Council made a rare move in passing a resolution endorsing "This Is Cinerama," which just marked its first anniversary at the Century Theatre. Lowell Thomas was in to help celebrate the occasion. . . . A drive-in is included in plans for the new $2,500,000 shopping center to be built in Circle Pines near St. Paul. The Circle-Lex Concourse, as it will be called, will cover a 37-acre site at the northeast corner of Lexington Ave. & Hyway 8. . . . At the annual dance of the Reelfellows Club, film salesman members put on a surprise show. Guests from the national organization included Glenn Haviland, Seattle, pres.; Jack Eckhardt, Chicago, secy.; Edgar Schinn, New Orleans, treas.

M. A. Levy, 20th-Fox midwest dist. mgr., and Saul Malisow, branch mgr., were in Chicago for a meeting with W. C. Gehring, asst. gen. sales mgr., and Alex Harrison western div. sales mgr., and other branch mgrs. in the midwest. . . . Glenn Wood, U-I booker, was in Fort Wayne, Ind. for the American Bowling Congress tournament. . . . Ev Seibel, ad-pub director for Minn. Amuse. Co., has been calling on all theatres in the circuit on behalf of the May-June attendance drive. . . . Harry Katz, 47, mgr. of the suburban World, succumbed to a heart attack. . . . C. J. (Fay) Dressell, RKO branch mgr., was in Milwaukee negotiating with the Swirnoff and Marcus circuit.

NEW HAVEN

Herman M. Levy, MPTO of Conn. exec. secy. and gen. counsel of TOA, announced that MPTO's annual golf tournament will be held July 26 at Racebrook Country Club, Orange. It will be preceded by a luncheon and followed by an awards dinner. . . . An unfavorable decision by the State Supreme Court of Errors, Hartford, caused Avery Lamphier to drop plans for a Waterbury-Litchfield Road drive-in. . . . George E. Landers, E. M. Loew's Hartford div. mgr., reports completion of CinemaScope screen installations at all company ozoners in Conn. . . . Ray Squer, Conn. salesman for U-I, and Elaine Messer of WNHC-TV, have announced their engagement.

Ernest Isleib was named asst. mgr. of the Allyn, Hartford, replacing William Murphy, upped to mgr. of the Paramount, Barre, Vt. . . . Dennis Rich of S-W's Cameo, Bristol, offered passes to the first 25 entries in a newspaper contest to "name three important events in Davy Crockett's career" during showing of "Davy Crockett, Indian Scout." . . . The Paramount, New Haven, is initial downtown theatre to use automatic phone answering device, which gives names of features, etc. . . . James B. Sniffen's petition for an ozoner to be built on S. Main St., Stratford, has been turned down by the Planning and Zoning Board. . . . E. M. Loew's $250,000 drive-in, under construction at Bridgeport, will open around June 1.

A $250,000 drive-in for 1,000 cars, being built at Branford by Anthony Perri and his brother John, is slated for an early June opening. Also scheduled for Branford is an ozoner backed by Irving C. Jacocks of the Branford Theatre and Charles Lane of the New Haven D-I, North Haven. . . . B & S Theatres Corp., Salisbury, a new Conn. corporation, lists as heads, Ida and Louis Solk-

NEW HAVEN (cont'd.)

off of New Jersey and Isadore Solkoff of N. Y. . . . B. E. Hoffman of Conn. Theatres Circuit was recipient of an award of merit from the Conn. Conference of Jewish Communities for his leadership in the UJA campaign. . . . The Manchester Drive-In has the east's first VistaScope screen, a product of Raytone. . . . Raymond Zimmerman is closing down the 327-seat Broad Brook Theatre, Broad Brook, Conn., attributing the move to nearness of more modern theatres. He will convert the building into a super market. . . . Raymond Wylie, formerly New Haven branch mgr. for UA, has been a New Haven Hospital surgical patient.

PHILADELPHIA

U.S. Dist. Court Judge Allan K. Grim turned down a petition of the major distributors to call back for questioning the jury which on April 15 returned a $1,275,000 verdict in favor of the Sabloskys, operators of Norris Amuse. Co. Thomas, one of the brothers, died a day before the Judge's order. . . . Horace B. Johns, business rep. of Operators Local 307, AFL, since 1927, died at the age of 60. . . . Ted Schlanger, Phila. zone mgr. for S-W theatres, was appointed area exhibitor chairman for a special one-day theatre collection for the Will Rogers Memorial Hospital during week of Aug. 15. . . . Jack Jaslow is handling local distribution of "Formosa, the Guarded Island," a current subject.

Al Horwitz, former local sports writer and long-time tub-thumper with Universal, is now head of public relations at Columbia. . . . Jayne Netzel, S-W booking dept., recovering from an operation. . . . Bromley on Old York Rd. shuttered. Will be converted into a skating rink. . . . The Warner and Colonial theatres in Atlantic City are now being operated by Shore Theatres; the Stanley and Virginia by Abel Theatre Co. Max Chasen is doing the booking and buying. . . . Bill Kanefsky, Studio mgr., has mastered the proper words of greeting in a number of foreign languages and greets patrons in the tongue of the current attraction. . . . Refowich Theatre in Freeland has taken over operation of Hazelton Drive-In in Drums, Pa. from G. Rossie, Jr. The ozoner has a 400-car capacity and is getting a CinemaScope screen.

ST. LOUIS

W. Herschell Eichorn, owner of the Roxy at Mounds and the 51 Drive-In at Cairo, Ill., was elected MITO director to succeed Mrs. Regina Steinberg, who is no longer active in the industry. . . . During the joint convention of MITO and Kans.-Mo. Theatres Assn. officers and directors of MITO will host a cocktail party with entertainment on May 10. Pres. Lester Kropp reports that a meeting of MITO officers and directors will be held June 14 at Brookfield Farm near Clarksville, Mo., with State Senator E. V. Long and Mrs. Long as hosts. . . . New MITO members include Val Mercier's Mercier Theatre and the Hill Top near St. Mary's, Mo.; Horstman Theatre and Montgomery Drive-In, Chaffee, Mo.; Herman Ferguson, Malden, Mo.; Liberty, Malden; Guy Haskins just south of Malden; and Mr. & Mrs. Virgil Harris' All Star Drive-In near Clarkton.

H. E. Boyd, operator of Tommie's Drive-In, Kennett, Mo., will shortly start construction on a 400-car deluxer to be known as The Chief, which will have provisions for year-round operation. . . . Elmer Quesstel has abandoned plans to reopen the Nox Theatre at New Haven, Ill. . . . Wm. Zimmerman, who operates the Moto-Vue Drive-In near Warrenton, Mo., is presently operating his Vita Theatre, Warrenton, Fri. to Sun. only. . . . Tom Ryan, mgr. of the Salisbury Theatre here, who has been a patient in Koch Hospital since Dec., is expected to return home soon. . . . New mgr. of Ansell's Varsity Theatre in University City, Mo. is Herman M. Scissors.

Federal Judge Moore has denied motion of Columbia Picts. for a summary judgment in its anti-trust suit against St. L. Amuse. Co., in which Loew's Inc. and Loew's Dayton were also defendants, resulting from showing of "Caine Mutiny" at Loew's State at advanced admissions instead of at the St. Louis Theatre at regular admission scale. . . . Frisina Amuse. took over the 400-seat Rialto in Hannibal, Mo. from Eddie Rosecan, who plans to concentrate his activities at Cape Girardeau, where he operates the Rialto and also owns a roller rink. Frisina now controls all theatres in Hannibal. . . . Easter Sunday marked the formal opening of Mrs. Bernice Montgomery's 350-car Montgomery Drive-In north of Chaffee, Mo., also Home of the Star's D-I, Chaffee, owned by auto dealer Robert Capshaw.

The 500-seat State at Alton, Ill., was taken over by Floyd Hauhe from Harry Beck, who had obtained complete control by buying the 50% interest previously held by Charley Goldman and Jules Leventhal. . . . The 250-seat Lyric at E. Prairie, Mo. will be reopened May 1 by Ted R. DeField, who also operates the 310-seat DeMo there. . . . Recently closed for indefinite periods were the 450-seat Ritz at Cross-Ville, Ill.; 428-seat Lyric at Greenfield, Ill., operated by Frank Greer under an arrangement with local merchants; 200-seat Court at Vienna, Mo., operated under lease by Mr. & Mrs. Cleo Crum. . . . Hi Pointe Theatre, 756-seater, has been placed on an art picture policy by F&M. . . . Peter Malek bought the Madison Theatre, Madison, from Mrs. Regina Steinberg. He had managed the house for many years.



An exciting two-minute cut from IFE's "The Wayward Wife," mounted in a mechanical peep show, and a lobby display featuring outstanding photographs and portraits of Gina Lollobrigida attract passersby to the lobby of the Globe Theatre in New York, where Gina's latest American language motion picture premiered on April 8th and is still on view.

SALT LAKE CITY

U-I traveling auditor John Rickert, who spent several weeks here, was taken to a hospital in Salt Lake City just as he was about to leave for his next destination. . . . Ted Beers, asst. to head booker Carl Larsen at 20th-Fox, resigned to enter another field. Shipper David Campell is currently replacing him. . . . Layton, Utah, reports opening of the Davis Drive-In with new large screen and John Bugger as mgr. . . . Frank Davis is now managing the Oak Hills Drive-In here and has been replaced at the Rialto by Ralph Gardner, former asst. mgr. at the Villa.

The former Cinema Arts Theatre reopened after being shuttered for many months. Ralph Trathen, who also pilots the Hyland Theatre in suburban Salt Lake City, is in charge. . . . "Man Called Peter" would have held over indefinitely at the Capitol had it not been for a previous booking by mgr. Marvin George of the stage presentation of Jose Greco and his troupe. . . . Eric Erickson of the Woodland Drive-In here announced "the largest CinemaScope curved screen in the world." . . . Salt Lake County taverns have to discontinue either their beer or dancing license, according to a recent ruling.

SAN FRANCISCO

Owner A. J. Longtin has taken over booking and buying for his Guild Theatre, Sacramento, from Film Booking Agency. . . . Al Grubstick of Lippert Theas. of N. Calif. recovering from recent surgery at Mt. Zion hospital. . . . Transfer of office mgr. Walter Lange to Portland as sales rep. caused chain reaction at Paramount which made booker John Hurley offic mgr., and Robert Pacini and Jack Urban booker and clerk. . . . Recent acquisitions by Golden Gate Theatres include the El Rio Drive-In and Rex Theatre, Madera; Tokay ozoner, Lodi; Tioga Theatre, Merced, and the Crescent ozoner, Vallejo. . . . Frank Pratt appointed mgr. of Roxy Theatre, Oakland, and Walter Ahrens rep. for Pittsburgh area by Blumenfeld Theatres. . . . Univ. of Minn. journalism students recently heard alumnus Ted Galanter, M-G-M office mgr., speak on motion picture adv. and pub. rel.

Nubieber Theatre, Nubieber, Calif., sold to Dolin Southard by owner, Mrs. E. Sherrill. . . . Robert Bemis, Walter G. Preddy Supply Co., sailed for Hawaii on business. . . . Local City of Hope chapter's annual benefit preview for support of nonsectarian medical center, was held at member Irving Levin's Coliseum Theatre. . . . Jim Holland expects to open his new theatre at Bishop, Calif., the latter part of May. . . . Emil Davis, serv. mgr. National Screen, promoted to sales rep., replacing Harry Weaverling, with Lorraine Sutter upped to head shipper. . . . Variety Day at Golden Gate Track recently provided funds for Variety's Blind Babies Foundation.

FEATURES—Calendar of 1953-54 1954-55 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

1954-55

Release Date	Release No.	Production	Time (min.)	Cast
Oct. 3rd	5501	The Human Jungle	82	Gary Merrill, Jan Sterling
Oct. 24th	5502	The Bob Mathias Story	80	Bob Mathias, Melba Mathias, Ward Bond
Nov. 7th	5503	Target Earth	75	Richard Denning, Virginia Grey
Nov. 21st	5504	Cry Vengeance	83	Mark Stevens, Martha Hyer, Joan Vohs
Dec. 5th	5505	Port of Hell	80	Dane Clark, Wayne Morris, Carole Mathews
Dec. 19th	5506	Tonight's The Night	88	Barry Fitzgerald, Y. De Carlo, David Niven
Jan. 2nd	5421	Bowery to Bagdad	64	Leo Gorcey, Huntz Hall
Jan. 23rd	5507	Treasure of Ruby Hills	71	Zachary Scott, Carole Mathews, Dick Foran
Feb. 13th	5508	Big Combo, The	89	Cornel Wilde, Jean Wallace, Richard Conte, Brian Donlevy
Feb. 27th	5510	Murder Is My Beat	77	Barbara Payton, Paul Langton
Mar. 13th	5509	Dial Red O	62	Bill Elliott, Helene Stanley, Keith Larsen
Mar. 20th	5511	The Big Tip Off	80	Richard Conte, Constance Smith, Bruce Bennett
Mar. 27th	5512	Seven Angry Men	90	Raymond Massey, Debra Paget, Jeffrey Hunter
Apr. 10th	5513	Annapolis Story, An (Tech.)	81	John Derek Diana Lynn, Kevin McCarthy
Apr. 17th	5514	High Society	61	Leo Gorcey, Huntz Hall
Apr. 24th	5515	Shot Gun (Tech.)	80	Sterling Hayden, Yvonne De Carlo, Zachary Scott
May 8th	5516	Las Vegas Shakedown	77	Dennis O'Keefe, Coleen Grey
May 22nd	5517	Dark Venture	79	Frank Lovejoy, Forrest Tucker, Peggie Castle
May 15th	5518	Skabenga (Eastman color)	61	Documentary

BUENA VISTA DISTRIBUTING CO.

November '54	The Vanishing Prairie (Technicolor)	71	
January '55	20,000 Leagues Under the Sea (Technicolor)	127	Kirk Douglas, James Mason, Peter Lorre and Paul Lucas
June '55	Lady and the Tramp (Technicolor)	75	Cartoon feature
October '55	The Littlest Outlaw (Technicolor)	75	Pedro Armendariz and Joseph Calleia

COLUMBIA

1954-55

Release Date		Production	Time (min.)	Cast
Special Release	701	**The Caine Mutiny (Technicolor)**	125	**Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn**
Aug.	704	Pushover	88	Fred MacMurray, Kim Novak, Phil Carey
Aug.	711	The Law Vs. Billy The Kid (Color)	73	Scott Brady, Betta St. John
Aug.	—	Gun Fighters (Reprint)	87	Randolph Scott, Barbara Britton
Aug.	—	Coroner Creek (Reprint)	90	Randolph Scott, Marguerite Chapman
Sept.	712	Bullet Is Waiting (Tech.)	82	Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne
Sept.	710	Human Desire	90	Glenn Ford, Gloria Grahame, Broderick Crawford
Sept.	721	The Black Dakotas (Technicolor)	65	Gary Merrill, Wanda Hendrix, John Bromfield
Oct.	702	On the Waterfront	108	Marlon Brando, Karl Malden, Lee J. Cobb
Oct.	720	Three Hours to Kill (Technicolor)	77	Dana Andrews, Donna Reed
Nov	716	Fire Over Africa (Technicolor)	84	Maureen O'Hara, Macdonald Carey
Dec.	715	**Phffft**	88	Judy Holliday, Jack Carson, J. Lemmon
Dec.	717	They Rode West (Color)	84	Robert Francis, Donna Reed
Jan.	731	The Bamboo Prison	80	Robert Francis, Diane Foster
Jan.	—	Masterson of Kansas (Technicolor)	73	George Montgomery, Nancy Gates
Jan.	735	The Violent Men (CinemaScope-Tech.)	96	Glenn Ford, Barbara Stanwyck, Edward G. Robinson
Feb.	—	Pirates of Tripoli (Tech.)	72	Patricia Medina, Paul Heinrid
Feb.	—	Ten Men Wanted (Tech.)	80	Randolph Scott, Jocelyn Brando
Feb.	726	Women's Prison	80	Ida Lupino, Howard Duff
Mar.	—	New Orleans Uncensored	86	Arthur Franz, Beverly Garland, Helene Stanton
Mar.	—	Wyoming Renegades	73	Phil Carey, Gene Evans, Martha Hyer, William Bishop
Mar.	—	The Detective	91	Alec Guiness, Joan Greenwood

FILMAKERS

Release Date	Release No.	Production	Time (min.)	Cast
Sep. 15	6067	Private Hell 36	81	Ida Lupino, Steve Cochrane, Howard Duff
Feb. 15	6069	Crashout	90	William Bendix, Arthur Kennedy, Beverly Michaels
Apr. 15	6068	Mad At The World	72	Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell

I. F. E.

American Dialogue

September '54	Bread, Love and Dreams	90	Gina Lollobrigida, Vittorio De Sica
October '54	Girls Marked Danger!	75	Vittorio Gassman, Silvana Pampanini
November '54	Aida (in Ferraniacolor) (in association with S. Hurok)	95	Sophia Loren, Afro Polli, Lois Maxwell
November '54	Mademoiselle Gobette	78	Silvana Pampanini
December '54	Theodora, Slave Empress (Pathecolor	88½	Gianna Maria Canale, Georges Marchal,
February '55	"Mademoiselle Gobette"	78	Silvana Pampanini
April '55	Wayward Wife	95	Gina Lollobrigida
April '55 pre-release	"Love in the City"	90	English commentary & subtitles.
May '55	Outlaw Girl	76	Silvana Mangano, Amedeo Nazzari
May '55	Green Magic	85	(Documentary with English commentary)

LIPPERT PRODUCTIONS

Aug. 20th	5405	Thunder Pass	76	Dane Clark, Dorothy Patrick, Andy Devine
Sept. 3rd	5330	Terror Ship	72	William Lundigan
Sept. 17th	5404	Silent Raiders	65	Richard Bartlett, Earle Lyon, Jeannette Bordeaux
Sept. 24th	5401	The Unholy Four	80	Paulette Goddard
Oct. 8th	5402	Deadly Game	63	Lloyd Bridges, Simone Silva, Finlay Currie
Nov. 26th	5323	The Siege	63	Special Cast
Dec. 10th	5403	Race for Life	69	Richard Conte, Mari Aldon, George Coulouris
Dec. 24th	5407	The Black Pirates (Color)	74	Anthony Dexter, Lon Chaney, Martha Roth
Jan. 7th	5406	They Were So Young	80	Scott Brady, Raymond Burr, Johanna Matz
Mar. 25th	5411	The Silver Star	73	Edgar Buchanan, Marie Windsor, Lon Chaney
Apr. 8th	5415	Thunder Over Sangoland	73	Jon Hall, Ray Montgomery, Marjorie Lord
Apr. 15th	5409	The Glass Tomb	59	John Ireland

METRO-GOLDWYN-MAYER

1954-55

Sept.	501	Betrayed (EastmanColor)	108	Lana Turner, Clark Gable, Victor Mature
	504	Brigadoon (Color-CinemaScope)	108	Van Johnson, Cyd Charisse
Oct.	503	Rogue Cop	92	Robert Taylor, Janet Leigh
	502	Beau Brummell (EastmanColor)	111	Elizabeth Taylor, Stewart Granger
Nov.	507	Athena (EastmanColor-CinemaScope)	95	Jane Powell, Vic Damone, Debbie Reynolds
Nov.	510	Last Time I Saw Paris (Technicolor)	116	Elizabeth Taylor, Van Johnson, Donna Reed
Dec.	511	Crest of the Wave	90	Gene Kelly, Jeff Richards
	513	Battleground (Re-Issue)	118	Van Johnson, John Hodiak, Ricardo Montalban, George Murphy
	514	The Asphalt Jungle (Re-Issue)	112	Sterling Hayden, Louis Calhern, Jean Hagen
	512	Deep In My Heart (EastmanColor)	132	Jose Ferrer, Merle Oberon, Helen Traubel, Walter Pidgeon, Paul Henreid
Jan.	515	Bad Day at Black Rock (Color CinemaScope)	81	Spencer Tracy, Robert Ryan, Anne Francis, Walter Brennan
	516	Green Fire (Color CinemaScope)	100	Stewart Granger, Grace Kelly
Feb.	517	Many Rivers to Cross (Color CinemaScope)	83	Robert Taylor, Eleanor Parker
	518	Jupiter's Darling (Color CinemaScope)	96	Esther Williams, Howard Keel
March	519	Hit The Deck (Color CinemaScope)	112	Jane Powell, Tony Martin
	521	Blackboard Jungle	101	Glenn Ford, Anne Francis, Louis Calhern
April	522	Glass Slipper	94	Michael Wilding, Leslie Caron
	523	Bedevilled (Color CinemaScope)	89	Anne Baxter, Steve Forrest
May	525	The Prodigal (Cinema-Scope-Eastman Color)	115	Lana Turner, Edmund Purdom
May	526	The Marauders	81	Dan Duryea, Jeff Richards
June	527	Love Me Or Leave Me -Eastman Color).		
June	528	Moonfleet (CS-Eastman)		Stewart Granger, Viveca Lindfors

FEATURES—Calendar of 1953-54 1954-55 Releases

(As far ahead as it is possible to obtain them)

PARAMOUNT

1954-55

Release Date	Release No.	Production	Time (min.)	Cast
September	5401	Rear Window (Technicolor)	112	James Stewart, Grace Kelly
October	5402	Sabrina	113	Humphrey Bogart, Audrey Hepburn, William Holden
October	R5403	Reap the Wild Wind (Technicolor) Re-release	124	John Wayne, Susan Hayward, Ray Milland, Paulette Goddard
November	5430	White Christmas (VistaVision-Technicolor)	120	Bing Crosby, Danny Kaye, Rosemary Clooney, Vera-Ellen.
Jan.	5404	Three Ring Circus (VistaVision-Technicolor)	104	Dean Martin, Jerry Lewis
Feb.	5405	The Bridges At Toko-Ri (Technicolor)	103	William Holden, Grace Kelly, Frederic March, Mickey Rooney
Mar.	5407	Conquest of Space (Technicolor)	80	Produced by George Pal
Mar.	5409	The Country Girl	104	Bing Crosby, William Holden, Grace Kelly
April	5410	Run For Cover (VistaVision-Technicolor)	92	James Cagney, Viveca Lindfors, John Derek.
Apr.	5406	Mambo	—	Shelley Winters, Silvana Mangano, Vittorio Gassman, Katherine Dunham and Dancers
May	5425	Strategic Air Command (VistaVision-Technicolor)	114	James Stewart, June Allyson
June	5411	Hell's Island (VistaVision-Technicolor)	84	John Payne, Mary Murphy, Francis L. Sullivan.
June	5412	The Far Horizons (VistaVision-Technicolor)	108	Fred MacMurray, Charleton Heston, Donna Reed, Barbara Hale.
July	5413	The Seven Little Foys (VistaVision-Technicolor)	93	Bob Hope, Milly Vitale.
July	5408	Ulysses (Technicolor)	—	Kirk Douglas, Silvana Mangano, Anthony Quinn, Rossana Podesta.

RKO-RADIO

September	502	Africa Adventure	64	Documentary
Sept.	572	She Wore A Yellow Ribbon	104	John Wayne, Joanne Dru, John Agar
September	570	Every Girl Should Be Married (Reissue)	85	Franchot Tone, Diana Lynn, Cary Grant, Betsy Drake
September	571	The Window (Reissue)	73	Barbara Hale, Bobby Driscoll, Arthur Kennedy
October	503	Passion (Tech.)	84	Cornel Wilde, Yvonne de Carlo, Raymond Burr
Nov.	504	This Is My Love (PatheColor)	91	Linda Darnell, Rick Jason, Dan Duryea, Faith Domergue
Nov.	505	Cattle Queen of Montana (Technicolor)	88	Barbara Stanwyck, Ronald Reagan, Gene Evans, Lance Fuller, Tony Caruso
Dec.	508	Hansel & Gretel (Tech.)	75	The "Kinemins"
Jan.	509	The Americano (Technicolor)	85	Glenn Ford, Ursula Thiesa, Frank Lovejoy, Cesar Romero
Feb.	506	"Underwater!" (Technicolor-Superscope)	99	Jane Russell, Gilbert Roland, Richard Egan, Lori Nelson, Robert Keith, Joseph Calleia
Feb.	507	Tarzan's Hidden Jungle	73	Gordon Scott, Vera Miles
March	511	Rage at Dawn (Technicolor)	87	Randolph Scott, Mala Powers, Forrest Tucker
April	510	Quest for the Lost City (color)	60	Dane & Ginger Lamb
April	512	Escape to Burma (Tech.-Superscope)	87	Barbara Stanwyck, David Farrar, Robert Ryan
		Jet Pilot (Technicolor-Superscope)	119	John Wayne, Janet Leigh
May	—	"Son Of Sinbad" (Technicolor-Superscope)	90	Dale Robertson, Sally Forrest, Lili St. Cyr, Vincent Price, Mari Blanchard
		The Conqueror (Cinemascope-color)	—	John Wayne, Susan Hayward, Pedro Armendariz
April Re-Issues				
	573	The Informer	91	Victor McLagen, Heather Angel, Preston Foster.
	574	Berlin Express	86	Merle Oberon, Robert Ryan.
May Re-Issues				
	575	Bringing Up Baby	—	Katherine Hepburn, Gary Grant.
	576	I Remember Mama	—	Irene Dunne, Barbara Bel Geddes, Oscar Homolka.

REPUBLIC

Release Date	Release No.	Production	Time (min.)	Cast
Aug. 1st	5306	Make Haste to Live	90	Dorothy McGuire, Stephen McNally, Mary Murphy
Aug. 15th	5308	The Outcast	90	John Derek, Joan Evans
Aug. 23rd	5307	Johnny Guitar	110	Joan Crawford, Sterling Hayden, Scott Brady, Mercedes McCambridge
Aug. 25th	5310	Roogie's Bump	71	Robert Marriot, Ruth Warwick, Robert Simon
Sept. 1st	5309	Tobor The Great	77	Charles Drake, Karin Booth, Arthur Shields, Billy Chapin
Sept. 1st	5311	The Shanghai Story	90	Ruth Roman, Edmond O'Brien, Richard Jaeckel
Nov. 15th	5312	The She Wolf	93	Kerina, Ettore Manni, May Britt
Dec. 1st	5313	Trouble In Glen	91	Margaret Lockwood, Orson Welles, Forrest Tucker
Dec. 8th	5314	The Atomic Kid	86	Mickey Rooney, Robert Strauss, Elaine Davis
Dec. 15th	5315	Hell's Outpost	90	Rod Cameron, Joan Leslie, Chill Wills
Jan. 5th	5430	African Manhunt	65	Myron Healey, Karen Booth, John Kellogg
Jan. 12th	5431	Trouble In Store	86	Norman Wisdom, Margaret Rutherford, Moira Lister
Jan. 28th	5326	Carolina Cannonball	72	Judy Canova, Ross Elliott, Andy Clyde
Jan. 28th	5342	The Square Ring	73	Jack Warner, Robert Beatty, Maxwell Reed
	5401	Doctor in the House (Rank)	92	Dirk Bogarde, Muriel Pavlow, Kenneth More
Feb. 28th	5402	Timberjack	94	Sterling Hayden, Vera Ralston, David Brian
		The Eternal Sea	103	Sterling Hayden, Alexis Smith, Dean Jagger
Mar. 29th	5433	A Day To Remember	72	Stanley Holloway, Joan Rice, Odile Versois
		Don Juan's Night of Love	—	Raf Vallone, Silvana Pampanini, Michele Philippe
	5403	Yellowneck	83	Lin McCarthy, Stephen Courtleigh, Berry Kroeger
Apr. 4th	5404	Santa Fe Passage	90	John Payne, Faith Domergue, Rod Cameron
Apr. 11th	5434	I Cover The Underworld	90	Sean McClary, Joanne Jordan, Ray Middleton
		Magic Fire	—	Yvonne De Carlo, Carlos Thompson, Rita Gam
		The Road to Denver	—	John Payne, Mona Truman, Lee J. Cobb
		City Of Shadows	—	Victor McLaglen, Gloria Pall
		A Foreign Adventure	—	Yvonne De Carlo, Zachary Scott, Howard Duff
		The Texas Legionnaires	—	Sterling Hayden, Anna Maria Alberghetti, Richard Carlson.
		The Gunman	—	Ray Milland, Mary Murphy

TWENTIETH CENTURY-FOX

1954

Aug.	419	Broken Lance (CinemaScope-DeLuxe Color)	96	Richard Widmark, Spencer Tracy, Jean Peters
Aug.	408	The Raid (Panoramic Prod.-Tech.)	83	Van Heflin, Anne Bancroft
Sept.	420	The Egyptian (CinemaScope DeLuxe Color)	140	Gene Tierney, Edmund Purdom, Victor Mature, Jean Simmons
October	421	Woman's World (CinemaScope Print by Technicolor)	94	Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Arlene Dahl, Fred MacMurray and Cornel Wilde
October	418	Flight of the White Heron (CinemScope-Tech.)	52	Documentary
October	424	The Adventures of Hajji Baba (CinemaScope Color by De Luxe)	94	John Derek, Elaine Stewart
October	422	Carmen Jones (CinemaScope-Color by De Luxe)	105	Harry Belafonte, Dorothy Dandridge, Pearl Bailey
November	423	Black Widow (CinemaScope-Color by De Luxe)	95	Gene Tierney, Van Heflin, Peggy Ann Garner
November	425	Desiree (CinemaScope-Color by De Luxe)	110	Marlon Brando, Jean Simmons
November	428	Black Thirteen	75	Peter Reynolds, Rona Anderon
November	427	Outlaw's Daughter (Color)	75	Bill Williams, Kelly Ryan
December	426	There's No Business Like Show Business	117	Marilyn Monroe, Ethel Merman, Dan Dailey, Donald O'Connor, Mitzi Gaynor, Johnnie Ray
December	430	The Other Woman	81	Hugo Haas, Cleo Moore
December	429	Devil's Harbor	71	Richard Arlen, Greta Gynt

FEATURES—Calendar of 1953-54 / 1954-55 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
		1955		
January	422	Carmen Jones (CinemaScope-Color by De Luxe)	107	Pearl Bailey, Dorothy Dandridge, Harry Belafonte, Joe Adams
January	502	Prince of Players (CinemaScope-Color by De Luxe)	102	Richard Burton, Maggie McNamara, John Derek, Raymond Massey, Charles Bickford, Elizabeth Sellars
January	540	Twelve O'Clock High (Re-Release)	132	Gregory Peck, Hugh Marlowe, Gary Merrill, Millard Mitchell, Dean Jagger
February	503	White Feather (CinemaScope-Tech.)	101	Robert Wagner, John Lund, Debra Paget, Jeffrey Hunter, Eduard Franz
February	505	The Racers (CinemaScope-Color by De Luxe)	112	Kirk Douglas, Bella Darvi, Gilbert Roland, Cesar Romero
March	507	Untamed (CinemaScope-Color by De Luxe)		Tyrone Power, Susan Hayward, Richard Egan, John Justin, Agnes Moorehead, Rita Moreno, Hope Emerson
April	511	Angela		Dennis O'Keefe, Mara Lane
April	509	A Man Called Peter CinemaScope-Color by De Luxe)		Jean Peters, Richard Todd, Gill Esmond, Robert Burton
April	510	Violent Saturday (CinemaScope-Color)		Victor Mature, Sylvia Sidney, Stephen McNally, J. Carroll Naish
May	508	The Adventures of Sadie	88	Joan Collins, Kenneth More, George Cole
June	513	The Magnificent Matador (CinemaScope-Tech.)		Maureen O'Hara, Anthony Quinn
June	514	Soldier of Fortune (CinemaScope-Color by De Luxe)		Clark Gable, Susan Hayward
July	506	Life in the Balance	74	Ricardo Montalban, Anne Bancroft, Lee Marvin, Jose Perez
July	512	The Living Swamp		Documentary

UNITED ARTISTS

Aug.	5429	Malta Story	98	Alec Guinness, Jack Hawkins
Aug.	5334	Crossed Swords (PatheColor)	86	Errol Flynn, Gina Lollobrigida
Aug.	5432	The Diamond Wizard	83	Dennis O'Keefe, Margaret Sheridan
Aug.	5430	Victory At Sea	96	Documentary
Aug.	5433	Down Three Dark Streets	84	Broderick Crawford, Ruth Roman
Sept.	5437	The Golden Mistress (Technicolor)	82	John Agar, Rosemarie Bowe
Sept.	5435	Jesse James' Women (Technicolor)	83	Peggie Castle, Jack Beutel
Sept.	5419	Khyber Patrol (Color)	71	Richard Egan, Dawn Addams
Sept.	5436	Suddenly	77	Frank Sinatra, Sterling Hayden
Oct.	5440	The Barefoot Contessa (Technicolor)	128	Humphrey Bogart, Ava Gardner
Oct.	5434	Sitting Bull (CinemaScope, color)	105	Dale Robertson, Mary Murphy
Oct.	5439	The Little Kidnappers	93	Duncan Macrae, Jean Anderson
Oct.	5441	Operation Manhunt	77	Harry Townes, Jacques Aubuchon
Nov.	5446	Twist of Fate	89	Ginger Rogers, Jacques Bergerac
Nov.	5438	Shield for Murder	80	Edmond O'Brien, John Agar, Marla English
Nov.	5444	The White Orchid (PatheColor)	81	William Lundigan, Peggie Castle
Nov.	5447	Snow Creature	70	Paul Langton, Leslie Denison
Nov.	5445	You Know What Sailors Are (Technicolor)	89	Akim Tamiroff, Donald Sinden
Dec.	5448	Vera Cruz (Technicolor, Superscope)	94	Gary Cooper, Burt Lancaster
Dec.	5443	The Steel Cage	80	Paul Kelly, Maureen O'Sullivan
Dec.	5449	Romeo and Juliet (Technicolor)	140	Laurence Harvey, Susan Shentall
Jan.	5450	Black Tuesday	80	Edward G. Robinson, Jean Parker
Jan.	5501	The Beachcomber (Technicolor)	82	Robert Newton, Glynis Johns
Jan.	5502	Battle Taxi	82	Sterling Hayden, Arthur Franz
Feb.	5504	Sabaka (Technicolor)	74	Boris Karloff, Reginald Denny
Feb.	5505	The Good Die Young	100	Laurence Harvey, Gloria Grahame
Feb.	5506	Canyon Crossroads		Richard Basehart, Phyllis Kirk
Mar.	5507	Big House, U.S.A.	82	Broderick Crawford, Ralph Meeker.
Mar.	5508	Stranger On Horseback (Ansco-Pathe)	66	Joel McCrea, Miroslava.
Mar.	5509	Marty		Ernest Borgnine, Betsy Blair.
April	5503	The Purple Plain (Tech.)	100	Gregory Peck, Win-Min-Than.
April	5510	A Bullet For Joey		Edward G. Robinson, George Raft, Audrey Totter.
April	5511	Lilacs In The Spring (Eastman color)	94	Errol Flynn, Anna Neagle.

UNIVERSAL

Sept.	429	Black Shield of Falworth (Technicolor-Regular)	99	Tony Curtis, Janet Leigh
Sept.	436	Black Shield of Falworth (Tech.-CinemaScope)		Tony Curtis, Janet Leigh
Sept.	430	Dawn At Socorro (Technicolor)	80½	Rory Calhoun, Piper Laurie
Oct.	431	The Naked Alibi	86	Sterling Hayden, Gloria Grahame
		1954-55		
Nov.	501	Bengal Brigade (Tech.)	87	Rock Hudson, Arlene Dahl
Nov.	502	Four Guns To The Border (Tech.)	83	Rory Calhoun, Colleen Miller
Nov.	504	Ricochet Romance	80	Marjorie Main, Chill Wills, Rudy Vallee
Dec.	510	Yellow Mountain (Technicolor)	78	Lex Barker, Mala Powers, Howard Duff
Dec.	505	Sign of the Pagan (CinemaScope-Tech.)	92	Jeff Chandler, Jack Palance, Rita Gam
Dec.	506	Sign of the Pagan (Regular-Technicolor)	92	Jeff Chandler, Jack Palance, Rita Gam
Jan.	507	So This Is Paris (Technicolor)	96	Tony Curtis, Gloria DeHaven, Gene Nelson, Corinne Calvert
Jan.	508	Destry (Technicolor)	91	Audie Murphy, Mari Blanchard
Jan.	503	West of Zanzibar	83	Anthony Steel Sheila Sim
Feb.	511	The Far Country (Technicolor)	97	Jim Stewart, Ruth Roman
Feb.	512	Six Bridges to Cross	99	Tony Curtis, Julie Adams
Feb.	513	Abbott & Costello Meet The Keystone Kops	79	Bud Abbott, Lou Costello
Mar.	509	Land Of Fury	82	Jack Hawkins, Glynis Johns.
Mar.	514	Captain Lightfoot (Tech.-CinemaScope)	92	Rock Hudson, Barbara Rush.
Mar.	516	Smoke Signal (Tech.)	88	Dana Andrews, Piper Laurie.
Apr.	517	Chief Crazy Horse (Tech.-CinemaScope)	86	Victor Mature, Susan Ball, John Lund
Apr.	518	Chief Crazy Horse (Standard Version)	86	
Apr.	519	Ma & Pa Kettle at Waikiki	79	Marjorie Main, Percy Kilbride, Lori Nelson
Apr.	520	Man Without a Star (Technicolor)	89	Kirk Douglas, Jeanne Crain, Claire Trevor
May	521	Revenge of the Creature (3-D)	82	John Agar, Lori Nelson.
May	522	Revenge of the Creature (Standard)	82	
May	523	Cult Of The Cobra	82	Richard Long, Faith Domergue, Marshall Thompson.
May	524	The Looters	87	Rory Calhoun, Julie Adams

WARNER BROS.-FIRST NATIONAL

1954-55

Sept. 4th	401	Dragnet (WarnerColor)	89	Jack Webb, Ben Alexander
Sept. 25th	402	The Bounty Hunter (WarnerColor)	79	Randolph Scott, Marie Windsor
Oct. 16th	403	A Star is Born (CinemaScope-Tech.) (Special Engagements only)	154	Judy Garland, James Mason, Jack Carson
Nov. 13th	404	Drum Beat (CinemaScope-WarnerColor)	111	Alan Ladd, Audrey Dalton
Nov. 27th	405	Track of the Cat (CinemaScope-WarnerColor)	102	Robert Mitchum, Diana Lynn, Teresea Wright
Dec. 11th	406	Saratoga Trunk (Re-release)	135	Gary Cooper, Ingrid Bergman, Flora Robson
Dec. 11th	407	The Big Sleep (Re-release)	114	Humphrey Bogart, Lauren Bacall, Martha Vickers.
Jan 1st	409	Young at Heart (Color by WarnerColor) (Print by Technicolor)	117	Doris Day, Frank Sinatra, Gig Young, Ethel Barrymore, Dorothy Malone, Robert Keith
Jan. 22nd	403	A Star is Born (In CinemaScope) (Color by Technicolor)	154	Judy Garland, James Mason, Jack Carson, Charles Bickford, Tom Noonan
Feb. 5th	408	The Silver Chalice (In CinemaScope) (Color by WarnerColor)	137	Virginia Mayo, Pier Angeli, Jack Palance, Paul Newman, Walter Hampden
Feb. 26th	412	Unchained	75	Elroy Hirsch, Barbara Hale, Chester Morris
Mar. 12	411	Battle Cry (CinemaScope and WarnerColor)	148	Van Heflin, Aldo Ray, Mona Freeman.
Mar. 12	413	N. Y. Confidential	87	Broderick Crawford, Anne Bancroft.
Apr. 9th	414	East Of Eden	115	Julie Harris, James Dean, Raymond Massey.
May 14th	410	Jump Into Hell	93	Jack Sernas, Kurt Kaznar, Arnold Moss.

SMASHING EVERY RECORD IN THE HISTORY OF THE SUTTON THEATRE, N. Y

MARTY
1st DAY

SENSATIONAL OPENING!

MARTY
2nd DAY

BIGGER THAN 1st DAY!

MARTY
3rd DAY

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LOEW'S POLI—BRIDGEPOR
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5th DAY

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MARTY
6th DAY

TERRIFIC, TERRIFIC SATURDA

MARTY
7th DAY

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HECHT-LANCASTER present

"MARTY"



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Story and Screenplay by PADDY CHAYEFSKY
Directed by DELBERT MANN · Produced by HAROLD HECHT
Associate Producer — PADDY CHAYEFSKY

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THE Independent FILM JOURNAL

DEVOTED *to the* BEST INTERESTS *of the* MOTION PICTURE INDUSTRY

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A CONSTRUCTIVE SUGGESTION

WITH the impasse that presently exists between exhibition and distribution, it is refreshing to read the proposal suggested by Al Lichtman at a Coast trade press conference.

The 20th-Fox sales chief, reviewing the troublesome industry situation, pointed out that 4,500 theatres can now earn anywhere from 85 to 90 percent of the total film revenue on a top picture. Since the balance comes from more than double that number, he urged flexible sales policies in order to keep "the little fellow" in business.

Emphasizing the fact that he is speaking only for himself, Lichtman stated, "This may startle some of my distributing colleagues but I urge them to think it over and come to my way of thinking. One of the

(See Page 3)

THIS IS DRAMA!

If *you* were a producer and wanted to make a story of real people, of a dime-a-dance girl who rose to the Ziegfeld Follies and Hollywood stardom, of a strange love story in lurid, mob-ruled Chicago days—you'd pick the life-inspired story of song-star Ruth Etting. M-G-M picked it and it's a winner!

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Co-starring CAMERON MITCHELL With ROBERT KEITH • TOM TULLY

Screen Play by DANIEL FUCHS and ISOBEL LENNART • Story by DANIEL FUCHS • Photographed in EASTMAN COLOR

Directed by CHARLES VIDOR • Produced by JOE PASTERNAK

May 14, 1955
Vol. 35 No. 9

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

A Constructive Suggestion

(*continued from cover*)

simplest and most constructive means of ending all this controversy and to prove to exhibition leaders that men in distribution have the welfare of our business just as much at heart as any one of them, I propose that for the small accounts, say those paying a film rental of $50.00 per picture or less, that we agree to arbitrate those film rentals or any other subject that may be controversial. . . ."

There is no doubt of the merit in Lichtman's proposal. The major stumbling block to the adoption of voluntary industry-wide arbitration has been the failure of distribution to agree upon a provision which would include arbitration of rentals. National Allied has remained aloof from the arbitration proceedings because of its insistence upon this condition.

Here is a solid starting point. Lichtman's proposal is not a far cry from the arbitration of rentals of $100 or $150. This could probably cover the whole situation since the large circuits are no more interested in such a clause than are the film companies. Distributors should give earnest consideration to these facts. Acceptance of this proviso can do much to introduce harmony, good will and other constructive measures into the business and put an end to talk of Federal regulation.

Second Invitation

Initial responses of the film company presidents to the joint Allied-TOA invitation to a New York round table conference on May 24 have been negative on the grounds that individual company sales policies are purely company business. Now, a second telegram, sent in an atmosphere of less militancy, clarifies exhibition's stand and assures the company toppers that there is no intention to discuss anything other than the plight of exhibition and general sales policies.

The new invitation reads in part, "It is the American way . . . that there be an exchange of ideas for the common good and that producers and distributors in any business sit and discuss the problems of their customers when they are in trouble. Should it be different in our industry? (*Ed. note: We hope not.*) What harm can come from an intelligent, sincere and free discussion of exhibitor and distributor relations? . . ." (*Ed note: No harm, but a great deal of good.*)

Distribution appears to feel that a group meeting with exhibition might be considered a violation of the anti-trust laws. This position is untenable and would, by the same token, put the fruits of any voluntary system of arbitration agreed upon in the same category.

Early reports, as we go to press, indicate a noncommittal attitude on the part of the film company presidents. We hope that they will reconsider. It will mark a turning point toward better industry relations.

Gambling With Attendance

In our business, the drought precedes the hot weather. A look at present releasing schedules gives substance to exhibitor grumblings from all sections of the country that there is a holding back of quality product for the summer months.

This is not a seasonal industry and responsible distribution executives must not contribute to a tailspin in attendance at a time when extra effort should be made to stimulate moviegoing. Can you see Ford and General Motors tying up their good models in order to unload a bad one? At least, they'd be putting out some quality cars at the same time. Only our industry seems to gamble with its patronage. This just doesn't make sense.

Write Now!

At the present time, the preponderance of mail being received by the Federal Communications Commission is in favor of pay-to-see TV. Reports from Washington indicate a planned letter-writing campaign by the proponents of subscription television who are sending in piles of form letters.

Theatre owners all over the nation must put this response in proper balance by personally writing and getting as many other individuals as they can reach to write to the F.C.C., Washington 25, D. C., expressing intelligent disapproval of pay-TV prior to the June 9 deadline for communications. Do it now!

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Exhibs Slate Round Table Despite Distributor Rebuffs

The round-table conference will definitely be held in New York on May 24, despite the fact that major distribution presidents have seemingly turned a deaf ear to exhibition's plea for such a meeting. So said Alfred Starr, TOA board chairman and member of the eight-man TOA-National Allied committee that tendered the invitations a few weeks ago. Starr said this week that the committee, after counting the roll of presidents attending, would then decide on further action. Meanwhile, Ruben Shor, National Allied president, revealed that there have been "some acceptances" to the parley.

Indications were, however, that individual company heads still would be reluctant to participate at a collective meeting with other distribution chiefs.

Starr cited the "unwarranted misapprehension" of the distribution presidents, who, he said, mistakenly seemed to feel that the meeting was called for vituperation or to discuss individual sales policies. The first possibility, he said, was not "gentlemanly"; the second, he added, would "probably not be legal."

The Nashville exhibitor, who felt certain that he could speak for the entire TOA-National Allied committee, defined the "very simple" purpose of the round-table as follows: "to discuss in broad, specific outline . . . what will happen to the motion picture industry if the public continues to lose the movie-going habit at the present accelerated rate?"

Schenck Explains Position

The audience is falling off, Starr said, because of a variety of reasons, and since March 1, business throughout the country has been generally bad, he added. "This is a fact. . . . There is a mounting feeling of desperation among exhibitors. Can we reverse the trend? I don't know, but it affects us all, and distribution should be willing—in an informal, high-level talk—to discuss the problem," he concluded.

Only Nicholas M. Schenck, Loew's-M-G-M president, and Barney Balaban, Paramount president, had publicly replied at this writing, and their refusal to attend stemmed from their belief that certain subjects could only be discussed individually, and not at such a meeting.

Said Schenck: "We do not believe that an industry round-table conference is suited for a consideration of the relations between M-G-M and its customers. Our sales policies and trade practices should not be the subject of discussion with our competitors." Schenck suggested that such matters could best be discussed with Charles M. Reagan, the company's sales chief.

Barney Balaban also objected to the 'subjects" proposed for the May 24 meeting, and asserted that sales policies and trade practices should remain individual company business. The Paramount prexy said that his company's doors will always be open to any exhibitor, for discussions based on facts. He added that Paramount has had such discussions in the past and will continue to do so in the future.

Official word was not forthcoming from Spyros Skouras, 20th-Fox president, but the company's distribution director, Al Lichtman, told a press conference in Hollywood that the round-table meeting idea had been definitely vetoed. (For Lichtman's arbitration proposal and comments, see accompanying story).

Soon afterward, at the Iowa-Nebraska Allied meeting in Des Moines, a resolution was passed urging the distribution chiefs to reconsider their decision and "thus demonstrate . . . that the motion picture industry is competent to handle its own problems by self-regulation instead of Government regulation." The resolution suggested that if the presidents continue to boycott a meeting, National Allied take whatever steps it may see fit including support of a bill to regulate film rentals. I.T.O. of Arkansas had also passed a similar resolution endorsing "further action" by TOA.

Shor Comments

Earlier, at the North Central Allied convention in Minneapolis, Shor had said: "We have reached the crossroads. The meeting on May 24 is the end of the line. I promise nothing. I am not optimistic." Another resolution was passed "to activate and implement the National Allied resolve to seek Federal regulation of film rentals" should the film companies "fail or refuse to participate" in the all-industry conference, or should the conference be "fruitless."

Alfred Starr, at a press conference this week, remarked that his mind is "open" about Government intervention. Starr stressed that "more and more exhibitors seem to be faced with economic disaster," and said that in his trips throughout the country he has heard a "swelling chorus of complaints" about bad business. He reiterated his previous remark that "desperate men will do desperate things."

'Reconsider Negative Decision:' TOA, Allied Ask Presidents

E. D. Martin and Rube Shor, presidents of TOA and National Allied respectively, on behalf of the joint TOA-Allied committee, this week again wired the presidents of Loew's, Paramount, 20th-Fox, RKO and Universal regarding their decision not to participate in the round table conference. Individual company sales and trade policies would not be discussed, the telegram stated. Martin and Shor went on to say that the purpose was "rather to present the serious plight of exhibition resulting in the closing of theatres and decrease of patronage and further the general sales policies of distribution that do not encourage licensing on the merits and ability to pay."

"What harm can come from intelligent, sincere and free discussion of exhibitor and distributor relations?" asked the two exhibitor representtives. The wire closed with a request that these presidents "reconsider" and telegraph their answers to Shor so that the conference may be held by May 24 at the latest.

Arbitration Plan Seen Promising

Distribution reaction to Al Lichtman's proposal to arbitrate rentals of $50 or less per picture was slow in coming, but exhibition representatives were almost unanimously favorable to the idea.

E. D. Martin, TOA president, said he "would like to congratulate" Fox's distribution director for his "constructive thinking." Alfred Starr, TOA board chairman, said he was "very happy to see it" and called it a "wonderful idea." Wilbur Snaper, New Jersey Allied president, said: It's a start."

Shor Comments

Ruben Shor, president of National Allied, complained however that the proposal "does not go far enough. . . . I'm not certain that the $50 houses are the only ones who need help." Shor argued that many theatres not in that category also need assistance.

Harry Brandt, president of the Independent Theatre Owners of New York, was another who asserted that the Lichtman proposal was a "step in the right direction." "Many large exhibitors do not want to arbitrate film rentals any more than do distributors," Brandt said. "The Lichtman proposal is not a far cry from arbitration on accounts paying $100-150, and I think this could be negotiated. We've got to make a start somewhere," Brandt insisted, "even if it can only be arranged with one company."

Stressing that he was speaking solely for himself, Lichtman had called his proposal "one of the simplest and most constructive means of terminating this controversy." He asserted that it is now possible for approximately 4,500 theatres and big drive-ins to earn from 85-90 percent of the total film rental on first-class motion pictures. The balance, he said, will come from "more than double that amount of theatres." "It behooves all distributors to have a most flexible policy in order to take care of the little fellow and keep him in business," Lichtman declared.

Lichtman Explains

The Fox executive explained that he did not include big exhibitors in his proposal because "the big exhibitor is doing all right." "In fact," Lichtman asserted, "it is possible for him as well as distributors to gross more money with top pictures in big situations today than ever before, and therefor he does not need the same treatment that I am advocating for the little fellow."

"We are no longer a habit-going business as we were prior to television," Lichtman asserted. "Today to compete for the leisure time of the public we must present superior entertainment. Also, we must have modern facilities. . . . The old-style picture house that refuses to modernize its equipment in every respect cannot possibly survive. But the industry as a whole," Lichtman argued, "must do everything possible to keep every theatre in business."

"I do not wish to go into the whys and wherefores of who said this or that concerning the round table meeting that I, in good faith, suggested to be called," said Lichtman. All I can say is. . . . I would like to see harmony, good will and constructive measures introduced in this business, thus enabling exhibitors, distributors and producers . . . to perpetuate and elevate this business to greater heights than ever before," he concluded.

EXHI-BITS

Ozoners To Skouras, Prudential

Skouras Theatres and Associated Prudential Theatres are expected to finalize a major drive-in purchase within the next two weeks, when they will acquire four Long Island ozoners. At present Skouras operates only four-wall theatres.

The drive-ins, now operating in the Family Drive-Ins group, are the Commack in Commack; Hempstead Turnpike in Bethpage; Massapequa, Massapequa and the Westbury, Westbury. All four open-airers are now serviced by the Ligget-Florin Booking Office.

Closed-Circuit TV Grows

Eighty-three theatres, many in cities using a closed-circuit TV hook-up for the first time, will carry the Rocky Marciano-Don Cockell heavyweight championship fight from San Francisco to an estimated 250,000 fight fans on May 16. Theatre Network Television announces that the fight will be shown in 17 theatres in the New York area. The network will go as far west as Denver.

Nathan Halpern, TNT president, predicted that "the day may not be far off when we can assure a million-dollar gate on our own." TNT's first championship closed-circuit telecast, between Joe Louis and Lee Savold on June 15, 1951, attracted only eight theatres in six cities.

Exhib Unit Formed

LOUISVILLE.—Formation of a new exhibitor association, to be affiliated with National Allied, is expected to take place next week at a meeting here to which all theatremen in the state have been invited. Sponsoring the new unit are: J. M. Reiss, Louis A. Arru and E. L. Arnstein, all Louisville, and Robert Enoch, Elizabethtown. Expected to attend are the following Allied representatives: Rube Shor, president; A. F. Myers, general counsel; Trueman Rembusch, Bill Carrell and Robert A. Wile.

TESMA Plan Endorsed

COLUMBUS.—Ohio bankers would be able to loan additional funds to theatre owners for refurbishing purposes if exhibitors adopted the TESMA plan to reserve three percent off the top of any picture on a percentage engagement for such purposes, according to Independent Theatre Owners of Ohio.

The exhibitor group consulted the Ohio Bankers' Association on the TESMA suggestion and found them "heartily" in favor. Robert A. Wile, ITOO executive secretary, said the bankers' unit hopes to have a sample escrow agreement drawn up shortly.

More Product Foreseen

The product shortage will be relieved gradually this year, according to The Value Line investment survey published this week by Arnold Bernhard & Co., investment advisory firm. "Nevertheless," it cautions, "for 1955 producers earnings will probably grow at a somewhat faster rate than those of theatres." Further, the survey declares, the industry in the next three to five years seems likely to be favored by a sharp growth in the population of its major customer group, the 15-24 olds. All in all, the survey concludes, all signs point to "continued recovery."

Pay-To-See TV Controversy Rages Unabated Over Nation

More skirmishes were reported on scattered pay-TV fronts as the battle showed no signs of letting up until well into next Fall. The new FCC deadline for comment on the desirability of subscription video is June 9, with the last day for rebuttal testimony now set at July 11. Two weeks later, commission members will vacation for one month, returning to Washington at the end of August.

Comments already received indicate a preponderance of mail in favor of subscription television.

The New York City Council, asked to vote on a resolution against pay-TV submitted by Council president Abe Stark, was said to be wavering because of a barrage of pro-pay-TV mail that arrived at Council offices. Previously the Council was said to have been overwhelmingly opposed to subscription video.

In Chicago, Alderman Seymour Simon, representing several local theatres, plans to introduce a similar resolution. Rep. Paul Randolph recently introduced a resolution in the state House of Representatives backing toll TV.

Baseball Fee Predicted

Walter O'Malley, president of the Brooklyn Dodgers, evisioned a future with a 50¢ charge for every set tuned into a Brooklyn game. The proceeds, a TV authority estimated, would be about $50,000 a game for the Flatbush club. The Dodgers now receive from between $500-600,000 yearly for sponsored baseball. Said O'Malley: "I'm satisfied the public is ready for it." He cited the fact that the club receives a "surprising" number of donations from people who have watched the Bums on TV.

Theodore Moran, past commander of the Father Duffy Post of the Catholic War Veterans, expressed his "amazement" at the announcement, and urged O'Malley to reconsider.

Spokesmen for the Committee Against Pay-To-See-TV said: "The American viewing public should be eternally grateful to Walter O'Malley. . . . It is now crystal clear that each and every TV program that is now delivering a satisfactory audience will be the unwilling prey to the coinbox brigade."

Congressional support for subscription TV appeared in a letter to the FCC from Rep. Frances P. Bolton (Republican, Ohio) urging the Commission to permit "a few pilot demonstrations," so that the public might endorse or reject the method. Mrs. Bolton, a pay-TV advocate, argued that if the idea fails to win public acceptance, the only financial loss will be that of the proponents.

Alfred Starr, co-chairman of "Organizations For Free-TV," posed a provocative question: "Who will pay for the pay-TV unscrambling device?" He quoted a Zenith remark that the device would cost $50, but that the public would not be required to buy it. Starr estimated that if 36 million set owners had the device connected, the cost would run to $1.8 billion dollars. Assuming another $30 charge for installation, add more than another billion to that figure. Grand total to Starr: $2.88 billion, which must be obtained from somewhere before pay-TV becomes a practical business reality.

(*Continued on page* 18)

Theatrical Unions Blast Pay Video

Labor and talent in the theatrical industry of New York City have opposed pay-to-see TV in a resolution adopted by more than 25 A.F. of L. show business unions affiliated with the Central Trades and Labor Council. Unions represented by the Fact Finding Committee include Actors Equity, American Federation of TV and Radio Artists, Associated Musicians of Greater N. Y., Legitimate Theatre Employees No. B183, Radio and TV Broadcast Engineers Local 1212, Theatre Authority, Radio and TV Directors Guild.

The action, which bears the signatures of Committee Chairman Solly Pernick and Secretary Milton Weintraub, follows a month's study by a Fact Finding Committee. The resolution states, among other objections, that introduction of pay-as-you-go video would impose a "financial burden on millions of wage earners" in the lower income bracket.

Announce New Date For COMPO Poll

A new date—from November 17 to November 27—has been set for the nationwide balloting to be held under COMPO's auspices to determine the public's favorites. A brochure containing details will be issued to exhibitors about June 1.

Robert W. Coyne, COMPO special counsel, also stated that while all pictures available for nomination must bear the Production Code Authority seal, foreign and independent films not released through member companies of the MPAA may also be submitted. The ruling also applies to personalities appearing in these films.

Nominations will be made by exhibitors under a procedure worked out by Elmer Rhoden, newly-appointed national chairman of the Audience Awards campaign. According to present plans, they will cover three different periods.

The first ballot would be sent to COMPO by exhibitors about June 1, to cover films generally released from October 1, 1954 to March 31, 1955. Distributors will determine which of their pictures have been exhibited widely enough to be eligible for nomination. Any picture or personality receiving 75 percent of the nominating votes from exhibitors will then go on the final ballot to be given to the public.

Similar procedures are planned for August 1 (for films released in April, May and June) and October 1 (films released in July, August and September). September 30 will be the cutoff date for films to be considered. It was also decided that awards shall be made at a Hollywood function to be held on the night of December 5, 6 or 7.

VCI Schedules '56 Gotham Meet; Peak Charity Endeavors Reviewed

Goldwyn Resigns SIMPP Membership

Samuel Goldwyn, a founder of the Society of Independent Motion Picture Producers, disclosed in Hollywood this week that he had resigned from that organization three months ago. Goldwyn announced that since many of SIMPP's original members have left, and many indie productions are being "financed by major companies," the Society's area of activities has become "quite limited." The producer, whose latest film, "Guys and Dolls," will be released through M-G-M, some time ago bowed out of MPAA.

Ellis Arnall, SIMPP president, expressed his hope that Goldwyn would "reconsider," reporting that SIMPP now has 38 members, highest in its history, with "more money in the treasury than we've ever had before."

Financial Notes

WASHINGTON. — March saw the industry publicly declaring a total of $3,899,000 in dividends as against $3,482,000 for the similar 1954 month. Total dividends for the first 1955 quarter was $7,143,000, as against $5,529,000 for 1954's similar period, the Commerce Dept. reported.

For the 13 weeks ended Jan. 29, Republic Pictures reported net profit after taxes of $383,207. Total compares to a net after taxes of $260,937 for the similar 13 week period in the previous year.

National Theatres' consolidated net for 26 weeks ended Mar. 26 (first half of current fiscal year) was $1,280,549 or 46¢ per share, on 2,769,486 shares of stock outstanding. Net compares with $1,307,050 or 47¢ per share in previous period, 1954. Gross for the same period was up 4 percent but attendance was down 8 percent. Net for 13 weeks ended Mar. 26 was $734,133 or 27¢ per share compared to $651,468 or 24¢ per share for corresponding 1954 quarter.

Columbia Pictures reports net profit after taxes for 39-week period ending Mar. 26 at $3,655,000 or $4.37 per share compared to $2,664,000 or $3.12 per share for corresponding period of previous year.

Decca Records reports first quarter net for three months ended Mar. 31 at $816,339 or 50¢ per share on 1,602,501 outstanding shares of capital stock. Figure is 28 percent higher than net of $635,238 or 42¢ per share on 1,500,000 shares for corresponding period, 1954.

A quarterly preferred dividend of $1.0625 per share on the 4¼ percent cumulative stock of Universal Pictures has been declared payable June 1 to holders of record May 16.

RKO Theatres has reported a consolidated net of $535,236 for 1955's first quarter as against $531,451 for 1954's first quarter, before deduction for special items, which then brought the 1954 period net down to $485,358.

LOS ANGELES.—The 19th annual convention of Variety Clubs International, concluded here over the weekend, was highlighted by a review of the record sums raised and spent during the year just ended for aid to underprivileged children. In line with the club's annual Humanitarian Award, Sir Winston Churchill was given the top honor.

Following the conclave, it was decided to hold next year's annual meet in New York. The year after, 1957, will see the convention in London.

George C. Hoover of Miami was meanwhile re-elected International Chief Barker. Other officers re-elected included John H. Rowley, Dallas, first assistant chief barker; George Eby, Pittsburgh, second assistant chief barker; Edward Emmanuel, Philadelphia, property master; Jack Dumestre, Atlanta, dough guy, and Judge William McCraw, Dallas, executive director.

Named International Press Guide was Robert Adleman, Philadelphia.

Raised $3,500,000

The 1,000 VCI delegates in attendance heard Morton Gerber, representing Nathan D. Golden of Washington, reveal that approximately 10,000 VCI members raised and spent $3,500,000 last year in varied endeavors aiding children. More than 400,000 individuals were directly benefitted by such welfare activities, it was noted.

The award to Churchill was made at the climaxing banquet of the convention. His honor was accorded "for the most outstanding service to humanity" last year by a committee of 80 newspaper editors and publishers.

Among resolutions recommended and accepted by the convention was one to appoint a committee to investigate the possibility of VCI conducting the annual convention rather than placing the entire burden upon one tent. This year, the Los Angeles tent supported the conclave.

To emphasize VCI's position as to support of the Will Rogers Hospital at Saranac Lake, Hoover said individual tents—not the International—will work with the hospital.

Popularity Of Movies Over Sports Outlined

Newspaper editors were reminded this week of the tremendous public interest in the movies, which cater to more people weekly than any major sport annually, in the latest and 43rd COMPO "Editor & Publisher" ad. Entitled "Want More Readers?" the ad contained numerical breakdowns of yearly attendance at such sporting eevnts as racing, major league baseball, collegiate football and bowling. A reminder pointed out that the movies register 50 million admissions weekly.

Para Coast Meet Set

Eight completed features and parts of five others will be screened in Hollywood next week for Paramount distribution and production executives attending a week-long special sales-merchandising conference at which George Weltner, head of Paramount world-wide sales, will preside.

NEW POSTS



ROWLEY



ENDE

EDWARD H. ROWLEY SR. has become executive vice-president of United Artists Theatre Circuit. A showman for many years, Rowley launched with Harold R. Robb the Robb & Rowley Circuit in Texas in 1916. UA Theatre Circuit acquired an interest in his operation in 1937. In 1951, the organization became known as Rowley United Theatres, which now operates 145 conventional and drive-in situations in 37 towns in Texas, Oklahoma and Arkansas. Rowley, besides his circuit affiliation, is head of the Rowley-Brown Broadcasting Co., and a director of the Zonite Productions Corp. His appointment to the UA circuit vice-presidency was announced by George P. Skouras, president, following approval by the circuit's board of directors.

JOSEPH ENDE was appointed controller of United Artists. Formerly assistant controller of UA, Ende has been associated with the motion picture industry since 1939. He joined UA in 1951, shortly after the Arthur B. Krim-Robert S. Benjamin executive group assumed management of the company. Ende was previously controller of Film Classics, Inc., and earlier represented the Chemical Bank & Trust Co. as disbursing agent on motion pictures produced on the East Coast.

ARTHUR M. BRILANT was appointed to the staff of COMPO to assist in the preparation of a brochure and press book for use in connection with the all-industry organization's forthcoming national audience award poll. Brilant, who has 25 years of motion picture publicity and promotion experience, will work under Charles E. McCarthy, COMPO information director.

SEYMOUR PEISER was named west coast advertising, publicity and exploitation representative for Magna Theatre Corp., distributors of the Todd-AO "Oklahoma!" Peiser, veteran showman and promotional executive, was most recently vice-president of Western Advertising Agency.

JACK DIAMOND, who served as assistant to the late Sam Israel, succeeds him as studio publicity director of Universal-International. Israel died of a heart attack on April 21.

FENNER G. HEADLEY, formerly motion picture finishing supervisor for Du Pont's photo products plant at Parlin, N. J., has been named motion picture sales supervisor for the New York district. He succeeds NORMAN F. OAKLEY, who becomes special adviser on motion picture sales problems in the district.

JUSTIN GILBERT was appointed American unit publicity representative for Titanus Film's "The Swindler," for which Italian Films Export is supervising the production publicity campaign.

Rentals, Pay TV Mulled By Xhibs

DES MOINES. — "Pay-As-You-Go" television and the current practices of distributors in film release and rental were the two subjects most discussed at the Allied convention held here at the Hotel Savery. A resolution adopted in the convention's closing session included "support of a bill to regulate film rentals, if necessary." It was made clear that most exhibitors here do not favor government regulation but would support that if all other methods were tried and failed.

The convention, in another resolution, petitioned national distributors "for the release of more boxoffice attractions during the Spring and Summer months, which now constitute the period of peak theatre attendance." Supporting their request, the exhibitors cited the fact that only nine feature pictures are scheduled for release during the current months, "one of which is of doubtful value and another . . . due to the peculiar manner in which it is being handled, will not be made available on general release for many weeks to come."

Officers Elected

Leo Wolcott, Eldora, and Al Myrick, Lake Park, were re-elected board chairman and president respectively. Newly-elected officers are Harold Struve, Deshler, Neb., Nebraska vice-president, and Esco Lund, South Dakota vice-president. Other officers re-elected include Jim Watts, Osage, vice-president; A. B. Jefferis, Piedmont, Mo., Mid-Central vice-president; Bob Krueger, Sioux City, exec. vice-president; Elmer Huhnke, Omaha, Neb., treasurer; and Charles Jones, Northwood, secretary.

Speakers at the meeting included Abram F. Myers, and Ruben Shor, National Allied gen. counsel and president, respectively, and Myron Blank, Central States Theatres Corp., Des Moines. The convention was followed by a M-G-M Ticket-Selling Workshop.

Industry NCCJ Net Reached Peak Figure

The Motion Picture Division of the National Conference of Christians and Jews rolled up a record $115,000 nationally during the February Brotherhood Week fund-raising campaign, announced Emanuel Frisch at a Waldorf-Astoria luncheon honoring 35 theatre managers in New York area who made outstanding records in securing contributions.

Frisch, president of the Metropolitan Motion Picture Theatres Association, announced that of the $115,000, exhibitors were responsible for raising $52,500, a larger sum than ever before. Theatre managers in the metropolitan area accounted for $27,400 of this total.

'Heights' Re-Released

"Wuthering Heights" has been given a general re-release by the Samuel Goldwyn organization, according to James A. Mulvey, president. States rights distributors in 32 exchange cities are handling the picture and key city engagements are being made by Robert Mochrie, sales vice-president, for New York, Boston, Atlanta and Dallas.

Fox Intermountain Accenting Drive-Ins

BILLINGS, MONT.—Drive-ins have become part of an "accelerated building program" on the Fox Intermountain Theatres calendar. According to R. W. Selig, Denver division manager, the chain will make its first venture in the open-air field shortly. Reporting at the opening session of the Intermountain Theatres managers' annual convention, Selig stated that FI was boosting admissions and giving "improved theatre services and comforts" in an effort to try and meet rocketing operation costs.

"We plan an array of activities aimed at young people and children," Selig asserted. "Such things as kiddie parties for Summertime vacations will be planned with the full cooperation of the children's film librarians to see that programs are wholesome. He added that FI managers were urged to be sensitive to "community responsibility" by making theatres available for charities, drives and civil defense.

Md. Theatremen Combat Rental Tax

WASHINGTON.—Maryland and District of Columbia Motion Picture Theatre Owners Associations, have decided to seek an injunction against collection of the two percent tax on film rentals decreed at the last session of the Maryland legislature. A. Julian Brylawski explained that the tax applied to film rentals only because the legislative language was broader than intended by proponents of the bill.

The theatre owners contacted members of the legislature, who were surprised that film rentals were taxable under the bill, and the exhibitors received assurances that it was not the intent of the legislature to further tax the industry. With this background, the theatre owners believe than an injunction might hold up collections until the legislature has a chance to repeal the tax. Since the bill becomes effective on June 1, taxes will be payable in July on June rentals, which sets a July 1 deadline.

Shor, Berger Advocate Greater Exhibitor Unity

DENVER.—Pleas for Allied unity on crucial issues facing exhibition were issued this week by Ruben Shor, National Allied president, and Benjamin Berger, Central Allied head, at the Allied Rocky Mountain Independent Theatres convention here. Neil Beezley, RMIT prexy, urged members to write their Congressmen opposing the acceptance of toll television while Berger placed the burden on industry ills on high film rentals.

Top UJA Responses Seen

Adolph Schimel, Universal vice-president and chairman of the Motion Picture and Amusement Division of the United Jewish Appeal of Greater New York, predicted this week that the industry-wide luncheon in honor of Major Albert Warner on Tuesday, May 24, at the Hotel Pierre, would have a record attendance. Schimel pointed out that the division's drive was off to a solid start two weeks in advance of the luncheon.

"Greedy" Blasted On Export Policy

BURLINGTON, WISC.—A small minority of film companies "interested in greedy profit" have "literally been poisoning the minds of some people in the world against us," Sen. Alexander Wiley told a May Day-Loyalty Day celebration here. The Wisconsin Republican accused this group of squeezing the last possible dollar from the overseas market by portraying an America of "sex, sin, and sadism, of gangsterism, corruption, filth and degredation."

Wiley said that we are spending $80 million yearly in the U.S. Information Agency Program to create a good impression abroad, and that such "sin-strewn" films are undoing the work. Russian propagandists are "pouring out enough filth about us without our adding to our own problem," Wiley argued. He said that he does not believe in Government censorship, and called upon Hollywood to "demonstrate its further loyalty . . . by taking voluntary action. An unscrupulous few should not be in a position to tarnish the good name of the overwhelming mass of deeply responsible industry leaders," he concluded.

Meanwhile, a "general warning" was reportedly issued by the British Board of Film Censors to the MPAA calling for Hollywood to tone down scenes of violence, crime and passion. Six U. S. films were announced banned in the "last 18 months." They are: "The Wild One" and "Cell 2445, Death Row" (both Columbia); "Wicked Woman," "Black Tuesday," and "Operation Manhunt" (all United Artists), and "Cry Vengeance" (Allied Artists).

Japan Repeats Quota For Feature Imports

The Japanese Government has again set the quota for imports of feature films into Japan at 180 in fiscal year 1955 (ending March 31, 1956). However, there has been a slight change in the breakdown of import permits.

The regular quota is fixed at 164 films, including 122 from the dollar area (103 from the U.S. major companies and 19 from the independents), 16 from the sterling area, and 26 from other countries or the open account area. There are also 16 bonus permits to be awarded in 1955 as rewards for outstanding films or to be granted as awards for exporting Japanese films.

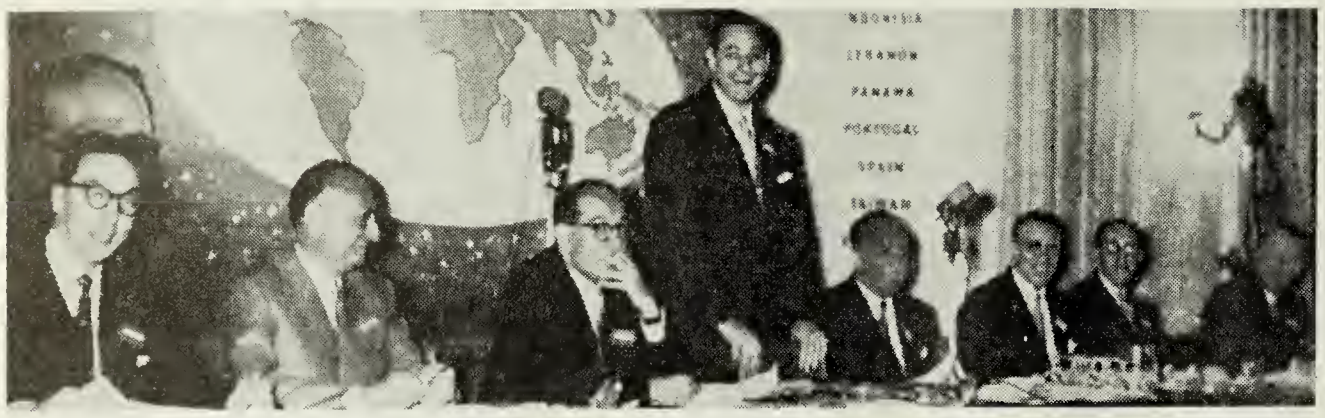
Complaints To Congress Urged On "SAC" Terms

COLUMBUS. — Exhibitors finding Paramount's sales terms for "Strategic Air Command" out of line were urged by Robert A. Wile, Independent Theatre Owners of Ohio executive secretary, to complain to their Congressmen. Similar action was advised regarding Warner's "Battle Cry" as both pictures were made in co-operation with tax-supported armed services.

Wile, who issued the advice in an ITOO bulletin last week, reprinted a letter written to Air Force Secretary Harold E. Talbott by Gulf States Allied President Abe Berenson, that carried a complaint about Para's terms for "SAC."

PERSONALITIES

• • • • • • in the news



At United Artists' international convention in London, Arnold M. Picker (standing), UA vice-president in charge of foreign distribution, addresses 150 executives and representatives. The week-long session at the Savoy Hotel mapped global distribution plans for the coming year. Seated on the dais are, L to R: Mo Rothman, continental division; Charles Smadja, vice-president in charge of European production; vice-president Max M. Youngstein; president Arthur B. Krim; Louis Lober, general mgr., foreign department; Montague C. Morton, managing director in Great Britain and William J. Smith, secretary, United Artist Corp., Ltd.



Getting together at a press luncheon for the 19th Annual International Variety Clubs Convention were, L to R: George C. Hoover, chief barker of International Variety Clubs; Ezra E. Stern, chief barker, Variety Club of Southern California Tent #25, and Mark J. Wolf, International Main Guy.



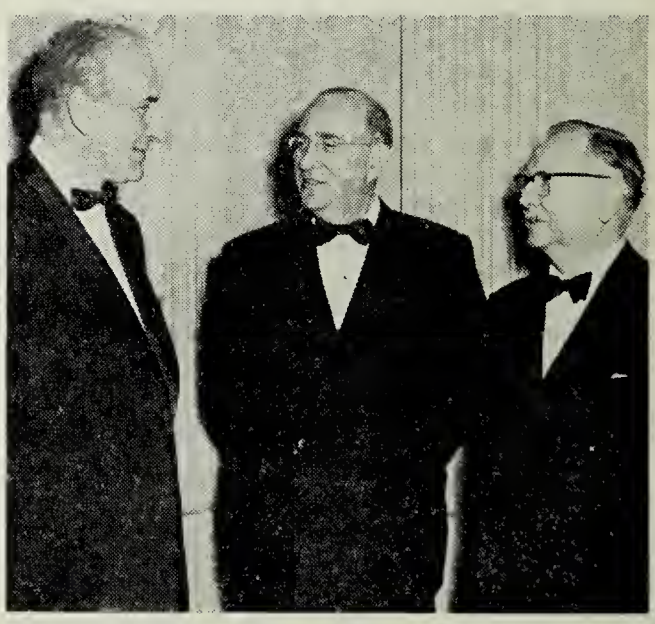
A gala premiere for the benefit of the March of Dimes heralded the record-breaking first week of 20th-Fox's "Daddy Long Legs," new Fred Astaire-Leslie Caron starrer in CinemaScope, at New York's Roxy Theatre. Shown here are, L to R: Charles Einfeld, 20th-Fox vice-president; Mrs. Irwin Dorfman; Irwin Dorfman, tennis star; film star Thelma Ritter; and her husband, advertising executive Joseph Moran.



Film exhibitor and civic leader William Goldman was honored with a special military review at the Philadelphia Naval Base. Flanking Goldman, who is chairman of the Philadelphia Armed Forces Week Committee, are (left) Rear Admiral F. L. Hetter, and Marine Sergeant Major John Joseph Amskay. Armed Forces Day is May 21.



Hailing the opening of Walt Disney's ballyhooed "Davy Crockett," starring Fess Parker and Buddy Ebsen, soon to open at New York's Globe Theatre, with a little gun-play of their own, are, L to R: Joe Ingber, film buyer, Brandt Theatres; Leo F. Samuels, gen. sales mgr., Buena Vista Film Distributing Corp.; Harry Brandt, president, Brandt Theatres; Irving Ludwig, domestic sales mgr., Buena Vista; and Richard Brandt, vice-president, Trans-Lux.



Shown at the Second Annual Heart Award Dinner of the Variety Club of New York, held in the Grand Ballroom of the Hotel Waldorf Astoria, are L to R: Russell V. Downing, honorary chairman; Richard F. Walsh, international president of IATSE, recipient of the Heart Award; and William J. German, chief barker of Tent No. 35, general dinner chairman.



Stars of a film meet with their real-life models at a London party marking the launching of Columbia's Warwick CinemaScope production, "Cockleshell Heroes." L to R: Co-producer Irving Allen; Col. H. G. Hasler, who led the British Marines attack on Bordeaux which is the basis of the film; Gen. Sir John Westall, commandant of British Marines; director-star Jose Ferrer, who portrays Hasler in the film; co-star Trevor Howard; and Bill Sparks, who with Hasler is the only other survivor of that raid.







this

SUMMER...

as every season...
every month...
the pictures from

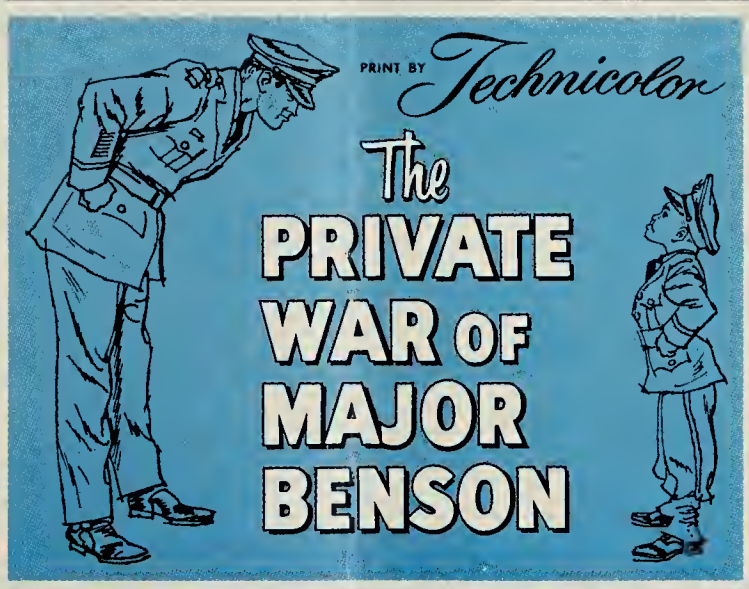
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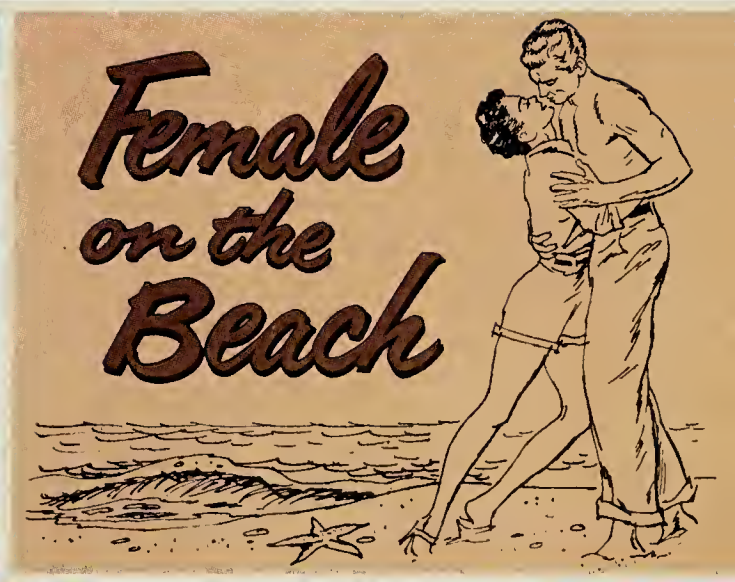
speak for themselves...
where they count the
most.....at your

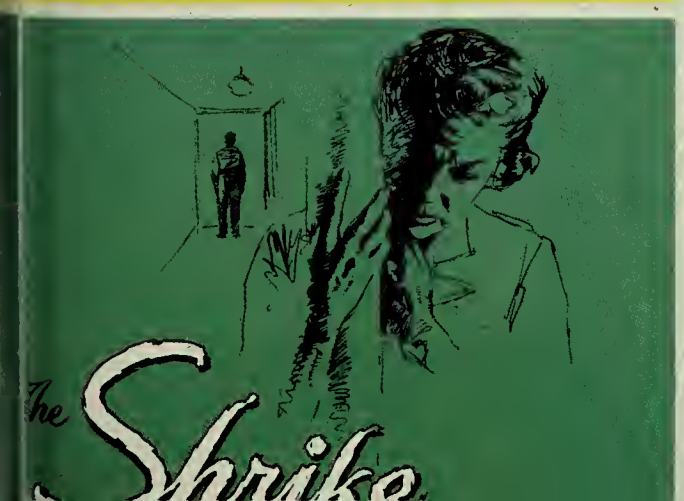
BOX-OFFICE!

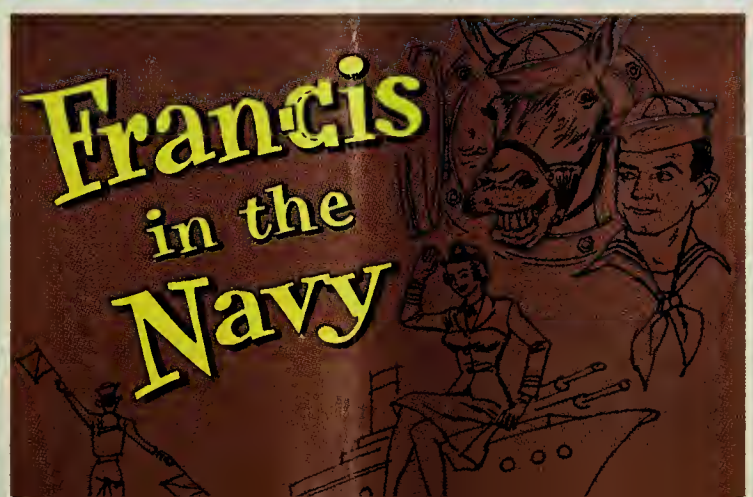
Universal International













THE SUPREME EXCITEMENT OF OUR TIME!

2½ YEARS IN THE MAKING!

THIS ISLAND EARTH

STARRING

JEFF MORROW
FAITH DOMERGUE
REX REASON

COLOR BY *Technicolor*



Screenplay by FRANKLIN COEN and EDWARD G. O'CALLAGHAN
Directed by JOSEPH NEWMAN • Produced by WILLIAM ALLAND



...living every passionate page of Anya Seton's Best Seller!

JANE RUSSELL
JEFF CHANDLER

FOXFIRE

COLOR BY *Technicolor*

CO-STARRING

DAN DURYEA

WITH MARA CORDAY • BARTON MacLANE

Screenplay by KETTI FRINGS • Directed by JOSEPH PEVNEY
Produced by AARON ROSENBERG


AIN'T MISBEHAVIN'
SPARKLING NEW HIT SONGS!
PRINT BY Technicolor
STARRING RORY CALHOUN
PIPER LAURIE
JACK CARSON
MAMIE Van DOREN
with REGINALD GARDINER • BARBARA BRITTON
Screenplay by EDWARD BUZZELL, PHILIP RAPP and DEVERY FREEMAN
Directed by EDWARD BUZZELL • Produced by SAMUEL MARX


TONY CURTIS
COLLEEN MILLER
CINEMASCOPE
The Purple Mask
PRINT BY Technicolor
CO-STARRING
GENE BARRY • DAN O'HERLIHY
ANGELA LANSBURY
with GEORGE DOLENZ • JOHN HOYT
Screenplay by OSCAR BRODNEY • Directed by BRUCE HUMBERSTONE
Produced by HOWARD CHRISTIE


DONALD O'CONNOR
MARTHA HYER
Francis IN THE NAVY
with
RICHARD ERDMAN • JIM BACKUS • MYRNA HANSEN
LEIGH SNOWDEN and Francis The Talking Mule
Story and Screenplay by DEVERY FREEMAN • Directed by ARTHUR LUBIN
Produced by STANLEY RUBIN • Based on the character "FRANCIS" created by DAVID STERN


JOAN CRAWFORD
JEFF CHANDLER
Female on the Beach
CO-STARRING JAN STERLING
with CECIL KELLAWAY • CHARLES DRAKE
Screenplay by ROBERT HILL and RICHARD ALAN SIMMONS
Directed by JOSEPH PEVNEY • Produced by ALBERT ZUGSMITH

CHARLTON HESTON
JULIE ADAMS



The PRIVATE WAR OF MAJOR BENSON

PRINT BY Technicolor



WITH
WILLIAM DEMAREST · TIM CONSIDINE · SAL MINEO
NANA BRYANT · MILBURN STONE · MARY FIELD
AND INTRODUCING TIM HOVEY

Screenplay by WILLIAM ROBERTS and RICHARD ALAN SIMMONS
Directed by JERRY HOPPER · Produced by HOWARD PINE

ANNE BAXTER
ROCK HUDSON
JULIE ADAMS



One Desire

PRINT BY Technicolor

WITH CARL BENTON REID · NATALIE WOOD

Screenplay by LAWRENCE ROMAN and ROBERT BLEES
Directed by JERRY HOPPER · Produced by ROSS HUNTER

Universal-International presents

JOSÉ FERRER · JUNE ALLYSON

in the Great Pulitzer Prize Drama...



Every shocking moment, every intimate scene brought to the screen!

The Shrike

with JOY PAGE · KENDALL CLARK · ISABEL BONNER

Directed by JOSÉ FERRER · Screenplay by KETTI FRINGS · Based on the play by JOSEPH KRAMM · Produced by AARON ROSENBERG

Republic Sets 20 Releases To Fall

Republic will release 20 features, of which eight are in Trucolor, from May through September on a regular schedule of one picture a week, according to Richard W. Altschuler, director of world-wide sales for the company. Announcement was made on the heels of Republic's disclosure of one of the heaviest production schedules in its history.

May releases are: "The Eternal Sea;" "Santa Fe Passage," with John Payne, Faith Domergue and Rod Cameron, in Trucolor; "I Cover the Underworld," with Sean McClory, and "Don Juan's Night of Love," with Silvana Pampanini.

For June are: "Road to Denver," in Trucolor, with John Payne, Mona Freeman and Lee J. Cobb; "Flame of the Island," also Trucolor, with Yvonne DeCarlo; "The Green Buddha," with Wayne Morris; "City of Shadows," with Victor McLaglen, and "Double Jeopardy," with Rod Cameron.

July films include: "Magic Fire," a William Dieterle production in Trucolor, with Carlos Thompson, Rita Gam and Valentina Cortesa; "Mystery of the Black Jungle," with Lex Barker; "Deadline Alley," with Rod Cameron, and "Jaguar," starring Sabu.

August features are: "The Last Command," with Sterling Hayden, Richard Carlson and Ernest Borgnine, under producer Frank Lloyd's direction; "The Divided Heart," from England, with Cornell Borchers; "Lay that Rifle Down," with Judy Canova, and "Circus Girl," shot in Ceylon and India, in Trucolor.

September will bring: "The Hostage," directed by and starring Ray Milland, in Trucolor, with Mary Murphy; "The Vanishing American," with Scott Brady, Audrey Totter and Forrest Tucker, in Trucolor, and "Come Next Spring," a Robert Alexander Production, in Trucolor, starring Steve Cochran and Ann Sheridan.

Simultaneous 'Sneaks' Slated For "Roberts"

Simultaneous "in-the-theatre" trade showings have been set by Warner Bros. on its forthcoming release of Leland Hayward's "Mr. Roberts," Henry Fonda-James Cagney-William Powell-Jack Lemmon starrer, in selected theatres in each of its 32 exchange centers on Monday, May 23. In addition to exhibitors, the company is also inviting press, TV and radio representatives to attend the "sneaks" in the following theatres:

Strand, Albany; Rhodes, Atlanta; Fenway, Boston; Center, Buffalo; Carolina, Charlotte; B & K Century, Chicago; Valley, Cincinnati; Colony, Cleveland; Majestic, Dallas; Ogden, Denver; Des Moines, Des Moines; Fisher, Detroit; Fountain Square, Indianapolis; St. Johns, Jacksonville; Fox Brookside, Kansas City; Fox Boulevard, Los Angeles; Warner, Memphis; Warner Downtown, Milwaukee; State, Minneapolis; Roger Sherman, New Haven; Pitt, New Orleans; R.K.O. 86th St., New York; Midwest, Oklahoma; Center, Omaha; Commodore, Philadelphia; Schenley, Pittsburgh; 21st Avenue, Portland; Centre, Salt Lake; Alhambra, San Francisco; Egyptian, Seattle; St. Louis, St. Louis; and Ambassador, Washington.

Record Foreign Grosses Forecast; UA Ups Production Commitments

United Artists forged ahead on both domestic and overseas fronts this week. At home, the company decided to boost its independent film production commitments from 90 to 98 pictures for the next three years. Abroad, the company scheduled a 20 percent increase in promotional expenditures and added new personnel to its foreign department. Record overseas grosses were seen for this year.

The company additionally acquired world-wide distribution rights to the film of the forthcoming 15-round heavyweight world championship bout between Rocky Marciano and Don Cockell. Meanwhile, UA concluded arrangements to finance and release a film version of the "Foreign Intrigue" television show. It will star Robert Mitchum.

Hecht-Lancaster-UA's "Marty" won the Cannes Film Festival Grand Prize this week—the first U. S. picture ever to cop that honor.

Foreign expansion decisions were made at the company's international sales convention last week in London. A group of 150 UA distribution representatives from Europe, the Middle East and Africa were told by Charles Smadja, vice-president in charge of European production, that the company intends to make pictures in every major European country during the next three years.

Smadja said a number of these projects will be undertaken on co-production bases under projected agreements with foreign organizations. He added that it is planned to produce pictures in both English and foreign-language versions in some cases.

Youngstein Addresses Parley

Max E. Youngstein, advertising-publicity-exploitation vice-president, told the convention that a major portion of UA film rentals during the coming year will be used to finance new pictures.

The overseas promotional budget increase will be made during a year which Arnold M. Picker, vice-president in charge of foreign operations, forecast as the largest foreign gross-producer in company history. Foreign revenues rose from $6,000,000 to upwards of $16,000,000 since the current management team assumed control in 1951, Picker revealed.

New foreign department personnel additions are topped by the appointments of Mo Rothman as continental sales manager and Dave Bickler as sales manager in Great Britain.

Rothman, who will headquarter in Paris, joined UA in 1952 as Smadja's assistant when the latter was UA continental manager. Previously, he had been European representative of Edward Small Productions.

TNT-IATSE Contract

Theatre Network Television, Inc., and IATSE have concluded the first nation-wide labor pact covering employees in closed-circuit television. The one-year pact will involve workers on TNT's 41-city network of large-screen projectors. Negotiations were conducted by Martin H. Poll for the company and John J. Francavilla for the union.

Argentina's Industry Fared Well In 1954

The movie industry in Argentina had a good year in 1954. More pictures were produced and released and many established box-office records. Box-office receipts and attendance were up. A total of 368 feature films were released in 1954, the largest number since 1948, compared to 240 in 1953. Of these, 234 were U. S. films (compared with only 127 in 1953), 43 were Argentine, 24 Spanish, 17 British, 17 Italian, 12 French, 8 Soviet, and 13 from other countries.

More U. S. films were released than in any of the last seven years. Percentagewise U. S. films increased their share of the market at the expense of both Argentine and European films, reaching almost 64 percent of the total. Problems with regard to import permits all but disappeared.

For the Argentine producer 1954 was significant if not prosperous. Although the number of films produced was substantially higher than in 1953 they did not do well at the box-office. With the solution found to their problem of raw film shortages and because of easily available bank loans there was a rush to produce pictures. The result was a high percentage of poor quality films. In 1955 there has been a move toward fewer pictures, bigger budgets, color, foreign stars and directors.

New Firm Succeeds Pine-Thomas Outfit

The P.T.S. Corporation—named for William H. Pine, William C. Thomas and Maxwell Shane—has been formed to continue the multiple-picture agreement under which Pine-Thomas Productions will be filmed for United Artists release, it was announced this week by Arthur B. Krim, president of United Artists. The Pine-Thomas label will be maintained by the new corporation, of which Thomas is preisdent and Shane, who has had a continuing association with Pine-Thomas, vice-president. Thomas and Shane are partners in the independent producing company and Pine's heirs are retaining the late producer's interest in the corporation. UA's agreement with P.T.S. calls for a maximum of three top-budget Pine-Thomas Productions to be made this year under a flexible production program.

Sensitive Japanese Lens Acquired By Paramount

HOLLYWOOD.—Paramount announces it is the first studio to acquire the new Japanese Fujinon lenses. Together with the new ultra-fast Tri-X film, they will permit shooting under any conditions with an absolute minimum of light. Where heretofore it has been necessary to use studio equipment of lights pulling from 2000 to 5000 watts, Fujinon lenses require only one or two small sealed-beam lights.

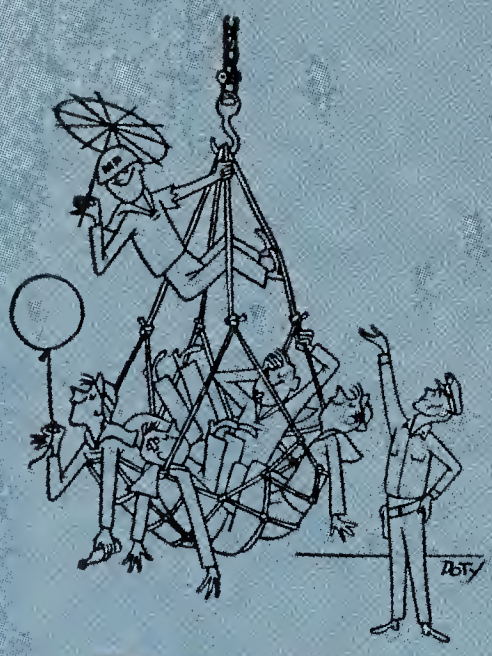
INVITATIO

Mister Exhi

"Mister

AT THE SPECIAL THEATRE SCRE







STARRING Henry Fonda · James Cagney

CINEMASCOPE WARNERCOLOR STEREOPHONIC SOUND

Based on the play by THOMAS HEGGEN and JOSHUA LOGAN

Also starring

PRODUC

TIME AND PLACE OF SHOWINGS

ALBANY STRAND 10:00 A.M. • **ATLANTA** RHODES 9:30 A.M. •
CHICAGO B&K CENTURY 10:00 A.M. • **CINCINNATI** VALLEY
DES MOINES DES MOINES 9:30 A.M. • **DETROIT** FISHER
KANSAS CITY FOX BROOKSIDE 2:00 P.M. • **LOS ANGELES** •
MINNEAPOLIS STATE 9:30 A.M. • **NEW HAVEN** ROGER
OKLAHOMA MIDWEST 9:30 A.M. • **OMAHA** CENTER 1:30 P.M.
SALT LAKE CITY CENTRE 9:30 A.M. • **SAN FRANCISCO**

BOSTO
2:00 P.M
10:00 A.
FOX BOU
SHERMA
PHILADEL
ALHAMBR



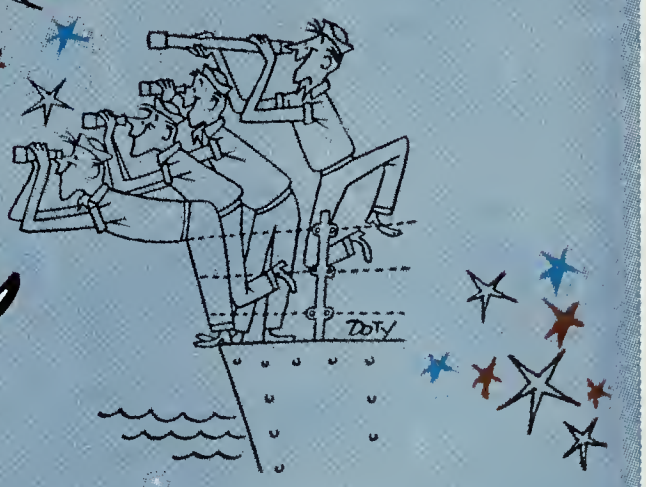
Nothing we can say about "Mister Roberts" can describe the tremendous lift it will give every showman who sees it. The most loved and laughed-with play of our day, it ran three years on Broadway and six years nationwide. Its Broadway and roadshow grosses established it as the wonder-play of all time. Now come see for yourself as wonderful a motion picture as there has ever been —and bring Mrs. Exhibitor along.

Warner Bros.









lliam Jack
well · Lemmon

ILMER · WARD BOND · PHIL CAREY · Screen Play by FRANK NUGENT and JOSHUA LOGAN

LAND HAYWARD Directed by JOHN FORD and MERVYN LeROY MUSIC COMPOSED AND CONDUCTED BY FRANZ WAXMAN

AY 11:00 A.M. • **BUFFALO** CENTER 10:00 A.M. • **CHARLOTTE** CAROLINA 10:00 A.M.
VELAND COLONY 1:30 P.M. • **DALLAS** MAJESTIC 9:30 A.M. • **DENVER** OGDEN 2:30 P.M.
IANAPOLIS FOUNTAIN SQUARE 1:30 P.M. • **JACKSONVILLE** ST. JOHNS 9:15 A.M.
D. 2:00 P.M. • **MEMPHIS** WARNER 10:00 A.M. • **MILWAUKEE** WARNER DOWNTOWN 10:00 A.M.
M. • **NEW ORLEANS** PITT 9:30 A.M. • **NEW YORK** R.K.O. 86TH ST. 9:45 A.M.
OMMODORE 11:00 A.M. • **PITTSBURGH** SCHENLEY 11:00 A.M. • **PORTLAND** 21ST AVE. 2:00 P.M.
M. • **SEATTLE** EGYPTIAN 2:00 P.M. • **ST. LOUIS** ST. LOUIS 2:00 P.M. • **WASHINGTON** AMBASSADOR 10:00 A.M.

Pay-To-See TV Debate Goes On

(*Continued from page 5*)

Telemeter, a subseription system 80% owned by Paramount Pictures, again asked exhibitors to support the innovation because pay-TV is "inevitable." Paul MacNamara, president, stated that from eight to 12 exhibitors, "some of whom are pretty important," have expressed interest in Telemeter franchises.

A motion picture combatting pay-TV is planned, to neutralize the effects of the Zenith-produeed film currently extolling the medium, according to Marcus Cohn, general counsel for the Committee Against Pay-As-You-See TV. Faye Emerson, long a television personality, is being considered as the trailer's narrator.

FCC Commissioner Frieda B. Hennock asked Congress to launch "an immediate, vigorous network investigation . . . to get at the monopolistie grip which the networks are exercising over stations, advertisers, programming and talent in television." She told the Committee that "the networks maintain a life and death control over TV and are strangling UHF and the development of TV." The Committee last year was prineipally eoncerned about the plight of UHF teleeasting and this year plans to continue its probe of ways to permit UHF to expand.

The poor struggling UHF TV broadcaster will find that pay-to-see TV is not the answer to his problems, aceording to UHF operator Thomas P. Chisman, president and gen. mgr., WVEC-TV, Norfolk. "A customer who finally converts (to UHF) and then finds that he will have to eonvert again and still pay for programs, as well as the additional service necessitated by the added eonversion, is going to put up a real howl," Chisman said.

Faye Emerson Joins Fight

Publie debates continue. Faye Emerson joined Alfred Starr on NBC-TV, Sunday, May 8, to discuss the "Case Against Pay-AS-You-See TV" following a 15-minute film presentation offered by Zenith.

Zenith's refusal to again debate the merits of pay-TV with Alfred Starr, this time before the Hollywood Advertising Club, was labelled "the hysterical aet of a groggy opponent" by Starr. "I'm too modest to think for one minute that the results of the (previous) two debates had any influence on Zenith's deeision," Starr stated. "Let's say that the rapidly rising public resentment over Phonevision's brazen attempt to capture televised baseball, boxing, basketball, football, horse races and other top-notch entertainment has caused (them) to change their tactics."

Theodore Pierson, Zenith attorney, opposed Marcus Cohn in one debate and Victor Sholis, vice-president of WHAS, Louisville, in another. Eaeh time free-TV's fabulously successful "Peter Pan" eame up. Said Pierson: Under the new system, audiences will see shows like "Peter Pan" every week. Answered Sholis: (They) "are offering the people nothing beyond what they really have free." He added that the system would merely swing the costs of TV from advertiser to consumer. Answered Cohn: Zenith president E. F. MeDonald Jr. has estimated that advertisers paid 1¢ per viewer to televise "Peter Pan," and said: "Wouldn't it be marvelous if each person paid 25¢ to see 'Peter Pan?' That would have brought in $5,000,000." This means, aceording to Cohn, that "Commander MeDonald doesn't want anyone to see 'Peter Pan' at 1¢ a person."

The Broadway Association, representing all types of businessmen in the heart of New York City, and the New York State American Legion, numbering some 200,000 ex-G.I.'s, have both deelared their opposition to toll-box-TV. The former, in letters to the FCC and the City Council, believes that not only entertainment but related industries like hotels and restaurants would suffer irreparable harm if eoin box TV should become a reality. The Legion organization based its objections on the limitations the coin-box medium would place on video entertainment seen by hospitalized veterans.

The Miami-Dade County (Florida) Chamber of Commeree also went on record before the FCC as opposing toll TV. The reason: "other means of communication (i.e. coaxial cables) would serve the proponents of toll TV without usurping the free air waves."

Zenith vice-president Erik Isgrig of Chicago painted a rosy picture for 200 delegates to the Spring convention of directors of the National Allianee of Television & Eleetronics Service Association in Buffalo. Toll TV, he promised, will mean "more work for TV servicemen."



From New York to Kansas City, M-G-M's "The Prodigal" seemingly captures the publicity spotlight. ABOVE: At the Metro home office for a discussion of promotion plans for the picture, are Arthur Canton, eastern M-G-M field press rep who conducted the meeting (seated) and (l to r) Oscar A. Doob, M-G-M executive; Sid Newman, Skouras; Al Florsheimer, Walter Reade; Charles Call, Century; Blanche Livingston, RKO; Edgar Goth, Stanley Warner of New Jersey; Ray Smith and Bernard Hickey, Shea. BELOW: Three M-G-M starlets visit the Kansas City branch while on tour with the promotional float. L to r: Harley Fryer, Plaza Theatre, Lamar, Mo.; William Gaddoni, branch manager; Jolene Brand, starlet; Ernest Block, Civic Theatre, Sabetha, Kas.; Joan Patti and Darlene Engle, starlets, and Harry Hixon, Orpheum Theatre, Atchison, Kas.

Herbert M. Miller

Herbert M. Miller, associated with Jay Emanuel Publications for the past 25 years and editor of "Motion Picture Exhibitor," died this week in Philadelphia after a lingering illness at the age of 48. He is survived by his wife, one son and a brother. Miller was a member of Motion Picture Pioneers and VCI Tent #13.

NEWS BRIEFS

Disney's "Crockett" Action

Walt Disney Productions started legal action this week in the Maryland Federal Courts against Morey and Hannah Sehwartz, operating Davy Crockett Enterprises, Inc., Baltimore. Complaint demands judicial deelaration that defendants have no exclusive right to the "Davy Croekett" name and that their "Davy Crockett, Frontiersman," registered trade mark is invalid. Complaint eharges also that Disney has the exelusive right to use and lieense the "Walt Disney's Davy Crockett" name.

"Camera" To Key Cities

Slated for mid-summer national release, Distributors Corp. of Ameriea's "I Am A Camera" will first play to key cities where the legitimate show on which the picture was based brought healthy box office returns, it was pointed out this week by Fred Sehwartz, DCA president. Pieture is being accorded a preliminary ad campaign by the Monroe Greenthal Ageney with Rogers & Cowan preparing a national publieity and exploitation drive.

Power As Duchin

Tyrone Power has been named to star in the title role of Columbia's "Music by Duehin." The CinemaScope-Teehnicolor musical drama on the life of the famed pianist Eddy Duchin will go before the camera in July, with George Sidney directing and Jerry Wald as exeeutive produeer. Power, under doctor's orders not to travel abroad due to his recent illness, has postponed his start in Copa Productions "Lorenzo the Magnifieent." This Columbia release will be made in Italy after the eompletion of "Music by Duehin."

Independent Trade Reviews

"Daddy Long Legs"

(20th-Fox) CinemaScope-De Luxe Color 126 Min.

Cast: Fred Astaire, Leslie Caron, Terry Moore, Thelma Ritter, Fred Clark, Charlotte Austin, Larry Keating, Katherine Givney, Kelly Brown, Ray Anthony and his orchestra, Sara Shane, Numa Lapeyre.

Credits: Produced by Samuel G. Engel; Directed by Jean Negulesco; Screen play by Phoebe and Harry Ephron; From the novel by Jean Webster; Songs by Johnny Mercer; Ballets by Roland Petit.

One of the most lively and winning musicals to come along in some time is "Daddy Long Legs." Co-starring Fred Astaire and Leslie Caron, the picture boasts a tasteful De Luxe Color production and considerable enhancement from CinemaScope photography. The story is tender, romantic and not without humor. The dances and ballets are appealing. The music is engaging, with at least two songs grooved for tremendous popular acceptance. Summing up, "Daddy Long Legs" should prove a delight for all segments of the audience. Long first runs and enterprising subsequent engagements should be the order of the day.

"Daddy Long Legs" was twice before placed in front of the movie cameras. Early in the century Mary Pickford chose it as a starring vehicle. Over 20 years ago, Ruth Chatterton played the lead. The current version, starring Miss Caron, updates the plot, which fluctuates in setting between a girl's college in Massachusetts and a series of swanky New York locales. Miss Caron plays an orphaned French lass, brought to this country for a college education by Astaire, millionaire eccentric. Although the age difference between the two is great, love soon develops. The complications which ensue serve to keep the plot in motion, meanwhile providing ample opportunities for song and dance. Excellent comic support is furnished by Thelma Ritter and Fred Clark.



Fred Astaire and Leslie Caron star in the CinemaScope-De Luxe Color musical from 20th-Fox.

Clever pacing of dance number and story incident cloaks this production with an aura of freshness. The musical interludes range in content from exotic ballet to surrealistic fantasy to dance hall exhibitionism. Astaire and Miss Caron, in one sequence, introduce the already highly-touted "Sluefoot" dance. Later, the co-stars sing and dance to the popular "Something's Got To Give." Astaire also does a couple of solos. Miss Caron handles a few ballet sequences with exceptional ability. Her dramatic contributions to the story are successful. One is immediately brought into sympathy and understanding with the character she interprets. As the French orphan continually in the dark about the identity of her American sponsor, she imparts a rarely seen verve and flavor to the role.

"The Sea Chase"

(Warner Bros.) CinemaScope-WarnerColor 117 Min.

Cast: John Wayne, Lana Turner, David Farrar, Lyle Bettger, Tab Hunter, James Arness, Richard Davalos, John Qualen, Paul Fix, Lowell Gilmore, Luis Van Rooten, Alan Hale.

Credits: Produced and directed by John Farrow; Screen play by James Warner Bellah and John Twist; From the novel by Andrew Geer.

A double-barreled star combination of John Wayne and Lana Turner forms the main sails of this CinemaScope-WarnerColor sea saga. Action fans will find "The Sea Chase" to their liking. It details a fictitious pursuit which took place early in World War II of an aging German tramp steamer by a British naval vessel.



Lana Turner and John Wayne headline "The Sea Chase," CinemaScope-WarnerColor, from WB.

The chase began in Sydney, ranged through the South Pacific, then to Valparaiso, and climaxed in the stormy North Sea off the coast of Norway. The end result was a naval victory for England and a moral triumph for Wayne, cast in this picture as an anti-Nazi German.

Although the proceedings are marked by such vivid occurences as a storm at sea, a shark attacking a man, a couple of fist fights and the like, the plot is generally predictable as it follows along standard lines. The romantic scenes between Miss Turner and Wayne are adequately blended into the story to justify a woman's unusual presence on an all-duty steamer. Skullduggery, in the presence of Lyle Bettger, Wayne's second-in-command and an ardent Nazi, helps keep things perking. Wayne, assuming the responsibility for Bettger's slaughter of innocent British subjects, bides his time until he can bring the culprit before a court martial in Germany. As the war progresses, however, Wayne learns that the Nazis have other plans. The British, meanwhile, close in and sink Wayne's ship. Before going down, Wayne establishes the guilt of Bettger and, with Miss Turner, presumably perishes. His ship disappears flying the flag of the German Imperial Navy, not the Swastika.

An atmospheric flavor cloaks the production due to excellent usage of WarnerColor. CinemaScope photography aids in capturing the endless sweep of ocean. Here, also, employment of stereophonic sound lends an added breath to the melodrama. Presence in the cast of a number of younger players, all of them capable, helps the action take on a maximum of conviction. One song, a torchy affair, is rendered by Miss Turner midway in the proceedings. Her character in "Sea Chase" is that of a Mata Hari type spy for the Germans, operating in the more exotic lands of the South Pacific.

"The Shrike"

(Univ.-Int'l.) 88 Min.

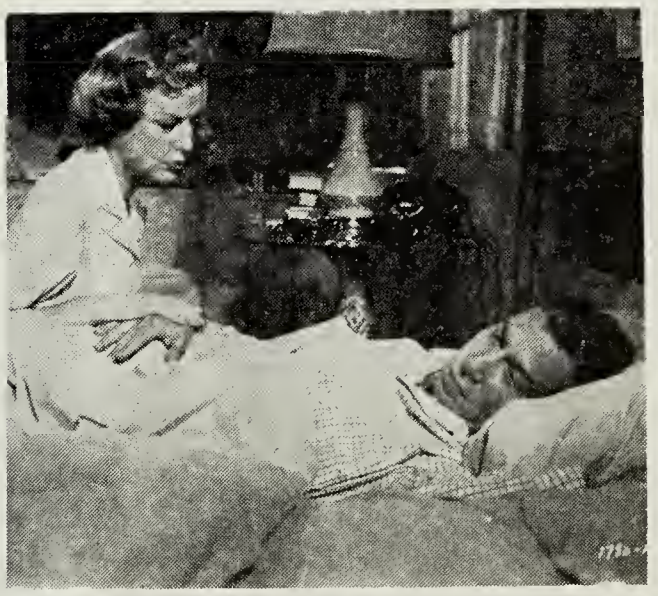
Cast: Jose Ferrer, June Allyson, Joy Page, Kendall Clark, Isabel Bonner, Jay Barney, Somer Alberg, Ed Platt, Dick Benedict, Will Kuliva, Martin Newman, Billy Greene, Joe Comadore, Leigh Whipper.

Credits: Produced by Aaron Rosenberg; Directed by Jose Ferrer; Screen play by Ketti Frings; Based on the play by Joseph Kramm.

The film version of "The Shrike" is compelling adult drama that is bound to stir up comment and controversy as well as a good measure of patronage. In the unfolding, it is explained that a shrike is "a soft, downy bird with a long beak on which sho impales her victim." In Ketti Frings' screen adaptation of the Pulitizer prize-winning stage play by Joseph Kramm, June Allyson portrays the human counterpart of this bird of prey in the form of a jealous, meddlesome and possessive wife who is thwarted in her acting career while her husband goes on to achieve success as a Broadway stage director.

Jose Ferrer, again performing the twin functions of director and actor which earned for him a sweep of the major theatrical awards for the stage presentation, ably enacts the role of her victim. As a would-be suicide, he is imprisoned in the psychiatric ward of a city hospital (Bellevue) and is unable to obtain his freedom in defiance of conventional procedures for such release. As the story develops, there are moments of solid emotional impact in addition to a constant feeling of realism. A newcomer, Joy Page, registers impressively as the other woman who understands Ferrer and encourages him in the pursuit of his talents.

Examination of Ferrer by hospital psychiatrists Isabel Bonner and Kendall Clark reveals that the attempted suicide has no desire to return to his wife. Flashbacks detail the couple's early trials and tribulations and his recognition as a brilliant director. With Allyson's interference, his next efforts are failures. Ferrer begins to resent his mate's increasing intrusion into his professional life. When Allyson finally suggests that he quit the stage, Ferrer walks out on her. Advised to give the psychiatrists the answers they want to hear if he is to be set free, Ferrer says that he wants to go home with Allyson. Clark is skeptical and informs Allyson that she, rather than her spouse, might be a proper subject for psychiatry. On his release, Allyson offers Ferrer his freedom to go his own way. Touched by her change of heart, Ferrer goes home with Allyson.



Jose Ferrer and June Allyson top the cast of "The Shrike," from U-I; Ferrer also directed.

"VistaVision Visits Mexico"

Paramount's first two-reeler in VistaVision and Technicolor is a travelogue of exotic scenery in the mountains, valleys and cities of Mexico. Visually, this short is a treat and it should find welcome response among family audiences. James A. Fitzpatrick produced and directed. 17 minutes.

(*Continued on page 26*)

Maytime is Co

One of the year's most talked-about affairs!

COLUMBIA PICTURES
presents

A DAVID E. ROSE PRODUCTION

DEBORAH KERR
The star of FROM HERE TO ETERNITY in another man's arms!

VAN JOHNSON
A new kind of role for the sensational star of THE CAINE MUTINY!

JOHN MILLS

with Stephen Murray · Nora Swinburne
Charles Goldner and PETER CUSHING

Screenplay by LENORE COFFEE
From the novel by GRAHAM GREENE
Produced by DAVID LEWIS · Directed by EDWARD DMYTRYK

was this...

The End of the Affair

or just the beginning?

Loads of action-thrills!

"TRAP THE 'BLACK CAT'!"
Half Indian...Half devil ...All rebel...Destroyer of armies...The man it took the U.S. two years to conquer!

COLOR BY TECHNICOLOR

COLUMBIA PICTURES
presents

Seminole Uprising

starring
GEORGE MONTGOMERY

with KARIN BOOTH

Screen Play by ROBERT E. KENT Based on the novel BUGLE'S WAKE by Curt Brandon Produced by SAM KATZMAN Directed by EARL BELLAMY

UMBIA Playtime!

The story of a "sleeper"...

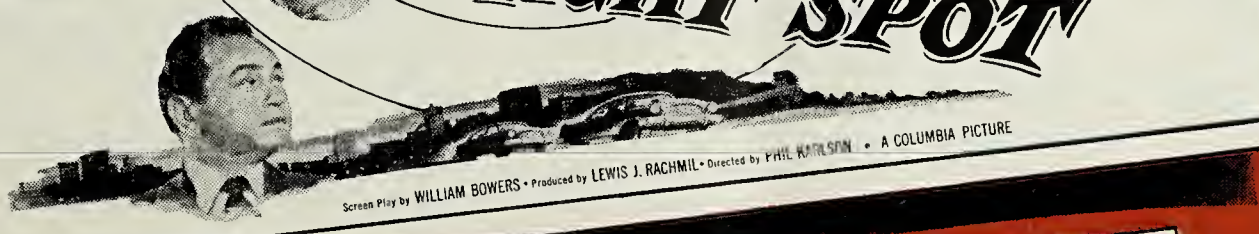
GINGER ROGERS
EDWARD G. ROBINSON
BRIAN KEITH



Show business calls it a "sleeper" – a surprise hit! It's got the brassy taste of life, the hot breath of love! It's a detective story that guns it's way to greatness between the first shot and the last scream!



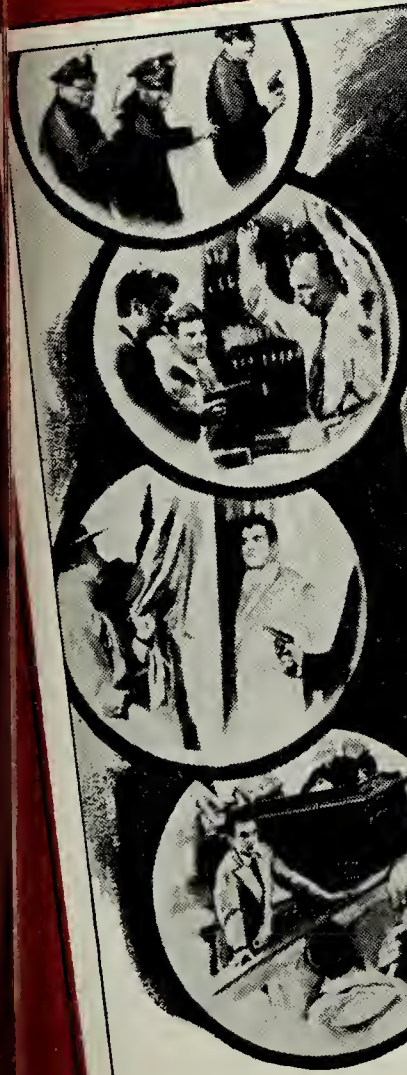
TIGHT SPOT



Screen Play by WILLIAM BOWERS • Produced by LEWIS J. RACHMIL • Directed by PHIL KARLSON • A COLUMBIA PICTURE

This rates a top spot everywhere!

THE SHOCK EVENT OF THE MOVIE YEAR!
Actually written in the Death Cell at San Quentin!





All the vivid details of the best-seller slashing across the screen!

CELL 2455, DEATH ROW

Starring WILLIAM CAMPBELL · ROBERT CAMPBELL
with MARIAN CARR · KATHRYN GRANT

Screen Play by JACK DE WITT • Based upon the book by CARYL CHESSMAN • Produced by WALLACE MacDONALD • Directed by FRED F. SEARS • A COLUMBIA PICTURE

The autobiography of a condemned man – a surprise hit



and coming in August **THE MAN** ***FROM LARAMIE***

To Hell and Back . . .



This CinemaScope-Technicolor feature is based on the experiences of its star, Audie Murphy, most decorated soldier of World War II.

U-I Launches Strongest Releasing Slate

Several weeks ago, Charles J. Feldman, Universal Pictures vice-president and general sales manager, made one of his regular visits to the Universal-International Studios to see the pictures nearing completion and being "sneaked." So enthusiastic was he with what he saw that he decided to bring his entire home office sales cabinet, the company's division and district managers to the U-I Studios for a three-day series of meetings so that they could see these pictures for themselves.

To his mind, this group of pictures represent the greatest group of important film productions in the history of the company with top star values, important basic literary properties and all-around audience appeal.

The company has usually brought its sales executives to the Coast for such a sales conference in December but Feldman broke with precedent in calling this special mid-year conference.

He felt that the sales executives should see these pictures for themselves at the earliest possible moment so that they could go back to their territories and start telling their exhibitor customers about the pictures while the company's advertising, publicity and promotional executives set to work to reach the vast potential audiences for these pictures.

The sales executives were joined at their conference at the U-I Studios by the company's top executives including Milton R. Rackmil, president; N. J. Blumberg, chairman of the board; Alfred E. Daff, executive vice-president; Edward Muhl, vice-president in charge of production and vice-president David A. Lipton in charge of advertising and publicity.

Studio Expanding School For Talent

Far-reaching plans for the expansion of the School of Motion Picture Drama at Universal-International studio were revealed this week by Edward Muhl, U-I vice-president in charge of production.

The expansion program, including the construction of a new building to house the various departments of the school and enlargement of the present staff of instructors and coaches, will be under the direct supervision of Jess Kimmel, New York producer

(*Continued on page* 28)

For the "Sales Executives Preview," Feldman selected pictures to be released not only during the summer and fall but even pictures which were partially completed and which will probably not be released until the end of the year.

Two of the pictures—"The Shrike," starring Jose Ferrer and June Allyson and based on the Joseph Kramm Pulitzer Prize Play and "Foxfire," in Technicolor starring Jane Russell and Jeff Chandler, had already been seen by the sales executives but eight other pictures were screened and the executives were shown the incompleted "A Time Remembered," in Technicolor starring Rock Hudson and Cornell Borchers, the new European actress who recently signed a long term contract with U-I.

The eight pictures include "To Hell and Back" in CinemaScope and Technicolor and based on the experiences of Audie Murphy, America's most decorated hero of World War II, a picture being hailed as one of the

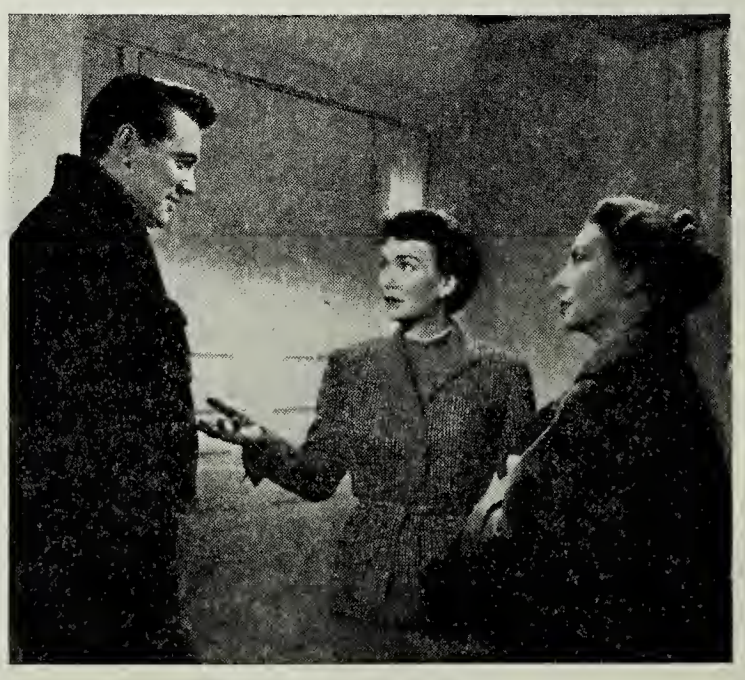
(*Continued on next page*)

Foxfire . . .



Jane Russell and Dan Duryea occupy the foreground of this domestic scene as Jeff Chandler observes the proceedings from a distance. Still is from the forthcoming Technicolor production of "Foxfire," an early entry on the Universal product agenda for upcoming release.

. . . All That Heaven Allows



Rock Hudson, Jane Wyman and Agnes Moorehead are topcast in "All That Heaven Allows," Technicolor drama. Picture again couples the co-stars of "Magnificent Obsession," which scored a tremendous bullseye at the nation's box offices last year.

Peak Ad Budget For U-I Product

Universal has increased by $1,000,000 its advertising and publicity budget for the current fiscal year ending Oct. 31 to give the company what David A. Lipton, vice-president in charge of advertising, publicity and promotional forces, terms the largest promotional budget in its history.

The additional money, Lipton stated, will be spent in national pre-selling and in local point of sale promotion to provide the greatest possible launching for each individual picture.

Funds will be reflected, he added, in increased appropriations for all advertising media including daily newspapers, television and radio in addition to the increase in national magazine advertising and Sunday supplements which Lipton previously announced. "Universal's pre-selling ad policy is in accord with what exhibitors for years have advocated," the vice-president then announced.

The company contemplates as a result of the boosted ad budget a 33⅓ percent increase in newspaper appropriations which have been running approximately 35 percent of the total ad budget during the past few years, Lipton said.

The newspaper ad boost will be apportioned, he added, among the sub-keys as well as the keys and represents a further affirmation of Universal's belief in the effectiveness of newspaper selling in the secondary situations as well as the keys.

The increased national advertising, publicity and promotion budget, Lipton told the executives, will also be reflected in increased spending for key city promotional tours of stars, featured players and special personalities; television and radio promotions and general exploitation.

For the campaigns already set on "This Island Earth," "Foxfire," "The Shrike" and "To Hell and Back," an initial total of 27 publications with a combined circulation in excess of 85,000,000 and an estimated readership of close to 300,000,000 will be used.

. . . The Second Greatest Sex



Jeanne Crain, George Nader, Kitty Kallen, Bert Lahr, Mamie Van Doren, Keith Andes, Kathleen Case and Paul Gilbert are the topliners of this CinemaScope-Technicolor musical.

Upcoming Releases Unveiled By Universal

(*Continued from preceding page*)

finest ever produced by Universal.

"The Private War of Major Benson," in Technicolor starring Charlton Heston and Julie Adams which received a most enthusiastic audience response at its sneak preview recently.

"All That Heaven Allows," in Technicolor starring Jane Wyman and Rock Hudson and a large supporting cast and reported to possess the same audience appeal as the Company's successful "Magnificent Obsession."

"The Second Greatest Sex," a large scale musical in CinemaScope and Technicolor starring Jeanne Crain, George Nader, Kitty Kallen, Bert Lahr, Mamie Van Doren, Keith Andes, Kathleen Case and Paul Gilbert.

"Female On the Beach," in Technicolor starring Joan Crawford, Jeff Chandler and Jan Sterling.

"One Desire," in Technicolor starring Anne Baxter, Rock Hudson and Julie Adams.

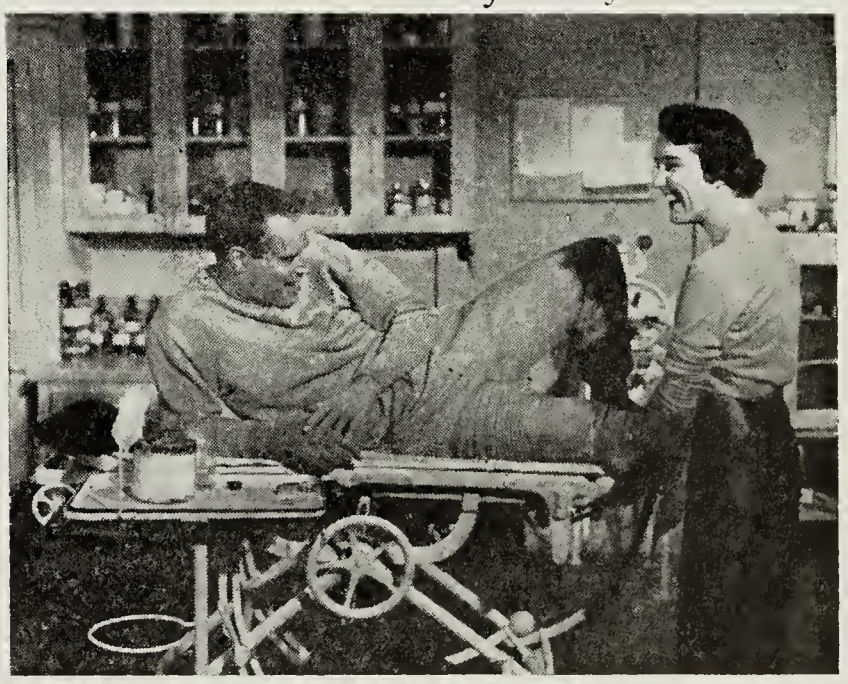
"There's Always Tomorrow," a drama starring Barbara Stanwyck, Fred MacMurray, Joan Bennett, Pat Crowley, William Reynolds and Gigi Perreau.

"The Spoilers," based on Rex Beach's novel in Technicolor and starring Anne Baxter, Jeff Chandler, Rory Calhoun, Ray Danton, Barbara Britton and John McIntire.

The Shrike . . .



. . . Private War of Major Benson



LEFT: June Allyson and Jose Ferrer appear in Universal's adaptation of Joseph Kramm's Pulitzer Prize play, "The Shrike."

ABOVE: Charlton Heston and Julie Adams co-star in "The Private War of Major Benson," in Technicolor. Both features have been termed strong items in the company's upcoming product line-up, scheduled to reach theatres during the summer, autumn and winter of this year.

May 31 thru June 6

400



HOWAR

SON

PECTACULAR THRILLS:
mbardment of an
army...with explosive
lobes of Greek Fire!

rring

ALE ROBERTSON • SALLY FORREST • LILI ST. CY

starring MARI BLANCHARD • Directed by TED TETZLAFF • Written by AUBREY WISBERG and JACK POLLEXF

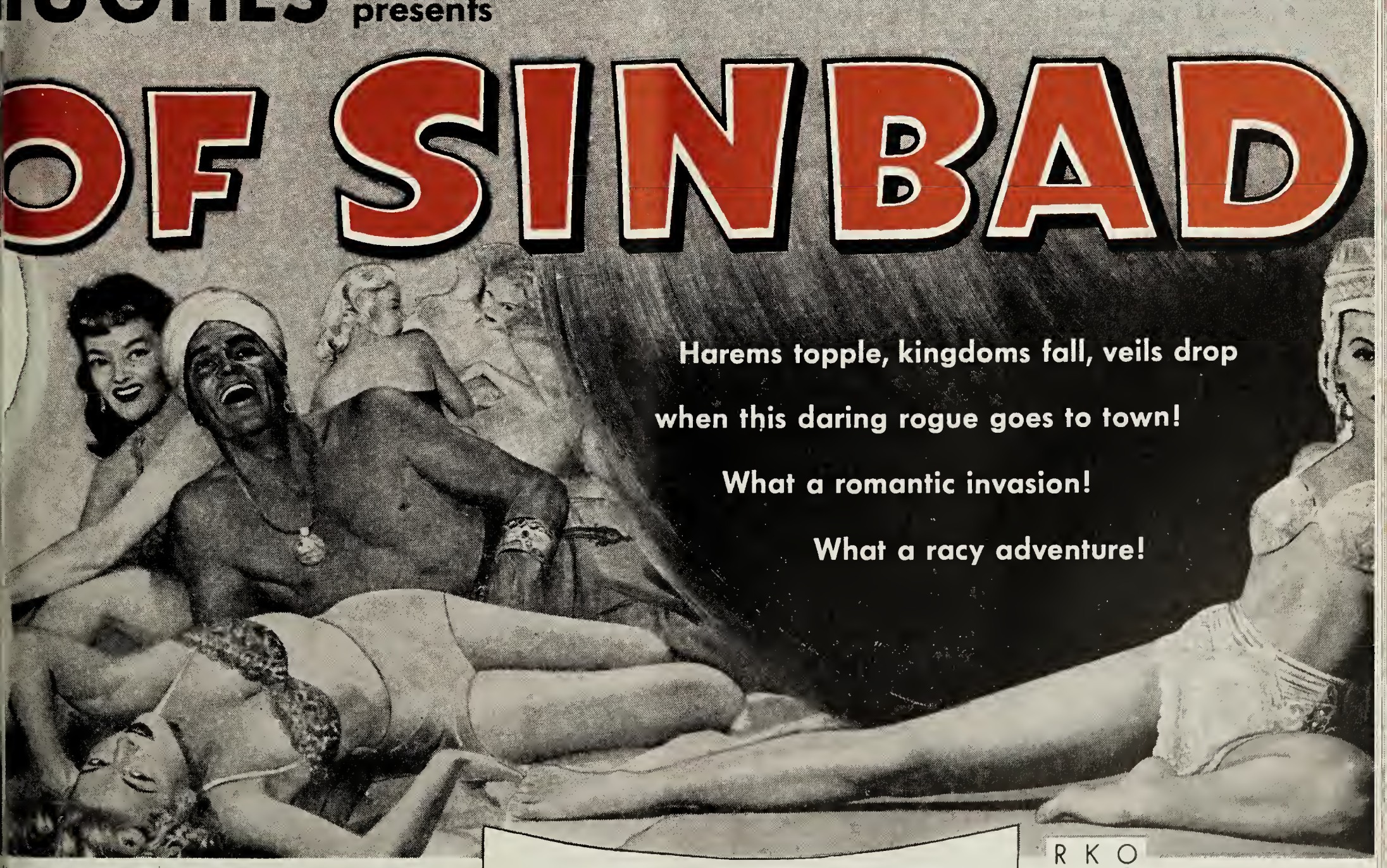
is SINBAD's week!

THEATRES

across the U.S. have booked SINBAD for the first week in June!

HUGHES presents

OF SINBAD



VINCENT PRICE

...ed by ROBERT SPARKS

THE NEW ANAMORPHIC PROCESS
SUPERSCOPE
ON THE GIANT WIDE SCREEN
color by
TECHNICOLOR

RKO RADIO PICTURES

Independent Trade Reviews

(*Continued from page* 19)

"Moonfleet"

(M-G-M) CinemaScope-Eastman Color 89 Min.

Cast: Stewart Granger, George Sanders, Joan Greenwood, Viveca Lindfors, Jon Whiteley, Liliane Montevecchi, Melville Cooper, Sean McClory, Alan Napier, John Hoyt, Donna Corcoran, Jack Elam, Dan Seymour, Ian Wolfe.

Credits: Produced by John Houseman; Directed by Fritz Lang; Screen play by Jan Lustig and Margaret Fitts; Based on the novel by J. Meade Falkner.

"Moonfleet" is a well-plotted period adventure, located along the wild and forbidding coast of England, and dealing with the activities of a young boy and a band of smugglers in the year 1757. Atmospheric and at times highly suspenseful direction, coupled with exceptional use of CinemaScope, directional sound and Eastman Color, combine to lift this one well above the average for its category. General box office response will depend largely on the name values of Stewart Granger, Joan Greenwood, Viveca Lindfors and George Sanders. Latter has a relatively minor part as a smooth heavy. Helping out for the action markets are a number of exploitable factors having to do with a sensuous gypsy dance, duels, pursuits and a ghost story angle. Plot's concentration on the youth's reactions to these events will serve as bait for the juvenile audience. Production values are good. Costumes and sets are highly appropriate for the period flavorings of "Moonfleet."

Orphaned Jon Whiteley, heir to a once prosperous British estate in a territory now infested with smugglers, is reluctantly befriended by Stewart Granger, former lover of the boy's mother. Granger, it seems, is the master smuggler and his efforts to control an unruly band of cutthroats, especially when they are making designs on Whiteley's life, comprise much of the proceedings. Granger eventually runs afoul of the law and discovers the whereabouts of a priceless diamond owned by the youth's family. After the pair take possession of the jewel, Granger plots to abandon Whiteley and join forces with Sanders in a nefarious proposition. Twinge of conscience on Granger's part leads to his return of the jewel to the youth. Granger, mortally wounded, goes off to die as the youth re-opens his rightful estate.

"Tall Man Riding"

(Warner Bros.) WarnerColor 83 Min.

Cast: Randolph Scott, Dorothy Malone, Peggie Castle, Bill Ching, John Baragrey, Robert Barrat, John Dehner, Paul Richards, Lane Chandler, Mickey Simpson, Joe Bassett, Charles Watts, Russ Conway.

Credits: Produced by David Weisbart; Directed by Lesley Selander; Screen play by Joseph Hoffman; From the novel by Norman A. Fox.

A vigorous and hard-shooting WarnerColor western, "Tall Man Riding" is sure to satisfy action fans, with plenty of gunsmoke and solid performances from Randolph Scott, Dorothy Malone and Peggie Castle. The story line is familiar but well-executed throughout, as the WarnerColor process neatly captures the feeling of the outdoors and the frontier atmosphere. Film begins when a bitter Scott, at the end of the 19th century, returns to Montana obsessed with the desire to kill quick-triggered Robert Barrat, who had publicly whipped him five years before in a misunderstanding about Barrett's daughter, Miss Malone. Latter, since married to another man, and Peggie Castle, as a girl from the wrong side of the tracks who works in the town saloon, complete an excellent romantic triangle as they try to talk Scott out of senseless revenge.

Supporting cast is excellent, with good performances from Bill Ching, as Miss Malone's husband, and heavies John Baragrey and John Dehner. There are plenty of gun battles, as Scott stirs up trouble with many elements in



Stewart Granger and Viveca Lindfors in "Moonfleet," CinemaScope-Eastman Color adventure, from M-G-M.

town. Eventually, Ching and Miss Castle are shot down by outlaws. A rousing rough-and-tumble fight between Scott and Mickey Simpson will be a crowd-pleaser, and the drama of a land rush, when choice acreage is suddenly thrown open for grabs, is well captured. Finally, a pistol fight in a darkened room with Barrat ends with Scott realizing what no one would tell him—that his target had become nearly blind. Scott makes his peace with Barrat, and decides to settle down with Miss Malone, who will marry him.

"Hell's Island"

(Paramount) VistaVision-Technicolor 84 Min.

Cast: John Payne, Mary Murphy, Francis L. Sullivan, Eduardo Noriega, Arnold Moss, Walter Reed, Robert Cabal, Sandor Szabo, Paul Picerni.

Credits: Produced by William H. Pine and William C. Thomas; Directed by Phil Karlson; Written for the Screen by Maxwell Shane; From a Story by Jack Leonard and Martin M. Goldsmith.

A promising and shapely newcomer, atmospheric Caribbean backgrounds and generally fast-moving action highlight this lush VistaVision-Technicolor melodrama from Pine and Thomas. Starring John Payne and Mary Murphy, teen-age favorite currently receiving a buildup from Paramount, "Island" registers as a satisfastory and exploitable programer, with the promise of Miss Murphy in VistaVision to pull in the crowds. Hard-hitting story is about a once-promising attorney, down-and-out ever since his financee mysteriously jilted him to marry an international pilot of shady reputation. Physical action is plentiful throughout a rather complicated plot, as the lawyer goes to a tropical country and involves himself in murder, in return for the chance to see the girl, and perhaps have his revenge. Complicating matters is his attempt to recover a precious ruby, believed concealed by the girl.

There is plenty of sex-play between Payne and Miss Murphy, who is beautifully-gowned and seductive as she tries to recapture his heart. Meanwhile, an excellent cast, boasting many Latin accents, gives commendable support to the principals. A noisy juke-box convention in the quiet little Caribbean town of Puerto Rosario will create interest among teen-agers, and a quick look into the workings of a cockfight may also create discussion. When Payne finally pulls all the threads together, Miss Murphy is revealed as a money-motivated creature, whose lust for expensive clothing had caused the death of several men.

"5 Against The House"

(Columbia) 84 Min.

Cast: Kim Novak, Guy Madison, Brian Keith, Alvy Moore, William Conrad, Kerwin Mathews, Jack Dimond, Jean Willes.

Credits: A Dayle Production; Produced by Stirling Silliphant and John Barnwell; Directed by Phil Karlson; Screen play by William Bowers, Silliphant and Barnwell; Based on Jack Finney's story in "Good Housekeeping."

An exploitable and off-beat suspense meldodrama, dealing with an attempt by a quartet of college students and a girl to rob the famous Harold's Club, a Reno gambling emporium, is contained herein. Picture is competently produced, with special attention accorded Kim Novak, rising star on Columbia's roster. The attractive blonde is given a couple of songs to render and wears several enticing gowns for ballyhoo fodder. Along with Miss Novak, picture presents a number of Columbia's new and younger players. All acquit themselves well and help, by their performances and smart dialogue lives to gloss over the several incredible situations of the plot.

Main suspense gimmick in "House" is the plan devised by the students for robbing the gambling place. This is an involved affair, with the focal point a concealed tape recorder which is made to play an important verbal part in the hold-up. One of the students gives birth to the robbery following an unsuccessful gambling evening at the house. During the ensuing semester at school, he evolves the plan and decides to carry it off as an experiment in psychology. A fellow student, Brian Keith, goes along with it, but it is his intention to keep the stolen money. Keith, a victim of war psychosis, is opposed by Guy Madison, another student, who is lured into the robbery with Miss Novak, his fiancee. The hold-up is successful and the climax finds Madison convincing Keith to give himself up.

"Sante Fe Passage"

(Republic) Trucolor 91 Min.

Cast: John Payne, Faith Domergue, Rod Cameron, Slim Pickens, Irene Tedrow, George Keymas, Leo Gordon, Anthony Caruso.

Credits: A Herbert Yates Presentation; Associate producer, Sidney Picker; Directed by William Witney; Screen play by Lillie Hayward; Story by Clay Fisher.

Here is a hard-hitting action film in Trucolor that wallops all the way, giving the blood and thunder fan all that he wants of violence and action. There are plenty of Indians, plenty of fights, some marvelous scenic shots and one of the most exciting wild horse stampedes captured by the camera in a long time. Top star trio of John Payne, Faith Domergue and Rod Cameron have sufficient marquee pull to aid the picture greatly and they all deliver solid performances. A strong comedy assist must be credited to Slim Pickens. Exploitable title should give the film an added box office punch.

Payne, a frontier scout, is blamed for an Indian massacre of a wagon train, and this adds to his hatred of Indians. Part of his hate can be traced to George Keymas, a double crossing Kiowa chief. After the massacre he has trouble getting hired until his sidekick, Slim Pickens, leads him to a train, owned by Rod Cameron and Faith Domergue, carrying guns to Sante Fe. Cameron hires him and Pickens. The Kiowas use all the ruses they can to overpower the wagon train with Payne helping to stave them off. Cameron in love with Faith, tells Payne, falling in love with her, that the young woman is a half breed. Payne shies away from her. Finally killing Keymas, he resolves what is bothering him after Cameron is killed and rene Tedrow, Faith's Indian servant, who is really her mother, dies. Payne earns that people are individuals and this is the way to judge them. With this in mind, he ends up with Faith.

"Angela"

(20th-Fox) 81 Min.

Cast: Dennis O'Keefe, Mara Lane, Rossano Brazzi, Arnoldo Foa, Galeazzo Benti, Enzo Fiermonte, Nino Crisman, Giovanni Fostini, Francesco Tensi, Maria Teresa Paliani, Gorella Gori, Aldo Pini.

Credits: Presented by Patria Pictures Corp.; Produced by Steven Pallos; Directed by Dennis O'Keefe; Screen-

play by Jonathan Rix and Edoardo Anton; After a story by Steve Carruthers.

The fast-moving story of an innocent man nearly convicted of murder, "Angela" is a good-looking movie that mixes sex and action with eye-filling location photography of present-day Rome, to produce an above-average programmer. Starring Dennis O'Keefe and Mara Lane, once billed as "England's Marilyn Monroe," the film concentrates on Miss Lane's sultry brunette beauty in several torrid scenes, some played on the beaches of Rome. Both principals are good, and the unfamiliar faces of the Italian supporting cast, all with excellent English diction, add to the suspense as the action moves, often in luxurious foreign automobiles, through the streets of the city. Film is expertly photographed in moody low key. As O'Keefe's first directorial effort, "Angela" has a few awkward transitions, but after a leisurely beginning, moves into high gear with violent scenes that are first-rate. A haunting and hummable musical theme adds to the dramatic effectiveness.

Drama really gets under way when Miss Lane, who is O'Keefe's sweetheart, tells him that her employer has had a heart attack in her apartment. Insisting that their relationship was innocent, she talks O'Keefe into depositing the body elsewhere, to avoid scandal. Actually, she had murdered the man in an argument over money. Later, O'Keefe learns that Miss Lane has a husband, an ex-convict, and O'Keefe is forced to kill the man in self-defense. Nearly framed for the murder of the employer, O'Keefe finally extricates himself and wrings a confession from the girl.

"The Tiger And The Flame"

(United Artists) Technicolor 97 Min.

Cast: Mehtab and Sohrab Modi.

Credits: Produced and directed by Sohrab M. Modi; Screen play by Geza Herczeg, Pandit Sudershan and Adi F. Keeka.

A historical melodrama dealing with the Sepoy rebellion in India under British rule a century ago is presented via vivid Technicolor photography in this English-language import from India. Bedecked with a cast of countless thousands, authentic settings and literally splashing in colorful costumes, "The Tiger and the Flame" is a joy to the eye. Because the acting style is strange to U. S. audiences, and the narrative pacing uneven when compared with western standards, special handling will be required for this picture. The curiosity value of this import—one of the first pictures from India to be commercially exhibited here—should find fulfillment in primary art house bookings.

Picture begins slowly, concentrating on royal ceremonies of pomp and circumstance for an overabundance of pictorial effect. Once the story gains momentum, the plot concerns itself with the career of a young woman who becomes queen of the province of Jhansi and dedicates herself to defend her people's freedom. Major clashes with British troops are the result. In the final half hour of footage, some of the most spectacular mass battles ever staged are depicted. In the most violent one, the queen falls mortally wounded. She dies, certain that India someday will become a free nation.

"Green Magic"

(IFE) Ferraniacolor 85 Min.

Credits: Produced by Leonardo Bonzi for Astra Cinematgrafica, Rome; Directed by Gian Gaspare Napolitano; Commentary by James Agee; Narrated (in English) by Brett Morrison and Carlos Montalban.

A colorful and oft-times captivating feature-length documentary filmed during an expedition across the face of South America from Brazil to Peru, "Green Magic" reveals some spectacular photography of nature in the raw. Winner of several awards, and with good exploitation potential, "Magic" may click as a general programmer in some cases, but the film seems best suited for art houses. Narrative drags in spots, and two extraordinary scenes—depicting a horde of tiny piranha fish tearing apart a tremendous bull in a matter of minutes, and a snake swallowing another snake whole—will be deemed objectionable for some children. Most audiences will regret the absence of the warmth and humor present in other nature productions like Disney's.

On the other hand, "Magic" shows life in the jungle with eye-opening intensity. In addition to the piranha and reptile episodes, strange animals like iguanas and sloths parade in close-ups before the cameras. Shown also are free-lance diamond hunters at work, some using very primitive methods; the "Macumba," a weird sequence of a native orgiastic rite; days in the life of a typical rubber hunter, and a delightful marriage ceremony between two primitive Aymara Indians, near the highest navigable lake in the world—nearly 13,000 feet above sea level, on the slopes of the Andes.

"Eight O'Clock Walk"

(Associated Artists) 87 Min.

Cast: Ian Hunter, Richard Attenborough, Derek Farr, Cathy O'Donnell.

Credits: Produced by George King; Directed by Lance Comfort.

An absorbing tale, dealing with the arrest and trial of an innocent man for the murder of a little girl, is unfolded with dramatic competence in this British import. For art house audiences, the names of Ian Hunter, Richard Attenborough and Derek Farr may prove of value. Dualler slotting is advisable for a more general playoff. Of interest to the latter audience grouping should be the fact that the real culprit is trapped in a last-minute courtroom climax which literally seethes with suspense. Until that payoff scene, the whodunit angle of the tale is exploited to the hilt to keep one guessing every minute of the way. Slight romantic interest between the accused, Attenborough, and his wife, Cathy O'Donnell, rounds out the proceedings.

Accidentally involved with a small neighborhood child on the morning the youngster meets her death, Attenborough becomes the innocent victim of circumstantial evidence. Indicted and locked in jail to await trial, his wife, Miss O'Donnell, enlists the legal aid of Farr. The prosecution amasses a water-tight case and it is only the quick thinking of Farr that saves Attenborough's life. Case is won when the attorney uses a devastating type of psychological interrogation on a witness to establish the identity of the child's slayer.

"Murder Is My Beat"

(Allied Artists) 76 Min.

Cast: Paul Langton, Barbara Payton, Robert Shayne, Selena Royle, Roy Gordon, Tracey Roberts, Kate McKenna, Henry A. Harvey, Sr., Jay Adler.

Credits: An Aubrey Wisberg Production; Produced by Wisberg; Directed by Edgar Ulmer; Screen play by Wisberg; Based on a story by Wisberg and Martin Field.

"Murder Is My Beat" is a low budget programmer that will get by as a supporting feature. It is an average crime melodrama, boasting the negligible box office name of Barbara Payton and that of Paul Langton, who is better known for his TV work. The film's story premise is a good one, but it wasn't developed fully enough. Langton fares the best of the cast, showing promise as a leading man. The screen story is so full of loopholes and obscure logic that a lot of suspense which certain situations could have generated is not there. Film's title is exploitable; in the general market, as a filler, it will get by.

The tale deals with Paul Langton, a hard-as-nails police lieutenant, who helps build up the case against Barbara Payton for the murder of her lover, whose burned body is found unidentifiable, except for personal effects. She is found guilty and Langton is assigned to take her to prison. En route, she tells Langton that she has seen the supposedly dead man alive through the train window. Langton finds out that Barbara is right; that Roy Gordon, the supposedly dead man, had killed his chauffeur, who was blackmailing him. He also bumped off another blackmailer, Barbara's roommate, Tracey Roberts. Barbara goes free and Langton is fired from the force for his escapade, but he is happy, for he has Barbara.

57 Paramount Shorts

Paramount will release during the 1955-56 season 52 one-reel shorts, five VistaVision-Technicolor two-reelers, and 104 Paramount News issues, according to Oscar A. Morgan, shorts and news sales manager. Of the one-reelers, 40 will be cartoons, of which 36 will be in Technicolor. Included are eight Popeyes, six Noveltoons, four Herman & Katnips, six Casper, the Friendly Ghosts, 12 Champions and four Speaking of Animals. Other one-reelers are six Grantland Rice Sportlights and six Toppers. VistaVision two-reelers will be subjects on Norway, Mexico, the sun trails, Hawaii and Japan. In connection with the shorts schedule, Morgan announced that the 28th anniversary of continuous, twice-a-week Paramount News issues will be marked this August.



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"Specialists in Motion Picture Sound"

Universal Expands Studio Talent Plan

(*Continued from page* 22)

and director and recently appointed school's director.

Plans for the new talent building, to be erected on the U-I studio lot, include a 200-seat playhouse for the presentation of plays and "showcasing" of talent combined with large and small rehearsal halls, a complete theatrical and motion picture library, a recording room, and a suite of executive offices.

In addition, continued use will be made of the school's present singing, diction and dance rehearsal studios, plus all studio facilities such as projection rooms, and sound recording, etc.

"In view of the growing importance of this school as a training ground for motion picture talent, the present facilities have become inadequate," said Kimmel. "Approximately 35 of our stock players and young beginners now are receivng the benefit of our courses. We plan to increase this figure considerably when the new building is completed."

For advanced players, the school offers an actors workshop program in addition to its curriculum for tyro thespians.

The U-I talent development faculty at present includes Kimmel as director; Jack Kosslyn, drama coach; Charlotte Hunter, dance instructor; John Scott, vocal instructor, Joan MacTavish, administrative assistant, and others. Kimmel said he ultimately hopes to add to the presnt staff.

"Our fundamental interest is to place an emphasis on individuality, offering the intuitive approach to acting," said Kimmel. "Upon the completion of the enlargement program, we will have the finest 'university' for the training of motion picture aspirants in the world and one of which the entire Hollywood community will be proud."

Ground-breaking for the erection of the studio's new talent building is expected to take place next month.

Sullivan In WB Film

Ed Sullivan, Broadway columnist and m.c. of the popular coast-to-coast TV variety show, "Toast of the Town," has signed to produce and star in an independent film for Warner Bros. distribution, according to studio executive producer Jack L. Warner. Casting will get under way immediately, with production expected to start about October 1st on Warner's Burbank lot. Attorney Arnold Grant handled negotiations between the studio and Sullivan.

Title Changes

20th-Fox: **"Raleigh and the Virgin Queen"** is the new title for "Sir Walter Raleigh." (Stars Bette Davis).

"The Mobsters" is the new title for "The Brass Ring." (Stars Anthony Quinn and Farley Granger; Edward Small produced).

Allied Artists: **"Finger Man"** is the new title for "Dark Venture." (Stars Frank Lovejoy, Peggie Castle and Forrest Tucker; Harold Shuster directed).

HOLLYWOOD

RICHARD BERNSTEIN, *Editor*
Hollywood Offices:
4225½ Lockwood Ave.,
Hollywood 29. Tel.:
Normandie 2-6494

. . . on the wire

Jan Sterling will join Edmond O'Brien in England as the femme lead in "1984," the picturization of the best seller by George Orwell, which N. Peter Rathvon will produce for Columbia release, starting May 30. . . . "Flamingo Feather," the novel by Laurens Van Der Post, has been purchased by Paramount for Alfred Hitchcock. The book concerns a white planter who detects evidence of a communist-inspired native uprising in Africa. With his own life in danger because of what he suspects, he sets out on his own to investigate, leading to a safari through the jungle.

* * *

The King Brothers purchased "Seven Lanterns in Japan," an original story by Merrill G. White and Robert Rich. They plan to make the picture in Japan, with the co-operation of the Japanese government. The will shoot it in CinemaScope and Technicolor.

* * *

Otto Preminger announced that he has signed Frank Sinatra for the title role in "The Man With The Golden Arm," based on the novel by Nelson Algren; screen play by Walter Newman and scheduled for his independent Carlyle Productions slate for United Artists release. This will follow "The Billy Mitchell Court Martial" which Preminger is set to direct next for Milton Sperling's United States Productions and Warner Bros. release. Following "The Man With The Golden Arm," Preminger will produce and direct for Carlyle Productions "The Wheel," the story of Mahatma Gandhi and India, which Columbia will release.

* * *

Michael Curtiz will both produce and direct "The Kiss-Off," at Paramount. The film, which will be shot in VistaVision, will star Carol Ohmart and Tom Tryon. It will start in June. "The Kiss-Off" is an original screen play by Frank Tashlin and Rip Van Ronkel. . . . M-G-M announced that it will release "Svengali," the Eastman Color feature made in Europe, starring Hildegarde Neff and Donald Wolfit, the Shakespearan actor. George Minter produced the film, which was directed by Noel Langley.

* * *

Republic added Jill Jarmyn to "The Twinkle in God's Eye," staring Mickey Rooney and being directed by George Blair. Others in the cast are Hugh O'Brian, Coleen Gray, Joey Forman, Touch Connors, and Donald Barry. Maurice Duke and Rooney are associate producers.

* * *

Richard Aldrich, Agent Fanny Holzman, and Agent M. C. Levee are working on plans to bring Aldrich's "Gertrude Lawrence as Mrs. A," to the screen, with Greer Garson in the title role. . . . Armand Deutsch is preparing "Nedra," based on the life of the wife of the late singing star Buddy Clark, to the screen as an independent production. Deutsch will film it in the fall.

* * *

Cornel Wilde signed Dennis Weaver to an eight-picture contract, two films for four years as a result of the actor's performance in "Storm Fear," a Theodora Production for UA release. . . . Carl K. Hittleman has formed Carl K. Hitlleman Productions, Inc. The producer-director will make theatrical features under this banner. Hittleman produced and directed "Kentucky Rifle," starring Chill Wills and Jess Barker, for Howco Productions.

* * *

Producer Lindsley Parsons announced that he has purchased from Sam Newman an original screen play, "Proving Ground," dealing with the atom bomb, and will produce the film next fall with John B. Burrows as associate. He plans to shoot most of the film, for Allied Artists release, in Nevada.

* * *

"The Bridge at San Luis Rey," Thornton Wilder's classic story, will be brought to the screen by Benedict Bogeaus with Barbara Stanwyck playing the role of the actress, Perichole. The film will be filmed in SuperScope and Technicolor and will be made for RKO release.

* * *

"Roan Stallion" and "Thurso's Landing," two epic poems by Robinson Jeffers, have been purchased by Columbia Pictures and will be the first of Jeffers' works to be brought to the screen, executive producer Jerry Wald announced. "Roan Stallion" is a story of a stallion bought by a young farmer, who loses his life under its hooves. His wife, strangely attached to it, shoots it, but too late to save her husband. "Thurso's Landing" tells of the star-crossed love between a passionate and restless woman and a brutal and stubborn husband. These two stories will be added to Phil Yordan's production schedule.

* * *

Filmakers' "Battle Hell," which will be produced by Hal Chester, will roll May 16 at Kling Studios. Harry Mandell, vice-president and general manager of the Filmakers Releasing Organization, left for a two week tour of New York, Boston, Chicago, and other offices of the company's Eastern franchise holders.



John Michael Hayes (left) receives the Edgar Allan Poe award from Malden Grange Bishop, head of the Southern Calif. chapter of Mystery Writers of America for his script on Paramount's "Rear Window" adjudged best mystery movie script of the year.

Sam Engel Terms Script Keystone Of Any Successful Motion Picture

By Richard Bernstein

"Good pictures and good pictures alone are the hope of the future," stated Producer Samuel Engel in his 20th Century-Fox office. "There is no magic formula as to how to make a successful film. Quality is what makes a good picture."

"The most important thing toward attaining that quality is a quality script. With rare exceptions, it takes a great deal of time and effort to develop a quality script."

"To attain the quality, that pictures in the future should have, it follows that the assembly line methods in terms of quantity is out," the producer pointed out.

Producer Engel explained that there are a limited number of good subjects for motion pictures and that if there were more quality subjects, then Hollywood would once again make more pictures.

Engel has just recently completed "Daddy Long Legs." This is the third version of "Daddy." The first was a silent picture and since the second version, two generations have grown up. This is one of the reasons that Engel thought that it should be remade. Another reason was that the book was a semi-classic and had all the ingredients to be adapted into a fresh musical. Engel emphasized that he did quite a bit to modernize the story.

Producer Engel is now working on a subject that he inherited from Producer Sol Siegel: another musical, "Pink Tights," which according to Engel has "a modern background" and "great potentialities."

The cast for "Pink Tights" is headed by Dan Dailey, Jack Carson, Virginia Mayo and Sheree North. Engel thinks that Sheree North has all the potential to become a star. "There is the want-to-see and interest in her by the public," he said, "Given the right sendoff she can become a big star."

Engel stressed that today, a good musical to be successful on the screen has to have a good story. "You can't rely on songs and dances alone," he pointed out." You must have an exceptional book."



Virginia Mayo chats with Producer Benedict Bogeaus on the set of "Pearl of the South Pacific," RKO's adventure in SuperScope and Technicolor.



Samuel G. Engel (glasses) 20th-Fox producer, takes over the gavel as new president of the Screen Producers Guild from retiring president Arthur Freed following annual SPG board elections.

After "Pink Tights," which will be directed by Henry Levin, Engel will do "Good Morning, Miss Dove," which will be done in CinemaScope, as will "Pink Tights." This is based on the successful novel by Frances Gray Patton.

"For the lead role, this story demands a versatile, youthful star," Engel said.

Engel, one of the foremost producers in the film industry, said that when he picks a subject for filming, it is because he likes the subject and figures that he can do well by it.

He emphasized that people are still selective in choosing their entertainment, but that the proof of the pudding is that they support good films. He believes that careful preparation is a key to good filmmaking and that lots of time devoted to all facets of preproduction helps make the quality picture.

"Your picture begins and ends with your script," he said. "No person, no director, no cameraman, no scenic artist can take a poor script and by individual or combined efforts convert it into a successful movie. today, as always, the play is the thing."

Engel believes that the screen is a specific medium and great care must be taken in transferring something to the screen, be it a novel, a short story or a play. He is also an advocate of the original story written especially for the screen. However, he made it quite clear, that the most important thing, is that a producer have an interesting story to tell. If a picture's story fails to interest the audience you have two strikes against the film, despite all the other ingredients.

"The industry, since the inception of CinemaScope, has had its shot in the arm. We have had a larger number of better films and studios will try to make bigger and better films. This new enthusiasm is a great asset, because it has added more vitality to picture-making."

Engel stressed that a good screen musical should have songs and dances.

HOLLYWOOD...

Allied Artists executive producer Walter Mirisch announced the purchase of "Do It Yourself" by Donald Ridgeway and has entered into negotiations with Fred MacMurray to play the starring role in the comedy. . . . "Jagade," an original screen play by James Edmiston, was purchased by Universal-International and assigned to Howard Pine to produce. At the same time Harmon Jones was signed to direct the picture which will go into production in July. A western drama set in Kansas in 1873, "Jagade" is the story of an outlaw who saves the life of a sheriff and nearly wrecks the town, where the sheriff is the law, before the star packer is forced to shoot him down.

* * *

Roy Rowland has acquired full rights to an original by Aleen Leslie, titled "My Adorable," based on the life of Andrew Jackson's wife, Rachel. . . . Lloyd Nolan returns to the screen to star with Robert Taylor in "The Last Hunt" at M-G-M. Stewart Granger is another co-star in the film, which will be directed by Richard Brooks. Film deals with the final days of the buffalo herds and the buffalo hunters.

* * *

Yvonne De Carlo reports to Cecil B. DeMille this week for her role in "The Ten Commandments" at Paramount. . . . Bert E. Friedlob has signed Ida Lupino, Howard Duff and George Sanders as co-stars with Dana Andrews and Rhonda Fleming in his production for United Artists, "News Is Made At Night." Fritz Lang will direct.

* * *

Screen rights to "The Big Fisherman," final literary work of the late Lloyd C. Douglas, have been purchased by Century Films, Inc., and will go before the color cameras this fall. . . . Robert Wagner was signed by Producers Robert Jacks and Robert Goldstein for the lead role in "A Kiss Before Dying," the film version of the Ira Levin prize-winning mystery that Crown Productions will make for United Artists release.

* * *

Charles Brackett terminates this June his presidency of the Academy of Motion Picture Arts and Sciences after six years of service. . . . Otto Preminger purchased the dramatic and film rights to "Bonjour Tristesse," best-selling French novel.



Ray Milland and Herbert J. Yates, Republic president, display a plaque presented to Milland by the cast and crew of "The Hostage," starring Milland, and marking his debut as a director.

THANKS TO SOL SCHWARTZ AND THE ENTIRE RKO THEATRE ORGANIZATION IN MAKING THE WORLD PREMIERE OF THE THE ETERNAL SEA IN PROVIDENCE THE MIGHTIEST THIS CITY HAS EVER KNOWN AND A GREAT BIG 21 GUN SALUTE TO THE 250 NEW ENGLAND SHOWMEN WHO HAVE BUILT UP TOP GROSSES FOR THE PICTURE'S FIRST DATES IN THE COUNTRY.

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REGIONEWS

ALBANY

Another drive-in will be serviced by Albany exchanges when Peter Papayanakos' 500-car project outside Potsdam premieres around June 1. Estimated cost is $70,000. Upstate Theatres will buy and book. . . . Donald Gilson is making major improvements at his Sunset Drive-In, Massena, which include a new concession stand, rest rooms and better ramps. . . . Plans for an ozoner at Sidney in Delaware County were delayed with abandonment of the first site selected. Another will be chosen, possibly in time for a late-season opening, according to word received here. Sidney has no outdoorer at present.

John Gardner is expanding by 100 cars the capacity of the Turnpike Drive-In at Westmere. . . . J. Ullman, Fabian div. mgr. became a grandfather once more when his son, H. Simon, welcomed a boy to the family circle. . . . Retiring chief barker Jules Perlmutter was presented with a camera and projector at the 12th annual dinner-dance of Albany Variety Club. . . . Nat G. Rosen, Fox mgr., transferred to Pittsburgh, was given a two-suiter by Filmrow colleagues at a farewell dinner.

ATLANTA

Plans for Atlanta's first Negro drive-in, to be built by Bailey Theatres at Hightower Rd. near Collier Dr. for 600 cars, have been approved and work is scheduled to start at once. . . . Cletus Benton and Hoyt Fair acquired the Cleveland Drive-In, Cleveland, Tenn., from Walter Morris. . . . Misdemeanor charge against Wm. Schultz mgr. of the State Theatre, Tampa, Fla., in connection with showing of "Garden of Eden," was dropped. The film is banned in Savannah, Ga. . . . Koblegard theatre interests in Ft. Pierce, Stuart, Vero Beach, Cocoa, Eau Gallie and Melbourne, Fla. have been sold to First Southern Corp. . . . Recent closings include Cherokee Amuse.'s Capital Theatre, Oneida, Tenn.; Martin Theas.' Ritz, Sylacauga, Ala.; Bijou Amuse.'s Gem, Nashville, Tenn.

With a $10,000 remodeling job completed at the Riviera Theatre, Chattanooga, Tenn., Independent Theas. transferred the art policy from its Park to the Riviera, returning the Park to neighborhood status. . . . Clifford Still is new mgr. of Martin's Gem, Cuthbert, Ga., succeeding the late C. L. Funderburke. . . . Wil-Kin Theatre Supply made a stereophonic sound installation at the Bacon Theatre, Alma, Ga . . . A new 500-car ozoner is being built at Tavernier, Fla. for Maj. & Mrs. Robt. L. Dancan. . . . Fire destroyed the Princes Theatre at Mt. Dora, Fla. . . . The 30-day Southeastern Movie Festival in Tenn. Fla. and Ga. gets under way May 16, with Warner's "The Sea Chase" selected as first film.

Paul S. Wood, theatre owner in Century Fla., has taken over the Coosa in Gadsden, Ala. . . . Curtis Mays, mgr. of Wilby-Kincey's Roxy Theatre, moved over as mgr. of the Paramount to succeed Sam George, resigned. . . . Louis Rosenbaum, partner and gen. mgr. of Muscle Shoals Theatres in Ala., cited in the local newspaper for his work on the March of Dimes campaign. . . . C. B. McManus reopened the New Theatre, Hurtsboro, Ala., after a year's shuttering. . . . The new Sheryl Drive-In, Commerce, Ga., was opened by owner Bill Wilson and is being booked by Marguerite Stith. . . . A new son arrived at the home of Curley Burns, Columbia booker. . . . Walter Griswald resigned as office mgr. for Howco Films.

Atlanta's largest ozoner, under construction on U.S. 41 South, will be ready for opening within 45 days, acording to John H. Stembler, v.p. of Georgia Theas. Named South Expressway Drive-In, it will hold more than 1,000 cars and employ all modern facilities. . . . Starlight Drive-In at Hallendale, Fla., completely destroyed by fire, will be rebuilt. . . . TOA prexy E. D. Martin appointed Horace Denning, pres. of MPE of Fla., as co-chairman of the drive-in eommittee for the national exhibitor group. . . . Joe Moore Lackey, Empire Theatre mgr., Birmingham, Ala., awarded Third Army Certificate of Appreciation for his support and promotion of the Army Reserve program. . . . The Southeastern Movie Festival, May 16-17, will bring together showmen from Ga., Ala. and Fla. in a tri-eities eonvention at the Biltmore Hotel. It will open with the M-G-M Workshop and elose with a president's banquet in the Garden Terrace.



Martin C. Moskowitz, Atlantic Division sales mgr. for 20th-Fox, addresses a sales meeting in Philadelphia to set merchandising policies on spring and summer releases. L to R: Moskowitz; W. C. Gehring, exec. asst. gen. sales mgr.; C. G. Norris, Eastern sales mgr.; Jack Bloom, asst to Norris.

BOSTON

Mayor Hynes and Comm. of Publie Safety, Otis M. Whitney, have aeeepted the "toned-down" version of "French Line" for showings in the city and Sunday showings throughout the Commonwealth. Should the Mayor of Lynn follow suit, the RKO ease which Attys. Hale & Dorr had planned to use as a test challenging the Mass. eensorship statutes, could be withdrawn. . . . Donald Sweenie resigned as mgr. of Nashoba Drive-In, Boxboro, on which Joseph E. Levine of Embassy Picts. and Barnet Yanofsky took a 15-year lease this spring. . . . Nat Hochberg has been appointed booker at Affiliated, replacing Carl Goldman, who resigned to become exec. secy. of Independent Exhibitors. Nat also operates the Stoneham Theatre.

If plans materialize, the Clinton, Mass. drive-in, under construction for Simon Queen and Frank Calvi, will have a booth large enough for two regular projectors and two VistaVision. Eddie Comi of Mass. Thea. Equip. Co. is fitting out the 800-car ozoner. . . . Nathan Ross, oldest active film salesman in New Eng., was presented with a $500 check, a life membership in Variety Club and a scroll signed by the guests at his testimonial luncheon. . . . Brattle Theatre, Cambridge, returns to a summer season of legitimate stage productions, starting July 5, Bryant Haliday and Cyrns Harvey, Jr. announced. . . . Richard Oberman, salesman for Embassy and son of Nate Oberman of M-G-M, became engaged to Roberta Weinberg of Dorchester. . . . Lloyd Clark, pres. of Middlesex Amuse., suffered a broken leg in a fall at his home.

Loew's State, Boston, and Loew's State, Providence, charging $3.50 for the closed circuit TV showing of the Marciano-Cokell bout on May 16, no seats reserved. Am. Theas.' Pilgrim in Boston has price range of $4.40 to $2.80, with balcony unreserved. ATC's North Reading Drive-In, only open airer to carry the fight, is charging $3.30 per person with a minimum of four to a car, and the eircuit's 2,000-seat State in Portland, Me. has price range of $3.30 to $2.20, all seats reserved. . . . Edward S. Canter, ATC treas., became a grandfather for the second time with arrival of Sara Ellen at the home of the Arthur O. Freedmans. . . . Loew's State and Orpheum showed a Dept. of Commerce film called "A Massachusetts Holiday."



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SOON IT WILL BE A PLEASURE TO DO BUSINESS WITH 'That LADY' FROM 20th!"

BUFFALO

Constantine J. Basil, pres. of Basil Ents., announced signing of a contract with George H. Mackenna as gen. mgr. and managing director of Basil's Lafayette, to run until 1960. . . . Applicants who filed for motion picture operator's license are required to take a written test on May 24 at City Hall and a practical exam. in a theatre on June 7. Stanley Kozanowski, mgr. of the Rivoli, is chairman of the city's newly appointed motion picture operators examining board. . . . Edward F. Meade, Shea ad-pub. chief, reports "Blackboard Jungle" at Shea's Buffalo attracted more than the usual juvenile audience but that they were well behaved.

Top brass, radio and TV representatives attended a special screening of "Strategic Air Command" at the Paramount, where it opens May 20 with a big parade, lobby interviews and a colorful stage ceremony during which Larry Bell, pres. of Bell Aircraft will be presented with a plaque by Paramount for his work in the development of jet planes. Elmer F. Lux, pres. of the Council and head of Elmart Theatres, will make the presentation address. . . . Charlie McKernan at the Seneca and Bill Colson at the Niagara both put on midnight Horror Shows on Friday, the 13th. . . . Gary Kent resigned as asst. mgr. at the Century. . . . Nat Marcus, mgr. of the Warner exchange, issued invitations for a private screening of "Mr. Roberts" at the Center Theatre on May 23 at 10 A.M.

Ben Dargush reports a big demand for tickets for the Marciano-Cokell bout which his Center Theatre will telecast on May 16. Tickets are $3.50 and no seats are reserved. Bill Shirley, well known exploiteer for various distributors, is okay again following a recent hospital checkup. . . . Gus Nestle, mgr. of the Wintergarden in Jamestown, put over a full page co-op on "The Glass Slipper." . . . Harry Weiner, mgr. of the Oswego in Oswego, went to town in ballyhooing "Ma and Pa Kettle at Waikiki," promoting a half page ad and a tie-up with State Teachers' College sororities and fraternities.

CHARLOTTE

Bob Saunders of Theatre Equip. Co. and Theatre Bookings, reports sale of his Prince Theatre, Athens, Ga., to Georgia Theas. and his North 11 Drive-In, Roanoke, Va., to Jack Kirby; also that his company installed CinemaScope in J. E. Alberts' Blue Star Theatre, Liberty, S.C.; G. C. Butker's Aynor, Aynor, S.C., and that they are booking for the College View Drive-In, Durham, N.C. . . . Eli Dreylinger, mgr. for Wellons Theatres, Fayetteville, N.C., reports the company will soon start work on a new 1,100-car ozoner in Fayetteville.

Gaffney Theatre Corp. is building a 320-car ozoner in Shelby, N.C., scheduled to open about May 15. . . . W. Frank Harris, Harris Theatres, has started campaigning for City Councilman. . . . S. J. Workman's White Horse Drive-In, Greenville, S.C., has been remodeled and CinemaScope installed. . . . Carey Theatre, Carey, N.C., owned by Bob and Clyde Anderson, has opened.

CHICAGO

Chicago Censor Board issued a new ruling on foreign films when it found the language in a Polish film unfit though the English subtitles were okay. A translator will have to pass on future films. The Board is also



Among showmen and Coca-Cola Co. representatives on hand for M-G-M's Ticket-Selling Workshop in Buffalo were (l to r): Richard Hayman, Cataract Theatre Corp., Niagara Falls, N. Y.; James Moore, C-C's Cleveland District rep.; Charles Okun, national rep.; Harry L. Bernstein, State Theatre, Ithaca, N. Y.; Byron Linn, Comerford Theatres, Scranton, Pa.; Tom Spencer, C-C rep., Cleveland District, and Barney Murphy, B & F Theatres, Toronto.

giving RKO's "French Line" and "Sinbad" a strict checkup. . . . B&K's Granada will soon sport a $50,000 Whiteway modernistic marquee sign. . . . All house records were broken on opening day of "Blackboard Jungle" at loop Woods Theatre. . . . Sidney Kaplan was appointed M-G-M office mgr. to succeed Edna Frank, who retired. . . . Loop Oriental, awarded June premiere of "Seven Year Itch," is negotiating for personal appearance of Marilyn Monroe at opening. . . . B&K's Gateway Theatre weekend receipts of $1,750 were reported missing, also newly appointed asst. mgr. John C. Biel.

"Cinerama Holiday" will have its midwest premiere at Eitel's Palace on June 15, with opening proceeds designated for Peacock Camp for Crippled Children by pres. Otto K. Eitel. . . . Holly Theatre Corp. organized by N. Kamen to operate theatre at 1500 Fullerton Ave., managed by Sol Best. Harry Abrams is atty. . . . Wally Doroff named to country sales staff of RKO, succeeding Edward Sapher. . . . Bob Lourie, son of Columbia mgr. Ben Lourie, will be married in June to Florence Rubalsky of N.Y.C. . . . Abe Platt, northside dist. mgr. for B&K, home after medical checkup at Michael Reese Hospital. . . . Edward Wolk, theatre equipment mfr., and Mrs. Wolk back from three months' visit to Mexico.

Jack Alger, Wm. Marshall, Mahlon Glendy, Harold Larson and Mike Pullin of the Alger Circuit attended the M-G-M Workshop meetings in Des Moines. New managerial appointments in Alger theatres include Wm. Marshall at the Apollo, Princeton; Ervin Chapin, LaSalle; Richard Welling, Urbana, Ill. theatres. . . . James Jovan, pres. of Globe Film and Monroe Theatre Co., accompanied by his son Constantine, leave May 15 for extended tour which will include London, Paris, Rome, Athens, Istanbul, Israel, Cairo and Madrid. . . . Hershel Feldman, Radiant Screen sales mgr., has been upped to v.p. in charge of sales. . . . B&K's Belmont celebrated its 25th anniversary with a free Saturday morning kiddie show as guests of mgr Myron Mandy, who is also celebrating his 25th year with the company.

A package of 28 first-run films has been purchased by WGN-TV and 12 are scheduled for Courtesy TV Theatre on Sundays at 10 P.M. beginning in May. They are: Eagle Squadron, Genghis Khan, Ladies Courageous, Lady Takes A Chance, Night in Paradise, Operation X, Outpost in Morocco, Salome, Where She Danced, Smash Up, Spotfire and We've Never Been Licked. . . . Twelve theatres in the Alger Circuit have joined Allied Theas. of Ill., headed by Jack Kirsch. Another recent addition to both Allied membership and the buying and booking organization is Starview Outdoor Theatre, Elgin, owned by John H. Reckas. . . . Marvin Raczak named mgr. of Mode Theatre, Joliet, Ill. . . . Equipment has not been removed from the Morton Grove outdoor theatre, oldest ozoner in the area, sold by Barger interests for a cosmetic factory building, to which neighbors are objecting. . . . RKO mgr. Ray Nolan, convelescing at home after recent heart attack, hopes to be back on the job shortly.

CINCINNATI

Howard Shelton, who operates a theatre in Vanceburg, Ky., has taken over the Lewis Theatre in Garrison, Ky., formerly owned by Luke Bentley. . . . Theatre Owners Corp. is now booking and buying for the Groves Theatre, Summersville, W. Va., owned by John Groves. . . . Louis Wiethe, circuit exhibitor, was winner of the Cadillac in national raffle conducted by the Colosseum of Film Salesmen. . . . Foster Lane hopes to have his new 300-car Dixie Drive-In, Williamsburg, Ky., ready for operation around June 15. . . . With dismissal of temporary injunction, Nick Shafer and Roy White of Mid-States Theas. will proceed as scheduled with their new 900-car ozoner in Oakley, Cincinnati. . . . Eugene Burke, owner of the Lyric Theatre, Beckley, W. Va., will be back at his post shortly following surgery.

Midwest Theatre Supply is equipping two new ozoners going up in Ky.—the Sunset at Beattyville, owned by James M. Mahaffey and Ed McIntosh, also the Mack at Irvine, Ky., owned by the Russell McClanahans. Each will hold about 300 cars. . . . Paul Mitchell, who operates two indoor theatres in Barbourville, Ky., is also interested in the Knox Drive-In there. . . . Thomas Ridelis, new gen. mgr. of the Belmont and New Salem theatres in Dayton, is being

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36th ANNIVERSARY
CONVENTION

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at the fabulous

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234 WEST 44th STREET **NEW YORK, N. Y.**

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CINCINNATI (cont'd.)

assisted in booking and buying for the Belmont by Zeke Poppas, and for the New Salem by John Gregory. . . . Local delegates to the Variety International Convention in Los Angeles were Vance Schwartz and Herman Hunt, former chief barkers, also Mrs. Pearl Hunt, who is pres. of the Ladies Auxiliary, and Jim Joseph.

Noah Campbell's new Lycinda Drive-In, going up in Fusonia, Ky., is expected to be ready by the 1st of June. Located between Whitesburg and Hazard, it will be equipped for CinemaScope and hold 300 cars. . . . Screen Classics has acquired distribution rights for "To Paris With Love" in the Cincinnati and Cleveland territories. . . . Kathryn Manthey, head of M-G-M's contract dept., was presented with a set of luggage by the M-G-M Club on her 25th anniversary with the company. . . . George Kirby, Republic branch mgr., is on a European tour with Mrs. Kirby. . . . Tony Knollman, 20th-Fox office mgr., who was made area leader for the company's "Central Clean Sweep Drive," May 15 to June 15, is counting on industry friends to help him put the local branch in top position.

Sid Katz and Joe Lee of Kay-Lee Corp., theatre promotion organization, are attending the joint convention of MPTOO of Ga. and Alabama Theatres Assn. in Atlanta, May 15-17. . . . Willis Vance became a grandfather for the first time with arrival of a girl at the home of his daughter Jane. . . . Ross Spencer, Columbia office mgr., has a new daughter, year-and-a-half-old Linda. The Spencers also adopted a boy two years ago. . . . Roberta Burns, daughter of Warner booker Bill Burns, will be married in June.

DENVER

Lee Theatres bought the 1,250-car Centennial Drive-In for $300,000 and will operate it first-run day and date with their Wadsworth and Monaco ozoners in Denver. Only a year old, it was built by Television Theas. Inc. and closed in Nov., when a local realtor took over the lease. . . . Mile High Corp. is finishing its 600-car drive-in at Deadwood, S.D. and expects to open later this month. Enough space has been reserved for a 1,200-seat indoor theatre, which will be built as the need develops. . . . Philip Heil resigned as mgr. of the Valley, Fowler, Colo., to become mgr. of the Golden at Golden, where he succeeds Fay Boyd who took a leave of absence due to rheumatic fever. . . . J. Don Alexander, 70, pres. of Alexander Film Co., died in a Colo. Springs hospital from a heart ailment. He is snrvived by his wife and two sons, Don Jr. and John, both officials in the company, which numbers 600 in its employ.

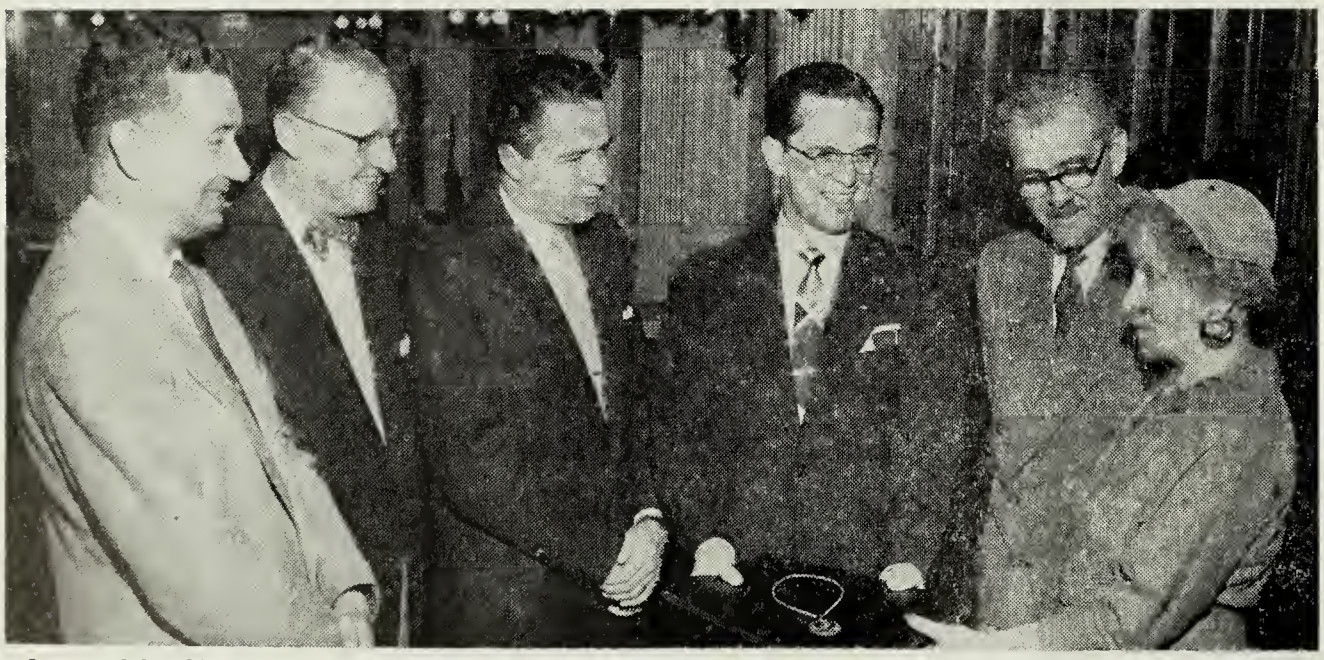
Theatres of Wyoming are building a 750-car drive-in at Casper and expect to open it in Aug. . . . Elden Menagh, owner of the Big Top, Ft. Lupton, Colo., took over the closed Lake at Johnstown, Colo., and reopened it as the Star Theatre. . . . The local UA exchange expects to win the company's nationwide drive for at least one date in every theatre in the territory during the week of July 1-7.

About $325 was stolen from the box office at the Monaco Drive-In by after-hour thieves. . . . Leo Bertolero, 63, pres. of Black Hills Amuse. Co. and a native of Lead, S.D., passed away after a short illness. Bertolero's first theatre was the Ford in Lead, and in 35 years had enlarged the circuit to 13 houses. . . . Frank J. Murphy, 67, formerly a Paramount booker here, in Salt Lake City and Bntte, Mont., and later covering Montana, died in a Denver hospital following a heart attack.

DES MOINES

Dr. John T. Hardin, whose office was damaged last month when fire destroyed the Rialto Theatre in Bedford, Ia., has purchased the theatre lot and plans to rebuild the movie house. It will be about the same size as the old Rialto but of more modern design. The physician, who came here in 1934, felt that Bedford should not be without a theatre. . . . Mr. & Mrs. Howard Clark have taken over management of the Lyric Theatre in W. Des Moines. One of its new features is the CinemaScope screen. An added weekly attracion is the Saturday Kiddie Matinee of films recommended by the National PTA. . . . Vanda orchids, flown in from Hawaii, were given to mothers at the Lake Theatre Sunday matinee on Mother's Day by mgr. C. E. Mosher.

Lakota Theatre reopened under management of Andri Springis and Allen Smith. . . . Maurice Sorensen of Pocahontas has purchased the theatre in Newell from Oliver Stoeber. . . . The reopened Lamont Theatre in Lamont will be managed by Burdette Ross. . . . Wayne Dutton proprietor of the Castle Theatre in Manchester, suffered some injuries when his car crashed off the highway recently.



Inspired by United Artists' forthcoming film, Betty Craig, film and drama editor of the Denver Post, receives the "Not As A Stranger" medallion honoring her long years of work in promoting moviegoing. Presentation was made by Colorado Governor Edwin C. Johnson. Attending the ceremonies (l to r): Bud Austin, UA branch mgr.; Robert Sweeten, Center Theatre mng. dir.; Jack Wodell, Paramount Theatre; John Denman, Variety chief barker and Denver Theatre mng. dir.; and Russell Porter, Univ. of Denver School of the Theatre.

Watch These Dates!

May 15-17: Atlanta—Joint convention of Motion picture Theatre Owners & Operators of Georgia and Alabama Theatres Assn.—Biltmore Hotel.

June 16: Richmond—Virginia Motion Picture Theatre Assn. convention.

June 21-23: Kiamesha Lake, N. Y.—Allied Theatre Owners of New Jersey annual convention—Concord Hotel.

June 26-28: Biloxi — Mississippi Theatre Owners Assn. annual convention—Edgewater Gulf Hotel.

Oct. 6-9: Los Angeles—Theatre Owners of America national convention — Biltmore Hotel.

Nov. 13-15 Jacksonville — Motion Picture Exhibitors of Florida convention.

Nov. 13-15: Charlotte—Theatre Owners of N. & S. Carolina annual convention—Hotel Charlotte.

Nov. 21-22: St. Louis — Missouri-Illinois Theatre Owners annual convention — Hotel Chase.

DETROIT

The first Japanese picture in color to be shown in the motor capital had its premiere at the Krim Art Theatre in suburban Highland Park. Sol Krim has added writing conveniences for patrons waiting in the lobby. . . . A good promotion is being sponsored by the Westside Drive-In in suburban Ferndale, with 200 corsages given away every Friday evening to the first 200 lady patrons. . . . Fred Schader, who was longtime publicity chief at the Fox Theatre, is leaving the city to assume promotional activities for the summer opera, which he originated 10 years ago.

Youthful mgr. Wilson Elliott of the Jewel Theatre in Mt. Clemens, recipient of the Governor's community service award, reports that within 12 hours 1,070 people had passed through the Tuberculosis X-ray unit for which the management donated parking space and electricity in front of the theatre. Free passes are also given to townspeople who dontae blood to the Red Cross, and the "airman of the month," selected at nearby Selfridge Air Force Field, is given a month's pass to all shows. . . . A Milo DeHaven, general supervisor for the Woodville Drive-In at Toledo, is back at work following injuries received in an auto accident.

HOUSTON

Homer McCallum, mgr. of Loew's State, reports the first out-of-N.Y. showing of "Marty" will be held at his theatre. . . . All 14 theatres in the Frels circuit are now equipped for wide screen and CinemaScope showings, according to gen. mgr. Doyle Oliver. The circuit's completely remodeled Rice Drive-In at El Campo opened May 12, with paved ramps, a new aluminum screen and Bausch & Lomb lenses. . . . Houston Variety Tent No. 34 is having a 30-day drive in which they hope to double membership of 331, says Mgr. Dick Kennedy. Chief barker Bruce Layer is in Calif. visiting the Frankie Laines and hopes to sign Frankie for the next Variety benefit in Houston.

Julius Gordon, pres. of Jefferson and East



Columnists and motion picture editors of more than 100 newspapers from coast to coast participated in a promotion stunt for Columbia's "5 Against the House." Shown here is star Kim Novak reacting to a winning spin of the wheel at the Sands Hotel in Las Vegas, where she made bets for each columnist, with winnings designated for the Crippled Children's Society of America in the name of the player-by-proxy.

HOUSTON (cont'd.)

Texas companies, left for a three-month European trip after attending several N.Y. meetings of TOA, of which he is treas. . . . King Drive-In, according to mgr. Karl Stroud, may get the closed circuit telecast of the Marciano-Cockell bout on May 16. It is scheduled for the Jefferson Theatre and South Park D-I, Beaumont. . . . The Irvington, Pasadena, Hempstead and Winkler, Houston drive-ins, recently gave away little Mexican burros. . . . Telephone answering service, with recorded information about current shows and show-times, is being used at four Interstate theatres and some others in Houston which open late.

South Main Drive-In completed construction of a new formula screen, one of the largest in the South, according to Interstate's city mgr. Al Lever. Some equipment is being installed in the Shepherd D-I, reports asst. mgr. A. D. Deason. . . . Columbia's "The Houston Story," being filmed around Clear Lake and oil fields south of Houston, is nearing completion. Casting director Harry Stauber selected a number of Houstonites for parts in the film. . . . Howard Skelton, Village Theatre mgr., was elected director of Lyons Club, W. University.

KANSAS CITY

Gillham Theatre, erected in 1913, was sold by Helen L. Wells to Frank P. Moley, who will convert the building to a public hall, retaining projection and sound equipment. Henry Sager had the theatre under lease for six years. . . . Jas. McMillin, formerly with Lee Theatre, Clinton, Mo., bought the Admiral in K.C. from KGH Ents. . . . Joe Redmond, Fox Midwest public relations and ad director, was selected to edit May issue of the Showman, house organ of Natl. Theas. published in Los Angeles. . . . Bob Cloughey is new student booker for Paramount.

Ralph Gregory replaced Bob Wolf as IFE representative. Wolf is entering TV film-buying for local video station. . . . Regal Popcorn Co. has been put into operation by Geo. and Gus Kopulos. Gus will continue with Golden Theatre Service and Geo. will manage the plant, which will produce caramel and cheese popcorn exclusively for ozoners. . . . New assts. at Fort Drive-In, Leavenworth, Kans., are Mr. & Mrs. Fred Spindler. . . . Glenn Jones, former donkey baseball promoter, offered "an automatic lawn mower" as an April Fool's prize on opening day at his Gravois Mill Drive-In, Lake of the Ozarks. Winner was surprised to receive a donkey.

New mgr. at Pines Drive-In at Sikeston, Mo. is Milton Fletcher, replacing Reuben Harris who transferred to Springfield, Mo. . . . Fox Theatre, Carthage, Mo., is being remodeled. . . . Vita Theatre, Warrentown, Mo., managed by Wm. Zimmerman, is operating week-ends. . . . Bob Mashow, who assisted his mother at the Regal in St. Joe, will make his home in Las Vegas after his marriage there. . . . New equipment has been added to the Hi-Y ozoner, Fredericktown, Mo.; Forrest White's Royal, Hopkins, Mo., and the enlarged Kansas Drive-In. . . . Carl Theatre, Carl Jct., Mo., was dismantled and the Rexford, Rexford, Kans., closed. . . . Screenland Cafe, a Filmrow landmark, was sold to Jeff Sexton by Leon Fishman and Martin Store.

LOUISVILLE

From the number of cards returned by Kentucky exhibitors, indicating their interest in forming an Allied unit in the state and accepting invitation to attend a meeting for this purpose on May 17, it appears the committee on organization will have no trouble in forming an exhibitor association to be affiliated with National Allied. . . . John Nolan, who recently sold his interest in the Parkway Drive-In, Louisville, plans to take up residence in California after winding up his local affairs. . . . The Crescent Theatre, which has been dark for many months, is scheduled to reopen shortly as an art house.

LOS ANGELES

Max Factor, Paramount salesman, has been upped to sales mgr. to fill vacancy left by the passing of Robert Ableson. . . . Both the Atwater and Vogue theatres in Glendale, operated by Grover L. Smith, have shuttered. . . . The Earl Johnson office assumed buying and booking for Mike Levinson's Nuart and Tivoli in Sawtelle. . . . Sero Amuse. Co., headed by Bill Oldknow, acquired the Cherry Pass Drive-In in Beaumont. . . . After being closed for a complete remodeling, FWC's Valley Theatre in No. Hollywood opened with a policy of art and foreign pictures.

Office Employees Int. Union Local #174, signed a new agreement which calls for an increase in all job classifications and a 37½ hour work week. Contract effects office workers in all the major film exchanges. . . . One thousand delegates from every corner of the globe and every state in the Union were registered at the recent Variety Clubs International convention. It was disclosed at the opening meeting that Variety Club men, numbering over 10,000, gave over $3,000,000 to charitable projects. . . . Vineland Drive-In, 26th and newest ozoner to be opened by the Pacific Drive-In chain, is soon to be joined by another, to be called the Laurel, located in the San Fernando valley.

Destroyed by fire more than three years ago, a completely rebuilt Santa Ana Theatre began operations as a deluxe unit in the Cabart circuit. New facilities in the 1400-seat house include a modern lobby, plush mezzanines, smoking lounge, ultra-modern projection booth and a 24x52′ screen, also an elaborate alarm system designed to report a blaze instantly to the Fire Dept. . . . The



Mr. & Mrs. Tony Abramovitch, who hail from Grand Island, Neb. and won a trip to Hollywood in a theatre attendance drive sponsored by Tri-States Theatres, pose on the set of 20th-Fox's "Love is a Many Splendored Thing" with William Holden. Jennifer Jones stars with Holden in the Buddy Adler production scheduled for fall release.

long closed Belmont was reopened by Berman Theas. House was formerly a first-run showcase belonging to FWC. . . . Film Row Club met to draft final plans for the summer dance to be held at the Rodger Young ballroom on June 11. Milt Frankel is chairman of the event.

The new Northern Drive-In has been opened by S. L. Brateman and Raymond J. Goldstein of Pittsburgh. Located near Phoenix, it has a capacity of 1000, with a 50x110′ screen. . . . Joe Wayne, recently made booker of Warner's Milwaukee office from his former post of asst. shipper in the L.A. branch, culminated an office romance with Jean Warner of the contract dept. by marying the girl in Las Vegas. . . . Ray Olmstead, who opeates a theatre chain in Arizona, returned from a six months' tour of Europe. . . . Sierra Madre Theatre, Sierra Madre, operated by Harold Stein for over 12 years, closed its doors.

MEMPHIS

The 400-car Ellis Drive-In, Millington, which opened April 21, has a novel self-service concession stand, open patios with comfortable chairs for viewing, and a fully equipped playground for children. The 90-foot screen is designed for VistaVision and CinemaScope. Amelia Ellis, with her brothers Oney, Eli and Mal, are the owners. Miss Ellis also built and operated the Frayser Drive-In, Frayser, Tenn., which is now operated jointly with Malco, Inc. . . . So successful was the Memphis Variety Club's Bennie Bluestein Memorial benefit for the organization's Home for Convalescent Children, reports Conrad Bach who chairmaned the affair, that plans are now to make it an annual event. Mr. Bluestein, who died Jan. 10, was prominent in raising funds to begin the home.

Closed circuit TV comes to Memphis for the first time when the Warner Theatre presents the Marciano-Cockell championship bout. Mgr. Eli (Slim) Arkin reports advance ticket sales splendid, with all seats going at $3. . . . "Blackboard Jungle," which opened at Loew's State after having been banned by Memphis and Shelby County Board of Censors, was held over for a second week. The Board relented after a suit was threatened by Columbia on the banning of "Bamboo Prison," deciding that "Blackboard

MEMPHIS (cont'd.)

Jungle'' could be shown to adults only. Arthur Groom is mgr. of the State. . . . Rison Theatre, Rison, Ark., is now under operation of Mrs. Van Sadler, who formerly leased it to Bertram Wilson.

MIAMI

Wometco will honor Claude Naughton and Walter Klements at the annual Old Guard banquet, at which Sid Meyer will present watches to the two for 20 years in the Wometco family. . . . Troupers Club will sponsor the annual Wometco employees picnic to be held at Crandon Park. . . . North Andrews Drive-In had a courtesy contest for employees, won by Billie Holder and Harold Farnell, who were rewarded with a day off. . . . Walter Klements keeps Miami's only art theatre, the Mayfair, playing to full houses by running sneak previews and buying what the audiences like.

Flagler Theatre becomes the only Spanish language house in Miami. Owner-mgr. Oscar Pamirez made the split policy change after demands from University of Miami students. Booker Alda Pederson is in Mexico City to buy coming attractions. . . . Tom Cappuzzi resigned as mgr. of Florida State's Sheridan Theatre. Sam Rowlands, who managed the Boulevard, succeeds Cappuzzi, and David Payne will manage the Boulevard. . . . Wm. Rosser is new asst. mgr. at the Normandie; Paul Heppner in same capacity at the Trail.

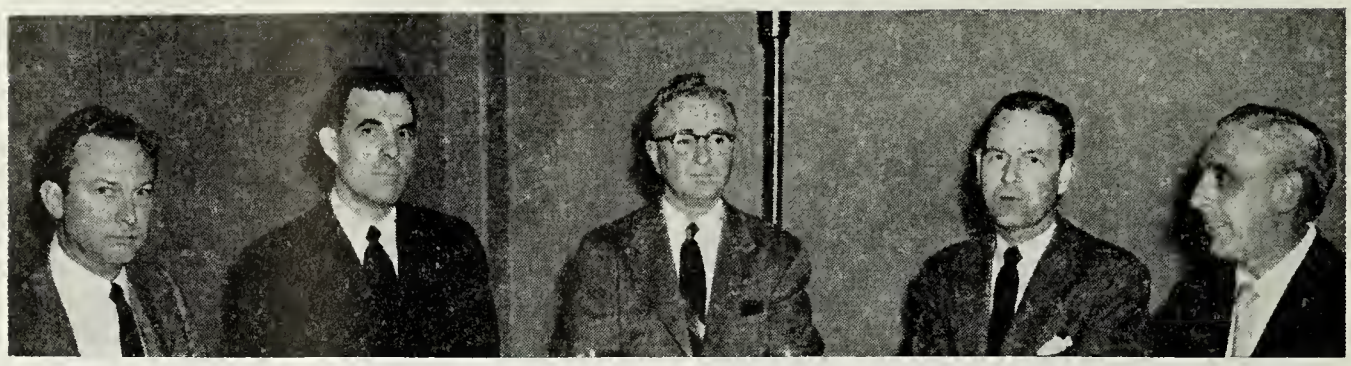
MILWAUKEE

The Fox-Wisconsin Theatre celebrated its 31st anniversary with a big stage show featuring four local disc jockeys, Bob Stevens and his orchestra, Geraldine Brooks who was in town doing a play, Arthur Murray dancers, a men's style show and a contest in which 31 anniversary dollars were given away. . . . The UA exchange here took third place in their zone during a recent company drive. . . . Gran Ents, are moving to Suite 112-A, Bayshore. . . . Fred Meyer sold his theatres at Rice Lake and Laydsmith. . . . Hugo Vogel, Ben Marcus and Sam Kaufman attended the Variety International convention in Los Angeles.

Mrs. W. Bucholtz, Trenary, Mich., has taken over the B&D Drive-In at Rapid River, Mich. . . .The Century Theatre is promoting its Foreign Film Festival, running Wed. and Thurs. nights through June 23. . . . Erv Clumb, mgr. of the Riverside Theatre, was named ''Personality of the Month'' by Milwaukee Better Films Council. . . . Harold Pearson, exec. secy. of Wisconsin Allied, was invited to the recent exhibitors meeting held at Bruce, Wis. . . . A. Wickham is now operating the Highway Drive-In at Hustisford. . . . The Theatre in Campbellsport was taken over by Ken Shock.

MINNEAPOLIS

Wm. Knowles, former asst. at the Orpheum, Mpls., has been named mgr. of the RKO Pan, replacing Howard Walsted, resigned. Richard Olson transfers from asst. at the Orpheum, St. Paul, to replace Knowles at the Orpheum here. . . . Fred Haley, asst. shipper at 20th-Fox, became a grandfather for the first time. . . . "Strategic Air Command" is set to open May 20 at Radio City Theatre here and the Paramount, St. Paul, with co-operation from the U.S. Air Force, according to Arnold Shartin, Paramount office-booking mgr. . . . Hilltop Drive-In has a new wide screen made of fluted alumnium, said to be free of imperfections, with all seams completely sealed.



Shown here (l to r) at M-G-M's Ticket Selling Workshop in Oklahoma City, are Ralph Drewry, gen. mgr., Downtown Theatres, Tulsa; Henry S. Griffin, pres., Video Independent Theatres, Okla. and Tex.; Cliff White, Video's head film buyer, and Frank McCabe, booker; Charles Bourdelais, Coca Cola Co., Atlanta, Ga.

''Blackboard Jungle'' set a new house record in its first week at the loop Gopher. . . . The World, loop art house, which is undergoing extensive remodeling and redecorating, is not expected to reopen until around July 1. Meanwhile, theatre offices have been moved to the Northwestern Federal bldg. . . . Some 40 exhibitors from all over the Upper Midwest, as well as Manitoba and Ontario, Canada, attended M-G-M's Ticket Selling Workshop which followed the North Central Allied convention. Speakers included Mike Simons, director of customer relations for M-G-M, Emery Austin, exploi. dir.; and exhibitors Joseph Bugela, Greensbury, Pa.; Vic Sicilia, Muncie, Ind.; James Gaylard, Troy, Ala.; Paul Ricketts, Holyrood, Kans., and Ivan Fuldauer, M-G-M midwest press representative.

NEW HAVEN

An anti-trust suit, claiming $2,000,000 in trebled damages, has been filed by Boston attys., George S. and W. Bradley Ryan, for Miriam Z. Lewitt, owner of the Strand Theatre, Plainville, against the eight majors, claiming an illegal structure of runs, clearances and availabilities and charging theatres in Bristol, New Britain and Hartford with conspiracy, monopoly and restraint of trade. There are no exhibitor defendants as case was filed in Federal District Court of New Hampshire. . . . Shep Bloom, new branch mgr. for 20th-Fox, moved his family in from Philadelphia.

Hartford Theatres Circuit installed automatic phone answering service, which provides feature, cast and time information during non-performance hours, at the Art, Central, Colonial, Lenox and Lyric. . . . Benedict Kupchunos, who has theatre interests in South Windsor, was appointed Judge of the Town Court by Gov. Ribicoff. . . . Harry Feinstein, S-W zone mgr., dropped weekday matinees at the first-run State, Manchester. . . . Brookie LeWitt of LeWitt Theatres, New Britain, has a new daughter, named Ellen Susan. . . . Conn. premiere of "Strategic Air Command" at the Allyn, Hartford, on May 26, will be given a sizable sendoff by military recruiting forces in the state.

A June 15 opening is aimed at for the new $600,000 Meadows Drive-In going up in the North Meadows section of Hartford. Leased by Smith Mgmt. Corp. of Boston, a first-run policy is indicated and plans call for installation of 800 in-car heaters later in the season. . . . Teresa Locatelli, named mgr. of the E. Hartford Family Drive-In, is the area's first woman drive-in mgr. She replaces Anthony Seavatto, resigned. . . . Immediate construction of a 304-car, seven-story garage in downtown New Haven, announced by the City Parking Anthority, is eagerly anticipated by downtown theatre interests. . . . James White of the Plaza Theatre, Windsor, married Lillian Avery of Windsor.

NEW YORK

Martin Levine, Brand Theas. exec., has been named chairman of the Fourth Annual Film Industry Golf Tournament sponsored by Cinema Lodge at the Vernon Hills Country Club, Tuckahoe, on June 9. Reservations at $20 for the day, including green fees, luncheon and banquet dinner, can be made at the Cinema Lodge office, 229 W. 42nd St. Pres. Max E. Youngstein stresses that the Cinema Lodge tournament is the only industry event of this type scheduled for the season. . . . Gerald M. Palmier, formerly gen. mgr. for Eastern Drive-In Theas., New Jersey, was appointed dist. mgr. for Smith Mgmt. theatres in N. J. and N. Y.

Consolidated Film Industries, film processors, is readying a new plant at 521 W. 53rd St., designed by Albert A. Duryea, resident mgr. of the company's Fort Lee plant and in charge of all East Coast operations. Scheduled to go into operation this fall, the new plant will utilize the most modern optical and electric equipment and will be headed by Arthur Howard, who has been associated with Consolidated since 1917.

PHILADELPHIA

Viking Theatre outbid other first-runs for "Not As A Stranger." Picture is scheduled to open July 1. . . . Studio has booked "Marty" for next month. . . . Park Theatre in Scranton and the Majestic in Carbondale have shuttered. . . . John Quinlivan, RKO booker, resigned as part of the company's retrenchment program. . . . At annual luncheon of Philadelphia Motion Picture Preview Group, awards and citations were presented to pioneer exhibitors Alexander Boyd, Frank Buhler and Louis Goldsmith, Boyd Ents., and Wm. C. Gehring, exec. asst. sales mgr. of 20th-Fox. . . . Don Weiner, son of Columbia dist. mgr. Hary Weiner, became engaged to Marilyn Green, daughter of Jack Green, Majestic Press.

"Green Scarf," having a long run at the Green Hill Theatre, was called "sleeper of the year" by Frank Brookhouser, local columnist. . . . Charles Weitz takes over the Italia from Ralph Schwartz as of May 15. Allied MPT Service will handle the buying and booking. . . . Alvin Kosoff, local salesman for 20th-Fox, is going to Albany in a sales position for the company. Reported that Gene Gantz, RKO salesman, will succeed him. . . . Nate Milgram's DeLuxe Booking & Buying Service, is now handling the Pix in Mifflinburg and the C.V. in Shippensburg. The C.V. is the former State Theatre, which burned down last July. It was rebuilt with a CinemaScope screen and other improvements and reopened May 12.

Dave Rosen, independent distributor, is

PHILADELPHIA (cont'd.)

now handling the Pittsburgh territory, as well as Philly, for some of his accounts. . . . Leo Goldstein, Samuel L. Hyman, Samuel L. Lerner, Arnold R. Orsatti and Morton J. Sablosky are new members of Variety Tent #13. Johnny Night, which is sponsored by Tent 13 in conjunction with the Phila. Daily News, set for June 1, will be the game between the Phillies and Chicago Cubs. . . . Milt Young, Columbia exploiteer, underwent minor surgery at Graduate Hospital.

PITTSBURGH

A $450,000 anti-trust suit was filed in Pittsburgh Federal Court for the Park Theatre, Johnstown, which was operated by the Panagotacos family from 1932 until Dec. 1951, against seven leading film companies and Stanley Warner Corp., operators of the Majestic Theatre in Johnstown. Plaintiffs contend film companies suppressed competition in Johnstown. . . . The Penn Lincoln Drive-In, which was practically wrecked by the big wind last month, is back in operation. . . . Dependable Drive-In was forced to go back to general picture policy after their art movies didn't pay off.

The Film Row gang will bring Al Levy back to town from Boston on May 16 for a testimonial dinner at the Roosevelt Hotel. Levy was recently transferred to Boston as mgr. of the 20th-Fox exchange. Nat Rosen, who replaces him here, returned to Albany to be guest of honor at a big testimonial dinner there. . . . Gertrude Flynn of the UA staff, is engaged to Frank Rothen of Butler.

PORTLAND

Interstate Theatre Equipment Co. has been acquired by John D. Peterson, formerly branch mgr. for Modern Theatre Supply. Interstate was formerly owned by Frank Becker, who has retired after 32 years in the business. Jack Barber replaces Peterson at Modern. . . . Hall Baetz, well known theatre mgr. who has worked closely with PTA groups in scheduling children's film fare, got four independent theatre operators to form a temporary "Davy Crockett" circuit to play the reissue and all garnered good returns. The Disney version is not due to arrive for several weeks.

Jesse Jones of small theatre chain in Oregon announced that F. D. Harrington has become his assistant, replacing "Chuck" Charles who recently took over the Camas Theatre at Camas, Wash. . . . Roseway Theatre, Portland presented mothers with Hawaiian everlasting woodrise crosages on Mothers Day. Hamrick theatres gave free admissions to mothers over age 60.

ST. LOUIS

Floyd Hauhe and Vernon Miller, who bought the 500-seat State Theatre at Alton, Ill., have started on an extensive remodeing program. . . . Nox Theatre, New Haven, Ill., which was closed April 1 by Elmer Quesstell, reopened under management of Henry Alsher. . . . At Kansas, Ill., the Merchants Theatre, 200-seater, reopened with support of local merchants. . . . Outdoor Drive-In at Decatur, Ill. reopened for season with a 110' aluminum facing Manco screen. . . . Columbia Amuse. Co., Paducah, Ky., headed by Leo Keiler, received an FCC permit to install, maintain and operate a TV station there. The firm is presently constructing a twin-screen, 1000-car ozoner in W. Paducah.

Charley Goldman and Jules Leventhal closed their 500-seat Lincoln at Kinloch Park here. Also closed is the 200-seat Ashland at Ashland, Ill., by owner Arthur Samore; 482-seat Lyric at Casey, Ill., because of illness of owner Paul Musser; 475-seat Carol at Kevil, Ky., by owner Wayne Lindsey; 200-seat Meta at Meta, Mo., operated by Mr. & Mrs. Earl Chestnut. . . . Myra Stroud, MITO managing secy., and Kenneth Herth, director, visited Rolla, Lebanon and other Mo. towns in behalf of MITO's current membership drive. . . . The Unfair Film Rentals Committee of MITO is coordinating replies to its questionnaire on the subject, received from area theatre owners.

Recent benefit for the Amusement Employees Welfare Fund of St. L. and County netted $687 for the fund. . . . Loew's State will telecast the Marciano-Cockell bout on May 16. . . . Paul Krueger and Arthur Atkinson, pres. of the Wabash, toured downtown St. L. aboard the new South Twin Drive-In's kiddie train, to promote grand opening of its playgrounds and other facilities. . . . Harry Wald was the winner and Ben Mandel the runner-up in the local Variety Club's first annual gin rummy tourney.

The new 500-car ozoner near Marion, Ill., to be owned and operated by Stewart Cluster, is being fitted out with a 40' cafeteria-type concessions bar. . . . Pete Martin, mgr. of the Richmond Theatre here, made Bob Goddard's "Snappy Dressers" column in the Globe-Democrat. . . . Some drive-ins in this area are admitting carloads of patrons for $1, calling them "Buck Nights" and "Guest Nights." . . . Under an arrangement with local merchants, Kermit A. Buchur reopened the 266-seat Neoga Theatre at Neoga, Ill.

Marvin Stott reopened the 300-seat Dupo Theatre at Dupo, Ill., formerly owned by Mrs. G. Forristall. Mrs. Forristall sold her 400-seat Maple at Maplewood Park, Ill. to Menard & Buff. Lawrence Menard will manage. . . . M. W. Jessup, owner of the Merchants Theatre Bldg., Kansas, Ill., is thinking of reopening the theatre under an arrangement with local merchants. . . . A plaque in recognition of his efforts in producing and directing the Jewish War Veterns 1954 variety show at Kiel Auditorium was presented to Dion Peluso, mgr. of the Fox Theatre. . . . Charley Beninati's Car-Breeze Drive-In at Carlyle, Ill. is said to have the only porcelain drive-in screen in So. Ill.

SALT LAKE CITY

Horrace Hayes opened the New Sky View Drive-In at Preston, Idaho. He was formerly mgr. of the Liberty Theatre Tremonton, Utah. . . . Bus Campbell, co-mgr. with Rus Daughterman of Associated Film Ex., reports that "Garden of Eden" is breaking records at the Geneva Drive-In, Provo, Utah; Redwood D-I, Salt Lake City, and the suburban Villa Theatre. . . . Daughterman was among local industryites who attended the Variety International convention in Los Angeles. Others included K. Lloyd, 20th-Fox branch mgr.; Al Knox, mgr. Service Thea. Supply; Sid Cohen, mgr. Film Service Supply.

Dick Stafford, chief barker of Variety Tent #38, is busy with plans for the 10th Annual Round-Up which convenes here June 14-17. Included in the program is a big day at Saltair, with proceeds to go to the Heart Fund; Calcutta evening, and a tournament at Meadowbrook Golf Club. The "all-events" ticket sells for $30. . . . Irving Gillman, managing director for ARTCOR Mgmt. Co., reports that a "Favorite Film Festival" is being arranged, to start June 15. . . . Marvin George, mgr. of the Capitol, received some added publicity for his large showhouse when an Electric Cooking School for the pnblic convened there for several days.

SAN FRANCISCO

Vern Paddack's Kings Drive-in at Armona, sold recently to George Petersen, former owner of the Geneva ozoner here. . . . Nate Krevitz resigned as Pittsburgh area dist. mgr., Blumenfeld Theatres, to go into insurance field. . . . Robert Bemis, Walter G. Preddy Supply Co., supervising equipment installation at new Maui Drive-in, first ozoner in the Islands. . . . Bob Apple, mgr. Fox California and U.C. Theatres, Berkeley, won the Oscarama contest, over 12 other houses, for largest attendance at two Kiddie Shows—a trip to Hollywood, lunch at Disney studios and tour of Disneyland with his wife and two young sons.

Bob Patton, who operates the Calaveras Theatre, San Andreas, plans a modern, new theatre for his recently purchased lot in Sonora. . . . Shirley Temple, now Mrs. Charles B. Black, helped launch the fund drive here for the Multiple Sclerosis Society —her older brother was stricken with the dread disease three years ago. . . . Alfred Starr, TOA exec., and George Gaughan, field rep., due here shortly to discuss toll-TV at a general exhibitors meeting.

Don Yarbrough, Fox West Coast pub. dir., appointed to edit the N. Calif. district page for "Showmen," Nat'l. Theatres publication. . . . May 8-14 was proclaimed Motion Picture Week by Mayor Elmer E. Robinson; Dixie Mollet, Telenews Theatre, was chosen Miss Movie Week with Helen Ahoe, secy. at FWC, runnerup. . . . Wedding bells for Charley Holtz, Sequoia and Colonial Theatres, Sacramento, and Wilhelmina Santos on May 14—congratulations. . . . Acc. to mgr. Herman Kersken, customers appreciate the latest lobby innovation at the Fox —a pink shadow box with list of characters in current attraction so viewers can check their identity afterwards.

SEATTLE

Sixty industryites signed up to attend the recent Variety Club organization meeting at which a temporary chairman was to be chosen. Bud Saffle of Saffle Theatre Service was in charge of arrangements. The organization will be dedicated to charity, to include spastic and delinquent children. . . . Bob Parnell, Columbia salesman, left the city for two weeks of active duty with the Air Force. . . . Nat'l Theatre Supply sold new Walker screens, anamorphic lenses and new stage curtains to W. D. Gross'' Coliseum theatres at Sitka and Petersburg, Alaska.

Modern Theatre Snpply of Seattle announced that Jack Barber was appointed new mgr. of its Portland office. . . . Dave Dunkle resigned as Republic salesman to become asst. to E. W. Johnson, Grosley and Bendix dealer. Emil Wingard, formerly with National Screen, will replace Dunkle.

: Hollywood Production :

ALLIED ARTISTS

Shooting

NIGHT FREIGHT
Cast: Forrest Tucker, Barbara Britton, Keith Larsen, Thomas Gomez.
Producer .....Ace Herman
Director .....Jean Yarbrough

GUN POINT
(CinemaScope) (Technicolor)
Cast: Fred MacMurray, Dorothy Malone, Walter Brennan.
Producer .....Vincent Fennelly
Director .....Alfred Werker

Cutting

WICHITA
(CinemaScope) (Technicolor)
Cast: Joel McCrea, Vera Miles, Keith Larsen.
Producer .....Walter Mirisch
Director .....Jacques Tourneur

FINGER MAN
Cast: Frank Lovejoy, Forrest Tucker, Peggie Castle, Marjorie Garretson.
Producer .....Lindsley Parsons
Director .....Harold Shuster

LAS VEGAS SHAKEDOWN
Cast: Dennis O'Keefe, Coleen Gray, Charles Winninger, Thomas Gomez, Mary Beth Hughes, James Millican.
Producer .....William F. Broidy
Director .....Sidney Salkow

SPY CHASERS
Cast: Leo Gorcey, Huntz Hall, Lisa Davis.
Producer .....Ben Schwalb
Director .....Edward Bernds

TIMESLIP
(ToDon Productions)
Cast: Gene Nelson, Faith Domergue, Joseph Tomelty, Vic Terry, Donald Gary.
Producer .....A. C. Snowden
Director .....Ken Hughes

THE BODY SNATCHERS
Cast: Kevin McCarthy, Dana Wynter, Carolyn Jones.
Producer .....Walter Wanger
Director .....Don Siegel

PHENIX CITY
(Shooting in Phenix City, Ala.)
Cast: Richard Kiley, John McIntire, Kathryn Grant, Lenka Peterson, Edward Andrews, James Edwards, John Larch, Biff McGuire.
Producers .....Samuel Bischoff and David Diamond
Director .....Phil Karlson

COLUMBIA

Shooting

LAST FRONTIER
(Technicolor)
Cast: Victor Mature, Guy Madison, Robert Preston, Anne Bancroft, James Whitmore.
Producer .....William Fadiman
Director .....Anthony Mann

THE HOUSTON STORY
Cast: Lee J. Cobb, Edward Arnold, Barbara Hale, Jeanne Cooper, Paul Richards, Chris Alcaide.
Producer .....Sam Katzman
Director .....William Castle

MARSHAL OF MEDICINE BEND
(Scott-Brown Productions)
Cast: Randolph Scott, Angela Lansbury, Jean Parker, Warner Anderson, Ruth Donnelly, Jeannette Nolan, Michael Pate.
Producer ....Harry Joe Brown
Director .....Joseph H. Lewis

COCKLESHELL HEROES
(CinemaScope) (Technicolor)
(Warwick Productions)
Cast: Jose Ferrer, Tevor Howard, Victor Maddern, Anthony Newley, Peter Arne.
Exec. Producers.....Allen and Broccoli
Producer .....Phil C. Samuel
Director .....Jose Ferrer

JOE MACBETH
(Film Locations Inc.)
(Shooting in London)
Cast: Paul Douglas, Ruth Roman, Bonar Colleano.
Exec. Producer.....Mike Franovich
Producer .....George Maynard
Director .....Ken Hughes

Cutting

MY SISTER EILEEN
(CinemaScope) (Technicolor)
Cast: Janet Leigh, Betty Garrett, Jack Lemmon, Aldo Ray, Kurt Kasznar, Bob Fosse, Tommy Rall.
Producer .....Fred Kohlmar
Director .....Richard Quine

MASSACRE AT MOCCASIN PASS
Cast: Phil Carey, Audrey Totter, Charlita.
Producer ..... Wallace MacDonald
Director ..... Fred S. Sears

THE MAN FROM LARAMIE
(CinemaScope) (Technicolor)
Cast: James Stewart, Arthur Kennedy, Cathy O'Donnell, Aline MacMahon, Donald Crisp, Alex Nicol, Wallace Ford, James Millican, Gregg Barton, Jack Elam, John War Eagle.
Producer .....William Goetz
Director .....Anthony Mann

BRING YOUR SMILE ALONG
(Technicolor)
Cast: Frankie Laine, Keefe Brasselle, Connie Towers, Lucy Marlowe, William Leslie, Ruth Warren, Bobby Clark, Jack Albertson, Bob Hopkins.
Producer .....Jonie Taps
Director .....Blake Edwards

SGT. O'REILLEY
Cast: Aldo Ray, Mitsuko Kinura, Phil Carey, Dick York, Chuck Connors.
Producer .....Fred Kohlmar
Director .....Richard Murphy

QUEEN BEE
Cast: Joan Crawford, Barry Sullivan, John Ireland, Betsy Palmer, Lucy Marlow.
Producer .....Jerry Wald
Director .....Ranald MacDougal

RENEGADE ROUNDUP
Cast: Bill Williams, Adelle August, Tex Ritter, Movita.
Producer .....Wallace MacDonald
Director .....Fred F. Sears

INDEPENDENT

Shooting

WETBACKS
(Pacific Coast Pictures)
Cast: Lloyd Bridges.
Producer-Director .....Henry McCune

Cutting

RETURN OF COLUMBUS
Paal-Real Film Productions
(Shooting in Germany)
Cast: Paola Loew, Eva Kerbler, Sydney Chaplin, Charles Chaplin, Jr., Ursula Herking.
Producer .....Alexander Paal
Director .....Alexander Paal

THE BEAST OF HOLLOW MOUNTAIN
(Nassour Studios)
Cast: Guy Madison, Sarita Montiel.
Producers.William and Edward Nassour
Director .....Edward Nassour

GENTLEMEN MARRY BRUNETTES
(Russfield-Voyager Productions)
(Technicolor) (Shooting in Paris)
Cast: Jane Russell, Jeanne Crain, Scott Brady, Alan Young, Rudy Vallee.
Executive Producer.....Robert Bassler
Producers .....Richard Sale and Robert Waterfield
Director .....Richard Sale

CHARGE OF THE RURALES
(AnscoColor)
(Montezuma Productions)
(Shooting in Mexico)
Cast: Dane Clark, James Craig, Martha Roth, James Fernandez.
Producer .....Robert L. Lippert, Jr.
Director .....Louis King

Lippert Pictures

Cutting

THE GLASS TOMB
(Executive Films for Lippert release)
Cast: John Ireland.
Producer .....Anthony Hinds
Director .....Montgomery Tully

METRO-GOLDWYN-MAYER

Shooting

QUENTIN DURWARD
(CinemaScope) (Color)
(Shooting in London)
Cast: Robert Taylor, Kay Kendall, Robert Morley.
Producer .....Pandro S. Berman
Director .....Richard Thorpe

BHOWANI JUNCTION
(CinemaScope) (Color)
Shooting in Pakistan)
Cast: Ava Gardner, Stewart Granger, William Travers, Francis Matthews, Abraham Sofaer, Peter Illing.
Producer .....Pandro S. Berman
Director .....George Cukor

GUYS AND DOLLS
(CinemaScope) (Technicolor)
Cast: Marlon Brando, Jean Simmons, Frank Sinatra, Vivian Blaine, Robert Keith.
Producer .....Samuel Goldwyn
Director .....Joseph L. Mankiewicz

TRIAL
Cast: Glenn Ford, Dorothy McGuire, Arthur Kennedy, John Hodiak, Kathy Jurado, Robert Middleton, Juano Hernandez, Rafael Campos, John Hoyt.
Producer .....Charles Schnee
Director .....Mark Robson

TRIAL
(CinemaScope)
Cast: Glenn Ford, Dorothy McGuire, Arthur Kennedy, John Hodiak, Katy Jurado, Robert Middleton.
Producer .....Charles Schnee
Director .....Mark Robson

FORBIDDEN PLANET
(CinemaScope) (Color)
Cast: Walter Pidgeon, Anne Francis, Leslie Nielsen.
Producer .....Nicholas Nayfack
Director .....Fred Wilcox

DIANNE
(CinemaScope) (Eastman Color)
Cast: Lana Turner, Pedro Armendariz, Marissa Pavan.
Producer .....Edwin Knopf
Director .....David Miller

Cutting

THE COBWEB
(CinemaScope) (Color)
Cast: Richard Widmark, Lauren Bacall, Gloria Grahame, Charles Boyer, Lillian Gish, John Kerr, Oscar Levant.
Producer .....John Houseman
Director .....Vincente Minnelli

THE KING'S THIEF
(CinemaScope) (Color)
Cast: Ann Blyth, Edmund Purdom, David Niven, George Sanders, Roger Moore, John Dehner, Isabel Elsom.
Producer .....Edwin H. Knopf
Director .....Hugo Fregonese

THE BAR SINISTER
Cast: Jeff Richards, Jarma Lewis.
Producer .....Henry Berman
Director .....Herman Hoffman

Paal-Real Pictures

Shooting

THE TEN COMMANDMENTS
(VistaVision) (Technicolor)
Cast: Charlton Heston, Yul Brynner, Anne Baxter, Yvonne De Carlo, Debra Paget, Nina Foch, Edward G. Robinson, Sir Cedric Hardwicke, Vincent Price, John Carradine, John Derek, Olive Deering.
Producer-Director ....Cecil B. DeMille

ARTISTS AND MODELS
(VistaVision) (Technicolor)
Cast: Dean Martin and Jerry Lewis. Shirley MacLaine.
Producer .....Hal Wallis
Director .....Frank Tashlin

ANYTHING GOES
(VistaVision) (Technicolor)
Cast: Bing Crosby, Donald O'Connor, Jeanmaire, Mitzi Gaynor, Phil Harris, Kurt Kasznar, Walter Sande.
Producer .... ..Robert Emmett Dolan
Director .....Robert Lewis

Cutting

THE DESPERATE HOURS
(VistaVision)
Cast: Humphrey Bogart, Fredric March, Martha Scott, Arthur Kennedy.
Producer .....William Wyler
Director .....William Wyler

WE'RE NO ANGELS
(VistaVision) (Technicolor)
Cast: Humphrey Bogart, Peter Ustinov, Aldo Ray, Joan Bennett, Leo G. Carroll, Basil Rathbone, Gloria Talbott, John Baer.
Producer .....Pat Duggan
Director .....Michael Curtiz

THE SEVEN LITTLE FOYS
(VistaVision) (Technicolor)
Cast: Bob Hope, Linda Bennett, Jimmy Baird, Tommy Duran, David Kasday, Lee Erickson.
Producer .....Jack Rose
Director .....Melville Shavelson

YOU'RE NEVER TOO YOUNG
(VistaVision) (Technicolor)
Cast: Dean Martin, Jerry Lewis, Diana Lynn, Raymond Burr, Nina Foch, Mitzi McCall.
Producer .....Paul Jones
Director .....Norman Taurog

THE ROSE TATTOO
(VistaVision)
Cast: Burt Lancaster, Anna Magnani, Marisa Pavan, Virginia Grey, Ben Cooper, Jo Van Fleet, Flossie Sundstrom, Dorritt Kelton.
Producer .....Hal Wallis
Director .....Daniel Mann

Hollywood Production

THE VAGABOND KING
(VistaVision) (Technicolor)

Cast: Kathryn Grayson, Oreste Kirkop, Sir Cedric Hardwicke, Walter Hampden, Rita Moreno.
Producer .....Pat Duggan
Director .....Michael Curtiz

THE GIRL RUSH
(VistaVision) (Technicolor)

Cast: Rosalind Russell, Fernando Lamas, Eddie Albert, Gloria De Haven, Jimmy Gleason.
Producer .....Frederick Brisson
Director .....Robert Pirosh

RKO RADIO PICTURES

Shooting

TREASURE OF PANCHO VILLA
(SuperScope) (Technicolor)
(Shooting in Mexico)

Cast: Rory Calhoun, Shelley Winters, Gilbert Roland, Joseph Calleia.
Producer .....Edmund Grainger
Director .....George Sherman

BENGAZI
(SuperScope) (Technicolor)
(Panamint Pictures)

Cast: Richard Conte, Victor McLaglen, Richard Carlson, Mala Powers.
Producer .....Sam Weisenthal and Gene Tevlin
Director .....John Brahm

Cutting

PEARL OF THE SOUTH PACIFIC
(SuperScope) (Technicolor)

Cast: Virginia Mayo, Dennis Morgan, David Farrar, Lance Fuller, Mervyn Vye, Lisa Montell.
Producer .....Benedict Bogeaus
Director .....Allan Dwan

THE BOY AND THE BULL
(King Brothers Production)
(CinemaScope) (Technicolor)
(Shooting in Mexico)

Cast: Michel Ray, Fermin Rivera, Rudolpho Hoyos, Joy Lansing.
Producers ....Frank and Maurice King
Director .....Irving Rapper

Republic

Shooting

TWINKLE IN GOD'S EYE

Cast: Mickey Rooney, Coleen Gray, Hugh O'Brian, Donald Barry, Jil Jarmyn, Touch Connors, Joey Forman.
Associate Producers....Mickey Rooney-Maurice Duke
Director .....George Blair

Cutting

MAGIC FIRE
(Trucolor) (Shooting in Munich)

Cast: Yvonne De Carlo, Carlos Thompson, Rita Gam, Valentina Cortesa, Alan Badel.
Producer-Director ....William Dieterle

A FOREIGN ADVENTURE
(Trucolor)
(Shooting in Nassau, Bahamas Islands)

Cast: Yvonne De Carlo, Howard Duff, Zachary Scott.
Associate Producer-Director Edward Ludwig

LAY THAT RIFLE DOWN

Cast: Judy Canova, Robert Lowry, Jacqueline deWit, Robert Burton, Tweeny Canova.
Associate Producer .....Sidney Picker
Director .....Charles Lamont

THE LAST COMMAND
(Trucolor)

Cast: Sterling Hayden, Anna Maria Alberghetti, Richard Carlson, Arthur Hunnicutt, Ernest Borgnine, J. Carrol Naish.
Assoc. Producer-Director ..Frank Lloyd

THE GUNMAN
(Trucolor)

Cast: Ray Milland, Mary Murphy, Ward Bond, Raymond Burr, Arthur Space, Lee Van Cleef, Douglas Spencer, Alan Hale.
Director .....Ray Milland

JAGUAR
(A Mickey Rooney-Maurice Duke Production)

Cast: Sabu, Chiquita, Jonathan Hale, Barton MacLane, Touch Connors.
Director .....George Blair

20th CENTURY FOX

Shooting

SEVEN CITIES OF GOLD
(CinemaScope) (Color)

Cast: Richard Egan, Anthony Quinn, Michael Rennie, Rita Moreno, Jeffrey Hunter.
Producers .....Robert Webb and Barbara McLean
Director .....Robert Webb

THE TALL MEN
(CinemaScope) (Color)

Cast: Clark Gable, Jane Russell, Robert Ryan, Cameron Mitchell, Emile Meyer, J. Lewis Smith, Robert Adler.
Producers..Wm. Bacher & Wm. Hawks
Director .....Raoul Walsh

Cutting

SOLDIER OF FORTUNE
(CinemaScope) (Color)

Cast: Clark Gable, Susan Hayward, Michael Rennie, Alex D'Arcy.
Producer .....Buddy Adler
Director .....Edward Dmytryk

HOUSE OF BAMBOO
(CinemaScope) (Technicolor)

Cast: Robert Ryan, Robert Stack, Shirley Yamiguchi.
Producer .....Buddy Adler
Director .....Samuel Fuller

"RALEIGH AND THE VIRGIN QUEEN"
(CinemaScope) (Color)

Cast: Bette Davis, Richard Todd, Dan O'Herlihy, Herbert Marshall, Jay Robinson.
Producer .....Charles Brackett
Director .....Henry Koster

HOW TO BE VERY, VERY POPULAR
(CinemaScope) (Color)

Cast: Betty Grable, Robert Cummings, Sheree North, Charles Coburn.
Producer .....Nunnally Johnson
Director .....Nunnally Johnson

THE LEFT HAND OF GOD
(CinemaScope) (Color)

Cast: Humphrey Bogart, Gene Tierney, Lee J. Cobb, Agnes Moorhead, E. G. Marshall.
Producer .....Buddy Adler
Director .....Edward Dmytryk

A MANY SPLENDORED THING
(CinemaScope) (Color)

Cast: William Holden, Jennifer Jones, Gloria Grahame.
Prodcer .....Buddy Adler
Director .....Henry King

UNITED ARTISTS

Shooting

STORM FEAR
(Theodora Productions)

Cast: Cornel Wilde, Jean Wallace, Dan Duryea, Lee Grant, Steven Hill, David Stollery, Dennis Weaver.
Producer-Director .....Cornel Wilde

THE BIG KNIFE
(Aldrich and Associates)

Cast: Jack Palance, Ida Lupino, Shelley Winters, Wendell Corey, Jean Hagen, Rod Steiger, Ilka Chase, Everett Sloane, Paul Langton, Wesley Addy.
Producer-Director .....Robert Aldrich

FORT YUMA
(Bel Air Productions)

Cast: Peter Graves, Joan Taylor, Joan Vohs.
Exec. Producer .....Aubrey Schenck
Producer .....Howard W. Koch
Director .....Lesley Selander

Cutting

THE KENTUCKIAN
(Technicolor)
(Hecht-Lancaster Productions)

Cast: Burt Lancaster, Dianne Foster, Diana Lynn.
Producer .....Harold Hecht
Director .....Burt Lancaster

THE BRASS RING
(Edward Small Productions)

Cast: Farley Granger, Anthony Quinn, Anne Bancroft, Peter Graves.
Producer .....Edward Small
Director .....Maxwell Shane

DESERT SANDS
(Technicolor)
(Bel Air Productions)

Cast: Ralph Meeker, Marla English, J. Carrol Naish.
Exec. Producer .....Aubrey Schenck
Producer .....Howard W. Koch
Director .....Lesley Selander

"THE TOWN TAMER"
(Samel Goldwyn Jr. Producions)

Cast: Robert Mitchum. Jan Sterling, Henry Hull, Karen Sharpe.
Producer .....Samuel Goldwyn, Jr.
Director .....Richard Wilson

Universal International

Shooting

THE KETTLES IN THE OZARKS

Cast: Marjorie Main, Arthur Hunnicutt, Una Merkel, Olive Sturgess, Ted de Corsia, Richard Eyer.
Producer .....Richard Wilson
Director .....Charles Lamont

A TIME REMEMBERED
(Technicolor)

Cast: Rock Hudson, Cornell Borchers, George Sanders, Shelley Fabares.
Producer .....Albert J. Cohen
Director .....Jerry Hopper

AWAY ALL BOATS
(VistaVision) (Technicolor)

Cast: Jeff Chandler, George Nader, Julie Adams, Lex Barker, Keith Andes.
Producer .....Howard Christie
Director .....Joseph Pevney

Cutting

FEMALE ON THE BEACH

Cast: Joan Crawford, Jeff Chandler.
Producer .....Albert Zugsmith
Director .....Joseph Pevney

ABBOTT AND COSTELLO AS THE STUNT MEN

Cast: Bud Abbott and Lou Costello, Fred Clark, Lynn Bari, Frank Wilcox, Maxie Rosenbloom.
Producer .....Howard Christie
Director .....Charles Lamont

LADY GODIVA OF COVENTRY
(Technicolor)

Cast: Maureen O'Hara, George Nader, Victor McLagen, Rex Reason.
Producer .....Robert Arthur
Director .....Arthur Lubin

THE RAWHIDE YEARS
(Technicolor)

Cast: Tony Curtis, Arthur Kennedy, Coleen Miller, William Demarest.
Producer .....Stanley Rubin
Director .....Rudolph Mate

THE SECOND GREATEST SEX
(Technicolor) (CinemaScope)

Cast: Jeanne Crain, George Nader, Kitty Kallen, Bert Lahr.
Producer .....Albert J. Cohen
Director .....George Marshall

WARNER BROS.

Shooting

THE ANIMAL WORLD
(Technicolor)

Producer .....Irwin Allen

PETE KELLY'S BLUES
(CinemaScope) (WarnerColor)

Cast: Jack Webb, Janet Leigh, Edmond O'Brien, Peggy Lee, Andy Devine, Lee Marvin, Ella Fitzgerald.
Director .....Jack Webb

REBEL WITHOUT A CAUSE
(CinemaScope) (WarnerColor)

Cast: James Dean, Natalie Wood, Jim Backus, William Hopper, Ann Doran, Dennis Hopper.
Producer .....David Weisbart
Director .....Nicholas Ray

THE DARKEST HOUR
(Jaguar Prod. Shooting in San Fran.)
(CinemaScope) (WarnerColor)

Cast: Alan Ladd, Edward G. Robinson, Joanne Dru, William Demarest, Paul Stewart, Perry Lopez.
Director .....Frank Tuttle

Cutting

I DIED A THOUSAND TIMES

Cast: Perry Lopez, Walter Abel, Beverly Garland.
Producer .....David Weisbart
Director .....Walter Doniger

JAGGED EDGE
(CinemaScope) (WarnerColor)

Cast: Jack Palance, Shelley Winters, Lori Nelson, Lee Marvin.
Producer .....Willis Goldbeck
Director .....Stuart Heisler


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latest sizzle
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THRILLS!
TOPS IN
SUSPENSE!
AND TOPS
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PARKLANE PICTURES, Inc. Presents
KISS ME
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RALPH MEEKER
with
Albert DEKKER · Paul STEWART · Juano HERNANDEZ
PRODUCED AND DIRECTED BY
ROBERT ALDRICH
Screenplay by
A. I. BEZZERIDES
thru
UA

THE Independent FILM JOURNAL

DEVOTED *to the* BEST INTERESTS *of the* MOTION PICTURE INDUSTRY

In this issue

WS

NT TOA-ALLIED
MITTEE MEETS
TH 20TH-FOX

TISFACTORY TALKS
TH PARA, WB
ELSE: ALLIED

CONFIDENCE VOTE
SWERS CRITICISM
PRODUCTION CODE

USE UNIT SHELVES
IMUM WAGE ISSUE

REACHING FCC
ING AGAINST
T-TO-SEE VIDEO

VIEWS

13, 14, 17, 20, 24

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COMPANY BY COMPANY

EVEN an industry trade observer has to keep his finger close to the industry's pulse these days if he wants to stay abreast of the latest developments in the current impasse between exhibition and distribution. Things are moving rapidly and it is to be hoped that future events will prove that the representatives of both segments of the industry used their best efforts to keep the business on the right track.

In a joint statement expressing disappointment at the failure of the round table conferences, TOA and Allied explained that they were not now "to be criticized for the avenues we must take alone to obtain relief." However, following a meeting of representatives of the two national theatre owner groups in New York this week, a joint committee held a

(See Page 3)

LOOK looks at M-G-M's "LOVE ME OR LEAVE ME" and loves it!

In its issue, out May 31st, LOOK Magazine runs a 2-page spread with beautiful color art on "LOVE ME OR LEAVE ME." Be sure to display it in your lobby. It will help sell tickets. With permission of LOOK we reprint the following:

"A true story of a singer and a gangster makes a fine film.

'LOVE ME OR LEAVE ME' is based on the life of a singer of the 1920s, Ruth Etting. This M-G-M film tells a story of her marriage to a racketeer, Martin (the 'Gimp') Snyder, and the real names of both are used. The 'Gimp' is shown promoting Ruth's career by strong-arm tactics. Their relationship is dramatized with such explosive realism that audiences are never sure how the picture will end — a novelty for biographical movies. Under director Charles Vidor, Doris Day and James Cagney give dazzling performances as the mismated pair."

Typical of LOOK's dramatic photo captions:

"I'll kill you if I ever catch you hanging around her!" The "Gimp" (James Cagney) bursts into the house of a musician friend (Cameron Mitchell), looking for runaway Ruth (Doris Day). All three participants in this show-business tragedy are still living.

★

And Redbook picks it as "Picture of the Month." And loves it!

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In

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Co-Starring CAMERON MITCHELL

With ROBERT KEITH • TOM TULLY

Screen Play by DANIEL FUCHS and ISOBEL LENNART

Story by Daniel Fuchs • Photographed in EASTMAN COLOR

Directed by CHARLES VIDOR • Produced by JOE PASTERNAK

May 28, 1955
Vol. 35 No. 10

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Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Company By Company

(*continued from cover*)

lengthy meeting with Spyros P. Skouras, president of 20th-Fox, and other executives of that company.

In a press release after the meeting, Skouras pointed out that the exhibitors with whom he met "seek a better industry—a prosperous industry—not only for one group but for all of its integral parts." He added that a statement of company policy would be issued at a later date following consultation with Al Lichtman, director of distribution, who was unable to be at the meetings. At that time, "serious consideration would be given to all of the requests made by the exhibitor representatives," Skouras revealed.

Since the film company presidents refused to sit down in a group to discuss individual sales policies, the meeting with 20th-Fox represented a preliminary attempt to determine whether exhibition can achieve understanding of its problems with a company-by-company approach.

At press time, an Allied board directive authorized its representatives on the joint committee with TOA to meet with Paramount and Warner Bros. next week. If such a conference is denied or its results deemed unsatisfactory, Allied's general counsel has been given the green light to seek government regulation irrespective of TOA's position.

We do not expect exhibition to confer hat in hand. But, by the same token the meetings should not take place in a charged atmosphere of threats with industry leaders placing chips on their shoulders. We believe that a calm approach to each company, with an earnest effort on both sides, can do much to resolve trade complaints. This is a time for the exercise of common sense and good business judgment. Hostility must not be the dominant factor.

There can be no criticism of a policy which employs every available avenue towards an intra-industry solution. Only pursuit of those avenues which must lead to government regulation can be subjected to criticism—and there are many intra-industry avenues yet to be explored with great advantage to theatre owners.

From Washington came rumblings that another sub-committee of the Senate Small Business Committee will hold hearings on exhibitor grievances in the near future. It was only a short time ago that a different sub-committee of the Senate Small Business Committee conducted extensive hearings and then advised the industry to settle its disputes within its confines, and in order to achieve that purpose, adopt an industry-wide system of arbitration.

The next time the industry might not be so lucky. The industry may get a lot more than it bargained for. It has happened before. It could happen again.

Good Advice

In an address to the United States Conference of Mayors here last week, Dr. Luther Gulick, New York Administrator, warned the 350 Mayors assembled in convention that the nuisance taxes, including the amusement levy, are inequitable, inefficient and, in the long run, dangerous to the local economy.

The top efficiency expert of New York City suggested that the chief municipal executives look for needed revenue in other directions. Dr. Gulick has had an opportunity to study the effects of the metropolitan admissions impost first hand and knows whereof he speaks.

It is to be hoped that the municipalities will heed his words and that the New York City administration, of which he is a part, will give added weight to his advice.

Victim of Neglect

During the meeting this week at which Columbia University announced plans for a new $6,000,000 "Arts Center," a speaker referred to the communication arts as the "victims of snobbery and neglect" and indicated they would receive special consideration at the new arts building.

This gives added impetus to Jack L. Warner's splendid suggestion of a Pulitzer Prize for motion picture writers. The Pulitzer Awards Advisory Board is intimately associated with Columbia University and should likewise recognize the maturity of the motion picture medium.

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MPAA Confidence Vote Answers Sharp Production Code Criticism

HOLLYWOOD.—Replying to sharp criticism of recent Hollywood product from the Legion of Decency, Eric Johnston has restated his confidence in the Production Code and in it administration by Geoffrey Shurlock and his aides. "Individual groups may find reason to challenge pictures now and then from their particular standpoint, but we have to view the results that we achieve in a broad light," the MPAA president told an industry press conference. Johnston referred specifically to a meeting of top industry leaders at which a vote of confidence was given to Shurlock and the Code.

"Regardless of the problem which we have faced temporarily because of violence in pictures, we still contend that the screen offers a better type of family entertainment than any other medium, and that self-regulation as as carried on by the industry, is the most effective means to maintain the standard of this excellence," Johnston said.

He maintained that what seems to be excessive violence in motion pictures at this time is merely an "accumulation" and that most of the films under fire we made prior to Shurlock's talks with studio officials upon his appointment as Code administrator. The MPAA chief predicted that there would be less violence in future films, and said that the results could be seen in late fall and winter product.

'Deliberate Policy' Seen

The Rev. Thomas F. Little, executive secretary of the National Legion of Decency, speaking at the annual luncheon of the motion picture department of the International Federation of Catholic Alumnae, in New York, had accused producers, "as a matter of deliberate policy," with contracting for a "considerable amount of literary material . . . gravely offensive to the moral law." "Little by little," he insisted, "the screen has come in an increasing measure to be colored with dramatic incidents of a kind that formerly were carefully avoided. He charged that the "apparent acquiescence" of the PCA to such material was in need of "prompt and effective correction."

In a subsequent statement to pastors of 267 Catholic churches in the Los Angeles area, James Francis Cardinal McIntyre had complained about "an obvious trend toward laxity in some motion picture productions, and in advertising of them as well."

Father Little's attack brought two replies from Hollywood before Johnston's announcement was made. Y. Frank Freeman, Paramount studio vice-president, speaking as an individual, deplored the fact that Father Little had not named specific films and declared that the Code was well administered by Shurlock. M-G-M studio vice-president Dore Schary said: "Certain pictures deserve anything that happens to them, and it would be better for the industry if they should go unseen. It's a shame, too," he added, "that the many wonderful pictures that contribute to the human spirit and dignity should come under such criticism because of a few bad ones."

The latest rating list of the National Legion of Decency discloses seven pictures given Class B ratings. Reasons, as stated by the Legion, are as follows: "Ain't Misbehavin'" (U-I): "Suggestive dialogue, costuming and dancing; reflects the acceptability of divorce"; "Foxfire" (U-I): "Light treatment of marriage; suggestive costuming and situations"; "Mister Roberts" (Warner Bros.): "Suggestive dialogue and sequences"; "Moonfleet" (M-G-M): "Low moral tone; suggstive costuming and dancing"; "Night of the Hunter" (UA): "Suggestive sequence: tends to degrade the dignity of marriage"; "Not As A Stranger" (UA): "Suggestive sequence"; "Sea Chase" (Warner Bros.): "Suicide sympathetically portrayed."

Humphrey to Hold Hearings On Film Industry Troubles

Washington. — Sen. Hubert Humphrey (D., Minn.) said definitely this week that he would hold hearings on troubles within the film industry. His Retailing, Merchasdising and Distribution subcommittee of the Senate Small Business Committee will handle the job, he said. Another Senate Small Business subcommittee, then under the chairmanship of Sen. Andrew Schoeppel, has already held similar hearings.

Humphrey repeated that he does not intend to introduce any bill on the subject prior to hearings, whether Allied's government regulation measure or any other.

F.C.C. Mail Now Running Heavily In Opposition To Pay-To-See TV

The public has reversed its form and is now voting at a rate of nine to one against pay-TV, according to a check of the FCC's mail made by the Washington bureau of Organizations for Free TV. Comments on toll-TV now fill 37 large volumes in the FCC's offices as comments on the important controversy continue to pour in. Indications are that there will be a sharp increase in mail for the period intervening before June 9, final date for filing.

Among those organizations voicing strenuous objections to the proposed pay-medium was the Central Trades and Labor Council of Greater New York, representing every A.F. of L. union in this city, and an aggregate membership of 1,500,000 workers. Martin T. Lacey, president, and James C. Quinn, secretary-treasurer, announced that their organization opposed coin-box TV as "firm believers in maintaining the traditional American rights with which we, as citizens of this country, have been endowed."

The Council argued that FCC approval of a pay-TV system would "be in violation of the Federal Communications Act and contrary to the "best interests" of the country, and "urgently requested" every metropolitan A.F. of L. local to write the FCC expressing their disapproval of proposed channel allocations to pay-to-see video.

The powerful American Legion has also gone on record against toll television, taking its stand at the national executive committee meeting in Indianapolis. The committee agreed to make the Legion's opposition to pay-TV known to the FCC and to Congress.

Resolution No. 105, adopted by the committee, requests the FCC and Congress to "make no rulings nor pass any legislation changing the fundamental system of broadcasting and telecasting in the U.S., hitherto devoted to free entertainment, information, educational and other programs which bring unlimited hours of enjoyment to millions of Americans, including hospitalized veterans, whose welfare has been and always will be the prime concern of the American Legion."

Phonevision, the pay-TV system proposed by Zenith Radio Corp., was demonstrated late this week to members of Congress and the FCC during the convention of the National Association of Radio-Television Broadcasters in Washington. The FCC had granted a special temporary authority to local station WMAL-TV for experimental Phonevision telecasts during the May 25-June 24 period, with the provision that the station avoid any action which might create the impression that the FCC has or will approve any pay-as-you-see system.

Arguments in favor of pay-TV are countered in a new 12-page pamphlet, "The Claims About Pay-To-See TV and the Facts." Prepared by Organizations For Free TV, the booklet will be sent nationally to newspapers, legislators, broadcasters, theatre owners and other interested parties. "Of major importance," the booklet states, "is the fact that the petitioners have not presented any plan for creating their own talent or producing any sort of entertainment. Essentially, what pay-to-see comes to is a method of charging money for television."

Everywhere the controversy was making news. The magazine "Newsweek" printed a "special report" in its May 23 issue and quoted two prominent TV personalities with different views of the subject.

Wrote "Newsweek": "TV's $17 million baby, comedian Jackie Gleason, said, with a gleam in his voice: 'There's a future in this business for anyone who's had any time in television . . . I don't think there'll be any other kind of television . . .' "A $15 million operative, singer Perry Como, was a little more restrained," according to the magazine. 'It's really a shame to make people pay for the entertainment coming into their own living room.' "Newsweek" wondered: "Would subscription TV turn commercial once it was firmly established, leaving the viewer's condition no better than it was before?"

Jack Gross, popular radio-TV columnist

(*Continued on page* 22)

Loew's Drive-In Hearing Set

WASHINGTON. — A hearing will be held June 2 before Judge Henry W. Goddard of the New York Statutory Court on an application by Loew's Theatres to purchase the Normandy Outdoor Theatre in the suburbs of Jacksonville, Florida, a Justice Department spokesman announced this week.

There has been only one previous acquisition of an additional theatre approved under the Loew's consent decree, he pointed out. Testimony will be received from Loew's and from the Justice Department, he said, and added that the Government would not object to the appearance of any competing exhibitors in the area who might wish to testify.

20th-Fox Roundtable Sets Exhib Pattern; Policy Decision Due

The possibility of further meetings with more distribution presidents became imminent this week after TOA and National Allied spokesmen concluded a four-hour session with Spyros Skouras and other 20th-Fox executives, at which time various trade practices were discussed.

Previously, most of the distribution presidents had turned down another exhibition plea for an industry-wide roundtable conference. It was indicated that the presidents, unwilling to talk about film rental practices in the company of their competitors, would be happy to see the exhibition chiefs at individual meetings.

The discussions were said to have centered about a number of problems, including the great difficulties of the small exhibitor in subsequent runs, and the dire need to review film rentals in order that these theatres may keep open their doors.

The TOA-Allied group asked that every theatre in America have the opportunity to buy all of 20th-Fox's pictures "on a fair and equitable basis," and the statement from Fox credited the meeting with bringing the film industry "closer understanding in their common goal toward prosperity and harmony between exhibition, distribution and production."

Await Lichtman Return

Because of the absence of Al Lichtman, 20th-Fox distribution director, Skouras said that a statement of policy would be issued at a later date following consultation among Lichtman, W. C. Gehring, and himself, at which time serious consideration would be given to all of the requests made by the exhibitor representatives.

At the conclusion of the meeting, Skouras said: "We were elated that we met with a united group representing the two important exhibitor organizations in the United States. We were greatly impressed with manner in which they presented their problems and in the utmost sincerity demonstrated."

Besides Skouras, the company executives who participated in the meeting were: W. C. Michel, W. C. Gehring, Arthur Silverstone, Alex Harrison, Glenn Morris and Rodney Harris. In addition to Martin, the TOA spokesmen were Alfred Starr, Walter Reade Jr., and Myron Blank. The Allied group comprised President Rube Shor, Ben Marcus, Benjamin Berger and Jack Kirsch.

(*Continued on page* 24)

TOA Now Asking Film Rental Arbitration

The 20th-Fox session, held at the company's offices under hushed circumstances, preceeded the revelation by TOA prexy E. D. Martin that his organization at the meeting had asked, for the first time, that film rentals be included in any industry arbitration setup. Another indication that TOA had altered its original stand was seen in the 20th-Fox announcement after the meeting that "the exhibitors also presented their case in favor of arbitration of film rentals."

Allied Legislative Moves Keyed To Para, WB Talks

National Allied's decision on whether to go to the Government for regulation of film rentals will completely depend on the outcome of proposed meetings with Paramount and Warner Bros. So said Rube Shor, Allied president, and general counsel Abram F. Myers, late this week following the wind-up of the two-day Spring meeting of the board of the exhibitor organization at the Waldorf-Astoria Hotel.

Another action adopted by the directors called upon the U.S. attorney general to set up machinery which would insure affected exhibitors both the right to protest to the Department of Justice and a Federal court hearing in cases of new acquisitions by divorced circuits.

The board authorized the Allied representatives to join with TOA spokesmen on the joint Allied-TOA committee in seeking meetings with the Paramount and Warner Bros. chiefs, similar to that held earlier this week with a group of 20th-Fox executives headed by President Spyros Skouras.

Shor declined to state whether he was satisfied with the 20th-Fox meeting, explaining that such a statement should not come from him as an individual but from the joint committee.

The committee, it was said, will ask that meetings be held within the week.

Myers said he had been directed by the board to "proceed to set the Federal wheels in motion" should the meetings fail to materialize or should they take place but produce results unsatisfactory from Allied's viewpoint.

Warner Bros. and Paramount were selected, Myers stated, because they "stand at the head of companies most difficult to get along with." He indicated that if nothing could be done about getting these two distributors to modify their sales policies in favor of exhibition, there would be no point in going further.

On the other hand, Myers said, if the sessions do prove successful, efforts will be made by the joint committee to arrange meeting with top officials of other companies.

The Allied general counsel explained the board's decision to draft a resolution dealing with new acquisitions by divorced circuits:

"There is a good deal of anxiety in certain sections due to the fact that the divorced circuits have been buying theatres and drive-ins with the approval of the Department of Justice and the District Court. The consent degree says those circuits may buy theatres or an interest in them on application and a finding by the court that such acquisitions will not result in restraint of competition.

"We feel," Myers continued, "the only way the Department of Justice can fulfill its duty and the court exercise its jurisdiction is for the affected exhibitors to be notified and afforded the opportunity to furnish information as to competitive conditions in such areas. These matters are now handled in secrecy by the Department of Justice and evidently presented to the court in chambers so that exhibitors know nothing about the proposed acquisition until it is an accomplished fact."

The board also approved a resolution protesting that feature films produced with the cooperation of the armed forces and with Government personnel and equipment are being offered to theatres at "such excessive terms that as to reduce the number of theatres which can afford to show them." It was directed that the Allied directors assert that "the purpose of this cooperation is to secure favorable publicity, and in order to achieve that purpose the films must have the widest possible circulation.

Myers also stated that Wilbur Snaper and Irving Dollinger of Allied would confer at press time with officials of Buena Vista Distributing Co., the Walt Disney subsidiary, on a lack of service complaint in the Rocky Mountain area. Meanwhile, members of the joint TOA-National Allied committee were reportedly making efforts to set up a meeting with Buena Vista chiefs.

House Unit Shelves Timely Wage Issue

WASHINGTON.—The administration has backtracked on its recommendation that minimum wage coverage be extended to certain retail and service trade employees, including people who work for film theatre chains which operate houses in more than one state.

Wage coverage extension will not, however, be considered "at the present time," according to the House Labor Committee in a late bulletin.

When Labor Department official Stuart Rothman told a Senate Labor subcommittee that the administration had never intended to recommend the change, but merely to suggest that Congress study the question, Sen. Paul Douglas (D., Ill.), subcommittee chairman, promptly accused the Department of "weaseling." Spokesman for the chains had opposed the change on the grounds that it would put them at a disadvantage in bidding for films, and had pointed out that some of the largest chains operate entirely within a single state while some very small exhibitors have theatres in more than one state.

Allied Puts Chill On Merger Talks

Speculation concerning impending merger talks between TOA and National was squelched late this week when the Allied board of directors "unanimously" decided against a merger at its two-day meeting here. However, Abram Myers, Allied general counsel, did not rule out consideration of a merger at some later time.

Myers said that the board acted because of the "confusion" and "anxiety" expressed by Allied members throughout the country who read statements about merger possibilities in the trade press. Rube Shor, Allied president, said that regardless of press reports, he had "consistently" stated he was "personally" opposed to merger.

Earlier, a former president of TOA, Walter Reade, Jr., indicated that merger was a "strong possibility." And the present TOA president, E. D. Martin, also asserted the desirability of such a move.

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Reade Sees "Strong Possibility" Of Merger Between Allied, TOA

There is a "strong possibility" that TOA and National Allied will merge. So said Walter Reade Jr., board chairman of TOA, at an industry press conference. Reade, who recently returned from a two-week trip to England and France, said that the joint action of the two exhibitor organizations in calling for an industry-wide roundtable conference was "conducive" to such a merger. "Exploratory talks," he said, have already been held. Reade continued: "The existence of a single exhibitor organization in the U.S., as is the case in European countries, would gain for our theatre men the respect of producers, distributors, and the Government."

Practices Cited

Some foreign exhibitors, Reade stated, find our roundtable problem "inconceivable" since exhibitor-distributor meetings abroad are a "general practice." The "film renters" in France, he said, sit down with an exhibition head or a governmental representative to set rental terms, releases, and so forth.

Speaking personally, Reade insisted he would rather have producers and distributors with active interests in theatres. "They would know the problems of exhibition and be more sympathetic to them," the TOA board chairman said. "In my mind, divorcement was a contributing factor toward today's shortage of product."

Reade praised Herbert J. Yates and Steve Broidy, who have accepted the round-table invitation, and Sypros Skouras, who Reade said had refused to attend only at advice of counsel. It is "unreasonable" not to discuss "mutual problems," Reade said, "regardless of legal entanglements." If the distributors felt they were getting into legal hot water, "they could always walk out."

The TOA board chairman asserted there are now "great opportunities" for non-U.S. films in this country because of the product shortage. The Rank organization desires a larger U.S. market, he said, and it is only a matter of "conditioning" before the public will accept all foreign films. He stressed that he included foreign language films in his statement, not merely productions from Great Britain. "Quality will be the deciding factor," he stated.

Reade also praised our participation at the Cannes Film Festival, which he attended, and said that he would personally favor such an attraction in the U.S. because of its "showmanship" value. It would call attention to movies "like the Academy Awards" and be "great for our industry," he said.

Major Warner Honored



Barney Balaban (left) presents a hand-crafted silver mounted Bible to Major Albert Warner (center) in recognition of his outstanding service to UJA, as industry chairman Adolph Schimel looks on. Award was made at the annual luncheon of the Motion Picture and Amusement Div. of the United Jewish Appeal of Greater New York. A minimum total of $425,000 has been raised by the industry thus far this year.

Gotham Official Calls All Amusement Taxes Inefficient, Unjust

Amusement taxes were described as "inequitable, inefficient, and in the long run, dangerous to the local economy" by Dr. Luther Gulick, New York City Administrator, who suggested that other types of revenue be collected by municipalities to beet their growing costs. Gulick, addressing the U.S. Conference of Mayors, suggested that communities "make greater efforts to impose user chargers, improve the property tax, and develop an important new, sensitive tax on individuals related to income." He asked the Conference to make this its "next subject of exploration in the realm of municipal finance."

Taxes Lambasted

Representing a city which only last year adopted a five percent amusement tax, Dr. Gulick asserted that most municipal non-property taxes are "inequitable; they strike most heavily the lower income groups, and the largest families." His criticism, he said, covered retail sales taxes, municipal income taxes, utility and admission taxes.

The administrator also pointed out that "valuable resources may be wasted" as the result of a tax or charge. City the increase in the city's subway fare from ten to 15 cents in 1953, Dr. Gulick noted that not only did the community lose more than 150 million rides a year, but traffic congestion increased and "downtown shopping and amusement centers suffered to an undetermined extent. This is an expensive way to raise money," he said.

Circuit Head Blasts Unfair Film Rentals

Small exhibitors are not the only ones being hit by exhorbitant film rentals, according to Robert J. O'Donnell, vice-president of general manager of Texas Interstate Theatres. O'Donnell, whose circuit with more than 100 theatres is one of the largest AB-PT affiliates, said that the terms demanded for top pictures have been so steep that, of five such pictures his circuit has presented since last September, not one has made a profit.

"There is no question in my mind that distribution has been milking theatres by asking exorbitant rentals," O'Donnell declared. "Theatres are entitled to more than 90-10 or 70-30 terms on top pictures," he said. He complained that successful pictures, at the terms asked by distributors today, only allow a theatre profit of six to seven percent, and average pictures make no profit at all. "So where is the cushion?," O'Donnell asked.

Warner's Net Rises To $2,081,000 Sum

Warner Bros. Pictures and subsidiary companies reported this week that for the six months ending Feb. 26 a net profit of $2,081,000 after $2,100,000 for taxes and $250,000 for contingent liabilities.

The net profit for the six months ending Feb. 27, 1954 amounted to $1,618,000 after $1,700,000 for taxes and $250,000 for contingent liabilities.

The net profit for the 1955 six months is equivalent to 84 cents per share on the 2,474,280 shares of common outstanding or reserved for exchange at Feb. 26, 1955. The net profit for the corresponding period last year was equivalent to 65 cents per share on the 2,474,346 shares of common stock then outstanding or reserved for exchange.

Film rentals, sales, etc., for the six months ending Feb. 26, 1955, amounted to $35,079,000 as compared with $34,059,000 for the corresponding period last year.

Exhibs Asks Subsequent Flat Rentals: Lichtman Praised

DETROIT. — Distributors could grant flat rental arrangements to the more than 9,000 small theatres who contribute only ten to 15 percent of their earings, one exhibitor argues. He is Judge Joseph P. Uvick, owner of the Burton Theatre, Flint, and past president of Allied Theatres of Michigan.

Al Lichtman, 20th-Fox sales chief, asserted this month that 4,500 theatres and drive-ins earn from 85-90 percent of the total rental on first-class films, while the balance comes from "more than double that amount of theatres." Lichtman proposed that distributors arbitrate rentals of $50 or less.

Uvick, making his proposal as part of a proposed program to convert "the box office battle line" into a profit line, suggested that distributors do what manufacturers are usually compelled to do: "Seek the lowest figure you can sell for, instead of how much more can I get and how?"

LOS ANGELES.—The Southern California Theatre Owners Association, at a board of directors meeting, expressed their "sincere thanks" and "commendation" to Lichtman for a "step in the right direction" in advocating arbitration of rentals of $50.00 per picture or less.

Harry C. Arthur Jr., chairman of the Association, wrote the 20th-Fox distribution chief that SCTOA was "deeply appreciative" of his consideration. "If adopted by all film companies," Arthur wrote, the suggestion will be of "material assistance in quieting some of the unrest in our industry."

AA Net At $684,868

Allied Artists' net profit before taxes for the 39-week period ended April 2 totalled $684,868, compared with $585,289 for the corresponding period of the previous year.

Mass Runs Key Southern Fete

ATLANTA.—New product is receiving saturation release throughout Georgia, Alabama, and Florida aided by promotion on a grand scale during the month-long Southeastern Film Festival to continue until June 16. Approximately 700 exhibitors, 50 mayors and 25 newspapermen from the three states helped to launch the Festival, keynoted by the theme: "Nothing Beats the Movies." An M-G-M workshop held in conjunction with the Festival was hailed as "the finest expression of showmanship ever presented in Atlanta."

J. H. Thompson and R. M. Kennedy were reelected presidents of Theatre Owners of Georgia and Theatre Owners of Alabama, respectively, at joint conventions held here in connection with the Festival. Elected to serve with Thompson were: O. C. Lam, Rome; Nat Williams, Thomasville; Ray Edmondson, John Stembler and Fred Story, Atlanta, vice-presidents; E. D. Martin, Columbus, treasurer, and John Thompson, Gainesville, secretary.

Other officers selected by the Alabama group were Dan Davis, Rugus Davis, Jr., Lester Neely and J. W. Gaylard, vice-presidents; T. E. Watson, secretary-treasurer, and Mack Jackson, board of directors representative.

Peterson Elected; Sales Policies Hit

DENVER. — James Peterson is the new president of Allied Rocky Mountain Independent Theatres. Neil Beezley is national director; Tom Smiley, vice-president; Fred Hall, secretary; Gus Ibold, treasurer, and J. H. Ashby, general manager. Named to the board of directors, besides the above, were: Fred Anderson, Lloyd Grave, C. L. McLaughlin, Don Monson, J. K. Powell, and W. A. Simon for Colorado; Miss Marie Goodhand, Robert Kehr, Dr. F. E. Rider and Dorrance Schmidt for Nebraska; Burl E. Lingle and John C. Wood for New Mexico; and Richard H. Bennett and Lloyd Kerby for Wyoming.

The directors adopted a resolution condemning sales policies of the Buena Vista Company which prevent small-town exhibitors from playing profitable Walt Disney productions, and also deny these desirable films to a large segment of the public.

The resolution also attacked the indifference and inadequacy of the sales force representing such important pictures, and the misconception of distribution that class entertainment in a few key theatres is healthier for the industry than mass entertainment available in all situations.

Papas Heads Meeting

Spiro J. Papas, head of Atomatic Vending Corp., Chicago, has been appointed general convention chairman for the 1955 Popcorn and Concession Industries Convention and Exhibition, Nov. 6-7-8 and 9 at the Morrison Hotel in Chicago. This year's convent and exhibition are being held in conjunction with the conventions of National Allied, Theatre Equipment and Supply Manufacturers Association and TEDA.

. . . Spotlights In Pictures



Addressing the annual 20th Century-Fox stockholder's meeting in New York was Spyros P. Skouras, company president, who predicted that earnings for this year will better those of last year, when the corporation brought in $3.04 per share. With Skouras were (l to r): W. C. Michel, executive vice-president; Otto Koegel, chief counsel, and Donald A. Henderson, treasurer and secretary.



Attending an Atlanta meeting of the month-long Southeastern Film Festival were (l to r) and standing: C. A. Patrick, Martin Theatres, Columbus; George Eitel, Gortatowsky Theatres, Albany, Ga.; Roy Martin, Martin Theatres, Columbus; Branscome James, Royston, Ga.; Bill Boswell, Greensboro, Ga.; Willis Davis, Wilby-Kincey Theatres, Atlanta; Arthur Sheppard, Waynesboro, Ga.; Bill Tankersly, Ellijay, Chatsworth, Somerville, Ga., and John Thomason, Gainsville, Ga. Seated, in same order: E. D. Martin, TOA president; Tommy Thompson, Georgia unit head, and Oscar Lam, Lam Amusement Co., Rome, Ga.



At the Allied Theatre Owners of Kentucky organizational meeting in the Falls City Theatre Equipment Co. auditorium in Louisville were, front row, (l to r): W. A. "Bill" Carroll, executive secretary ATOI; Anna Bell Ward, Somerset, Ky.; Abram F. Myers, Allied general counsel; Rube Shor, Allied president, and C. F. Pfister, former president of ITOO. Back row, same order: Louis A. Arru, Eddie L. Ornstein and Floyd Morrow, all Louisville; Robert T. "Bob" Enoch, Elizabethtown, Ky., and J. M. Reiss, Louisville.



Walter Reade, Jr., president of Walter Reade Theatres and chairman of the board of Continental Distributing, Inc. (left) visits Ealing Studios in England where production on J. Arthur Rank's "Touch and Go" is in progress. With Reade are (l to r): Margaret Johnston, R. Baker, managing director, June Thorburn, and Jack Hawkins, star.

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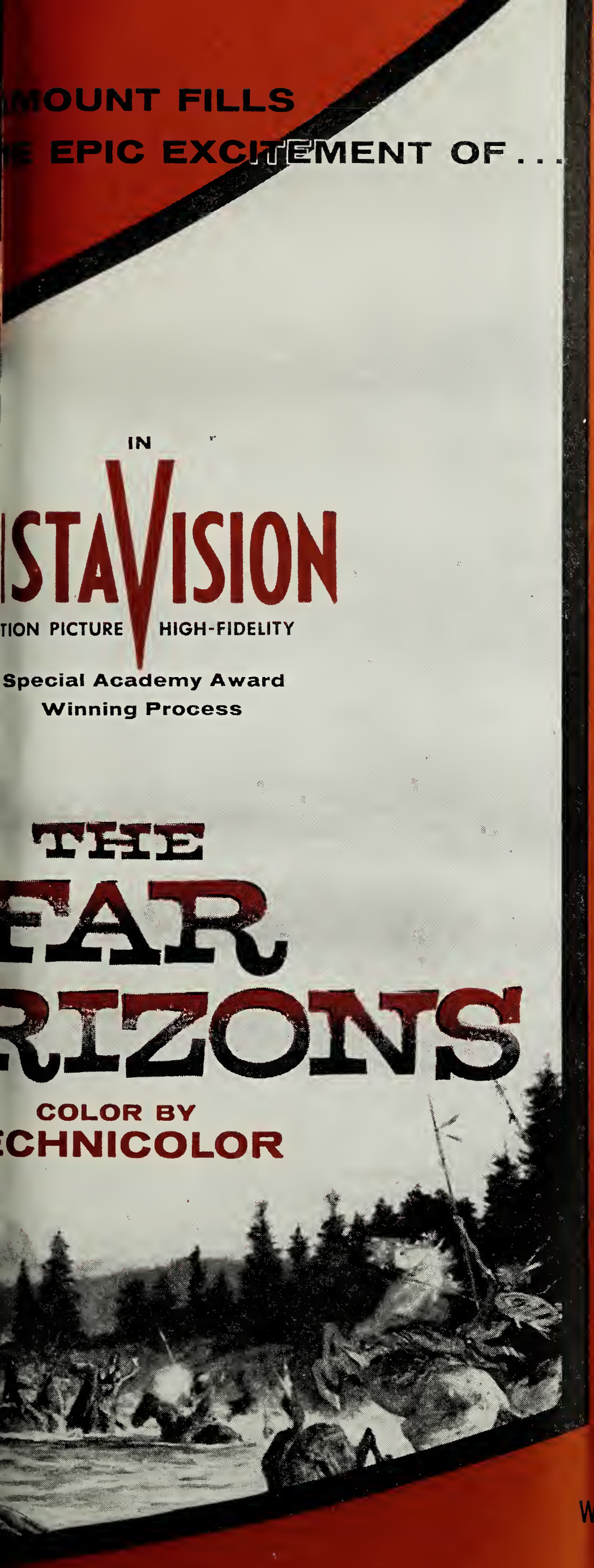
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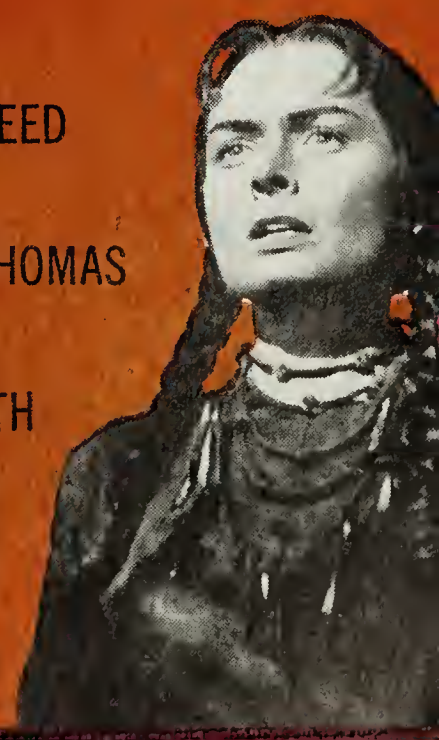
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. . . the story of the beautiful Shoshone who lived like a man, loved like a demon and led the way for the Expedition across the far mountains!

with
WILLIAM DEMAREST · ALAN REED
EDUARDO NORIEGA
Produced by
WILLIAM H. PINE and WILLIAM C. THOMAS
Directed by RUDOLPH MATÉ
Written for the Screen by
WINSTON MILLER · EDMUND H. NORTH
From the novel "Sacajawea of the Shoshones"
by Della Gould Emmons



ter, "STRATEGIC AIR COMMAND"!
in VistaVision and color by Technicolor

Dangers In Treble Damage Suits Aired For House Unit By Schimel

WASHINGTON. — A warning about the "dangers and inequities" of mandatory treble damages in private antitrust suits was given to a House Judiciary subcommittee by Universal Pictures general counsel Adolph Schimel, who testified as chairman of the MPAA Law Committee. Schimel noted that Universal, alone, has been named in 186 such suits and in 163 of these the aggregate amount claimed as damages totals $382,700,000. He said mandatory treble damages have made "antitrust litigation in the industry . . . a form of prospecting for gold," with some awards so large as to represent many times the potential earnings during the entire lifetimes of the theatres concerned.

The House subcommittee, under the chairmanship of Rep. Emanuel Celler (D., N.Y.) is currently conducting hearings on the report of the Justice Department's antitrust committee, which recommended that judges be given authority to award less than treble damages. Schimel, supporting this recommendation, noted that MPAA is not asking that treble damages be abolished, but merely that judges be permitted to decide whether damages should be single, double or treble in each case.

Film distributors, faced with losing a great many antitrust suits in the courts, were earlier charged with trying to sell the Justice Department and Congress on legal authority for assessment of less than treble damages in order to bail themselves out. Joseph C. McConnell, a Chicago antitrust lawyer who represented exhibitors in the Jackson Park case and now represents Zenith in its antitrust case against RCA, was the witness. McConnell charged that attorneys for the film distributors are "lobbying" in the distributor drive against mandatory treble damages.

Furnishing Incentives For Anti-Trust Suits

Washington.—Rep. Emanuel Celler (D., N. Y.), Chairman of the House Judiciary Committee, said this week that he will introduce a bill to exclude from taxes two-thirds of awards in treble damage anti-trust suits. The bill would reverse a recent Supreme Court decision to the effect that punitive damages are taxable.

Celler said that treble damages are required as an incentive for the undertaking of expensive, complicated anti-trust actions, and exclusion of the punitive part of awards from taxation would provide further incentive.

Over 60 Houses Join Allied Unit In Ky.

LOUISVILLE, KY.—Over 60 theatres were represented at the organization meeting of the new Kentucky Exhibitors Association being formed as an affiliate of National Allied. On hand at the Falls City Theatre Equipment Co. to explain the aims, purposes and aids of National Allied to the local group were general counsel Abram F. Myers, president Rube Shor, vice-president Wilbur Snaper, and others.

The Kentucky group was established, and an Executive Board set up to handle affiairs until such time when a regular election of officers and board could be held. Appointed to the Executive Board were: E. L. Ornstein, Louis A. Arru, Anna Bell Ward, J. M. Reiss, Floyd Morrow and Bob Enoch. Ornstein was also appointed temporary national director by the Executive Board to be sent to National Allied's New York Board meeting this week.

Quite a number of those present pledged membership and immediate plans are being made to contact every theatre in the state for further memberships.

Fox Nets $1,423,811

Twentieth Century-Fox reported consolidated net earnings of $1,423,811 for the first quarter ended Mar. 26, 1955. This amounted to $.54 per share on the 2,644,486 share of common stock outstanding, compared with first quarter of 1954 net of $2,048,030 or $.77 per share. A quarterly cash dividend of $.40 per share on outstanding common stock was declared payable June 28 to stockholders of record on June 10.

Metro Slates 38 Shorts

M-G-M will release a total of 38 single reel short subjects for the new season starting September, in addition to 104 issues of the News of the Day. The list of shorts will include six CinemaScope cartoons in Technicolor; six more cartoons in Technicolor as well as 14 Gold Medal Technicolor Reprints; six Robert Benchley reprints and six "The Passing Parade" subjects.

Reservations Rise For Exhib Conventions, Trade Shows

Rental contracts for booth space at the Allied-TESMA-TEDA-IPA trade show to be held at the Morrison Hotel, Chicago, from Nov. 6-9, are exceeding all expectations, according to Fred Matthews, TESMA president and Jack Kirsch, Allied general chairman for the event. Contracts for 72 percent of booth space in the TESMA first floor section of the exhibit space have been signed. About 63 percent of IPA space is gone, says Carl Siegel, Stanley Warner Management Corp., and exhibit chairman for IPA. Indications are that the total space of 244 booths will be sold out long before opening day.

Space has been alloted for 135 industry exhibits at Los Angeles' Biltmore Hotel for the TOA trade show which will be held in conjunction with the national TOA convention held there on Oct. 6-9. E. D. Martin, TOA president, announcing completion of plans for the trade show, stated that contracts for booth space will be available in about two weeks.

The contract for the management of the show has been awarded to William S. Orkin of Orkin Expositions Management Co., originator of the Do-It-Yourself show which has been produced in 18 major cities.

AB-PT Expansion Planned; Business Better: Goldenson

Early plans to expand American Broadcasting-Paramount Theatres' theatre holdings, as soon as the consent decree divestiture program is completed, were described by president Leonard Goldenson at a trade press conference following last week's stockholders' meeting.

He also announced that AB-PT would not participate in the EFFG or any other similar production financing organization. Goldenson declared that if AB-PT should find it desirable to engage in production, it would be strictly on its own account. While there is need for more pictures than Hollywood is producing, he said, the time is not ripe for an AB-PT plunge into production.

Goldenson had stated that the expansion would be through "acquisition of additional theatres in growing and profitable areas." "Our theatre associates are currently surveying their local situations in this connection," he said. The AB-PT executive told newsmen that his company's interest was in new drive-in as well as conventional houses. The company's theatre division now has some 26 drive-ins, and according to Goldenson, ozoners have played a major role in raising the national attendance level.

Improvement Cited

He asserted that theatre business has shown improvement for the last six months of 1954 and the first 17 weeks of this year. "Historically," he pointed out, "the second quarter is not a good theatre period." The AB-PT chief said that "if there were more pictures available, our second quarter would be better. It is encouraging to note," he continued, "that certain producers and distributors are coming to recognize the serious nature of a short supply of product during April, May and June, and there are indications that a few of the better pictures will be released in June of this year that had originally been scheduled for release in the third quarter."

Goldenson, in his report to stockholders, announced that next month AB-PT's theatre associates in Texas will institute a state-wide program in which half-price student admission cards will be issued to youngsters from 12-17. He again insisted "that it is necessary to devise ways to broaden the audience potential, particularly among youngsters." "As they grow older," he said, "these millions of youngsters of today will constitute the major portion of our audiences, which is recognized to be in the 15-30 age group."

New Big City BO Record

WASHINGTON.—A new record in big-city film admissions was cited by the Bureau of Labor Statistics, as the combined index at the end of March hit 202.6, up from 196.9 of the previous quarter, and topping the former record 199.9 of September 1954. Adult index hit a record 207.9, up from the 202.0 of December 31 and the previous record 204.5 chalked up in September of last year. Children's index rose to 172.5, equal to the previous record set in December 1953.

Independent Trade Reviews

"Mister Roberts"

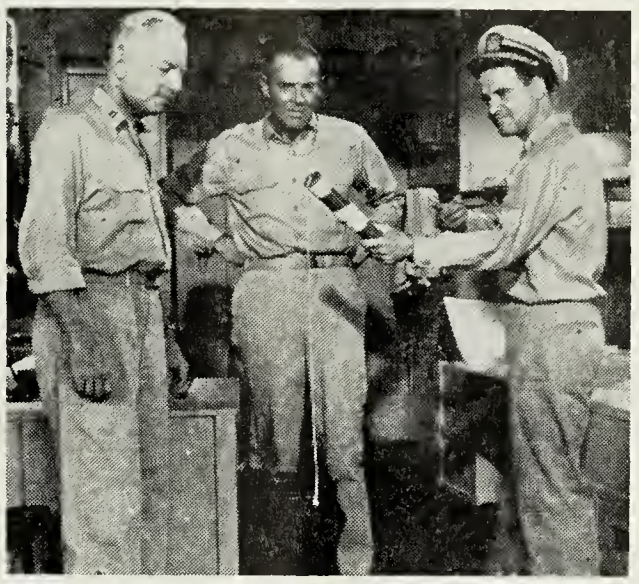
(Warner Bros.) CinemaScope-Eastman Color 123 Min.

Cast: Henry Fonda, James Cagney, William Powell, Jack Lemmon, Betsy Palmer, Ward Bond, Phil Carey, Nick Adams, Ken Curtis, Harry Carey, Jr., Robert Roark, Perry Lopez, Tiger Andrews, Fritz Ford, Martin Milner.

Credits: An Orange Production; Produced by Leland Hayward; Directed by John Ford and Mervyn LeRoy; Screenplay by Frank Nugent and Joshua Logan; from the novel by Thomas Heggen as produced on the stage by Leland Hayward.

Here is a box-office smash hit! This Eastman Color-CinemaScope adaptation of a stage play that delighted audiences for several years is the rousing, belly-laugh kind of comedy that has become too rare these days. Many patrons, laughing so hard they will cry, will rank Warner's latest with the classic screen comedies. Although boisterous and manly, "Roberts" has its human and poignant side also. It's the story of a broken-down old cargo ship behind the lines in the South Pacific during World War II, whose crew fights a daily battle with boredom and their autocratic captain. "Roberts" could not be improved upon, but the lion's share of the credit should go to the late Thomas Heggen and Joshua Logan, who conceived the original stage play. Except for the omission of some ribald passages, the film resembles the stage version very closely.

Henry Fonda repeats his stage role as Mr. Roberts, a decent, efficient, restless officer, always badgering his captain for a transfer into combat. He plays his part magnificently, with the forceful understatement that has marked his entire acting career. William Powell is also excellent as the sour, grey-haired ship's doctor. But the performances that will create tremendous word-of-mouth are Jack Lemmon's and James Cagney's. Newcomer Lemmon will have them rolling in the aisles as the gold-bricking Laundry and Morale Officer, a big-talking, chicken-hearted Casanova who is immobilized when the chips are down. And veteran Cagney, as the captain who knows that his chances for promotion rest on Roberts' friendship with the crew, gives an astonishing performance, the best of his career. His opening scene, played in long-shot pantomime, is a comic gem. Ward Bond and Betsy Palmer stand out among the large cast, and drawling Martin Milner, as a shore patrol officer, rated applause with an outstanding short scene.



William Powell, Henry Fonda and Jack Lemmon in a scene from Warner Bros.' "Mister Roberts," CinemaScope-Eastman Color.

Outstanding moments occur when the seamen, on a binocular cleaning detail, discover that their ship overlooks a nurses' shower. In another port, they get a long-awaited shore leave, and hilariously tear the town apart. And Lemmon's paper threats to take revenge on the hated Captain finally conclude when he accidentally blows up the ship's laundry and creates a beautiful mess of soap-suds. Finally, through the efforts of the crew, Fonda gets his long-awaited transfer, and ironically is killed while drinking coffee in the wardroom of his new destroyer. But the poignant ending is still up-beat as Lemmon takes this opportunity to assert his own manhood and enter into his own battle with the captain.

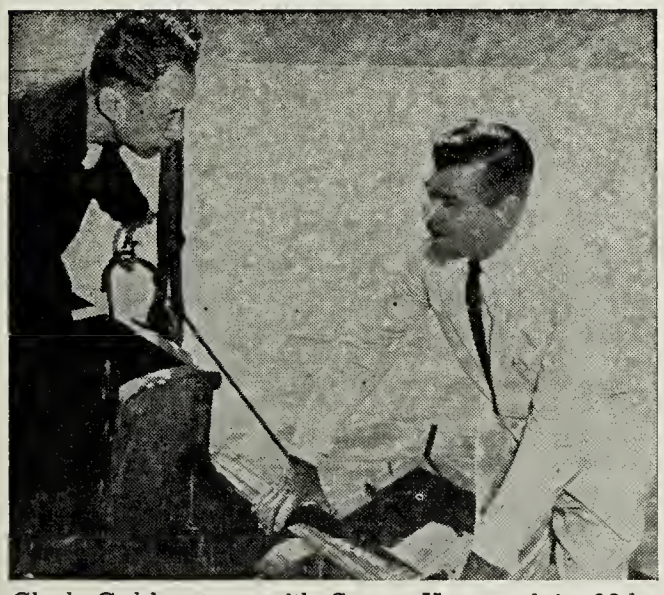
"Soldier Of Fortune"

(20th-Fox) CinemaScope-DeLuxe Color 96 Min.

Cast: Clark Gable, Susan Hayward, Michael Rennie, Gene Barry, Alex D'Arcy, Tom Tully, Anna Sten, Russell Collins, Leo Gordon, Richard Loo, Soo Yong.

Credits: Produced by Buddy Adler; Directed by Edward Dmytryk; Screen play by Ernest K. Gann; From the novel by Gann.

A picturesque tale of Oriental adventure, "Soldier of Fortune" sports a hard-to-beat starring combination of Clark Gable and Susan Hayward which should assure it of top-grossing results wherever played. Photographed in CinemaScope and De Luxe Color against authentic Hong Kong locations, this film possesses a true-to-life scenic flavor which serves as a considerable asset in the unreeling. Miss Hayward plays an American in search of her husband who, it turns out, is held prisoner by Chinese Communists in Canton. Gable, as the title character, is an expatriate American who owns a fleet of junks and carries a torch for Miss Hayward. Fruition of romance between the two stars comes after a series of highly contrived incidents which will supply audiences with satisfactory topical diversion.



Clark Gable stars with Susan Hayward in 20th-Fox's "Soldier of Fortune," CinemaScope-De Luxe Color.

"Soldier of Fortune" runs in tone from straight narrative to romance, from comedy to rough-house brawls. Climax takes the form of a chase, with Gable and Michael Rennie, playing a British police officer, rescuing Miss Hayward's husband, Gene Barry, from the Communists. The chase takes place on Chinese waterways, affording magnificent views of river boats in action. Earlier in the story, Miss Hayward's prolonged and vain search for Barry furnishes eye-filling vistas of winding Hong Kong alleys. Fused loosely to the main story line are a couple of sub-plots. One deals with an exiled White Russian princess, Anna Sten, and her barroom marriage to a drunken hanger-on, Russell Collins. The second shows how a Nationalist general turned tourist guide meets his fate at the hands of the Communists. These incidents provide "Soldier of Fortune" with an international flavor in keeping with the Hong Kong locale.

"Love Me Or Leave Me"

(M-G-M) CinemaScope-Eastman Color 122 Min.

Cast: Doris Day, James Cagney, Cameron Mitchell, Robert Keith, Tom Tully, Harry Bellaver, Richard Gaines, Peter Leeds, Claude Stroud, Audrey Young.

Credits: Produced by Joe Pasternak; Directed by Charles Vidor; Screen play by Daniel Fuchs and Isobel Lennart; Story by Fuchs; Songs by Nicholas Brodszky, Sammy Cahn, Chilton Price, Irving Berlin, DeSylva, Brown and Henderson, Walter Donaldson. Arthur Freed, Gus Kahn, McCarthy and Monaco, Rodgers and Hart and Turk and Ahlert.

Metro has a box office winner in this biography, with music, of Ruth Etting, famed popular chanteuse of the late 1920's and 1930's. Besides serving as a vehicle for delivering many, many old favorite songs as rendered by Doris Day, "Love Me Or Leave Me" presents an unusually strong dramatic story that could easily stand on its own without musical embellishment. The song-and-plot combination is nicely cloaked in a tasteful Joe Pasternak production which Charles Vidor directed with a knowing hand. Dialogue is punchy throughout, with James Cagney delivering a top-notch performance that ranks with the best character portrayals of his career.

The solid story and musical assets of the film, together with the Day-Cagney marquee bait and the CinemaScope-Eastman Color photography, will mean excellent general audience response. Due to the pains taken by the script and direction to make the characters spring alive, the story projects a broad range of emotion. Cagney, playing a character based on real life and called "The Gimp," goes to town with snappy deliveries as well as poignant and stinging interpretations of the various facets of the personality he is enacting. Here he plays a Chicago gangster, influential in the night life of that big town, and stuck on an attractive dime-a-dance girl. Although Cagney exercises a tremendous amount of ambition and skullduggery to push the girl, Miss Day, to the top of the show business ladder, she never reciprocates emotionally. Her heart, torn between the desire for personal success and affection for an appealing piano player, Cameron Mitchell, makes her blind to reality. Consequently, she succumbs to Cagney's overbearing manner and at the height of her career marries him without love. Miss Day's years with Cagney are devastating on her personality. She takes to drink to escape the barbs of his coarse nature. Eventually, in Hollywood, where she is making a picture, a meeting with Mitchell recurs. Cagney, utterly frustrated by her antagonistic nature, seizes upon their reunion to satisfy his distorted ego. Facing demands for a divorce from Miss Day, he shoots down Mitchell in a fit of jealousy. Ridden with guilt, Miss Day then decides to do what she can to re-build Cagney's ego. It is understood at the finale, however, that Cagney will face trial while Miss Day will marry Mitchell, who has recovered.

The drama of "Love Me Or Leave Me" is interlaced with such songs as "You Made Me



Doris Day and James Cagney co-star in Metro's "Love Me Or Leave Me," CinemaScope-Eastman Color.

Love You,'' ''Mean To Me,'' ''At Sundown,'' ''Ten Cents A Dance'' and ''Shaking The Blues Away.'' These were all favorites of Miss Etting. In addition, a couple of new numbers, one of which, called ''I'll Never Stop Loving You,'' are introduced. The aforementioned seems destined for national popularity. Some of the tunes receive big production trappings, others are warbled in night clubs, dime-a-dance joints, movie set stages, etc. An authentic jazz beat is given the orchestrations, thus creating a suitable atmosphere for the accompanying narrative portions.

"We're No Angels"

(Paramount) VistaVision-Technicolor 106 Min.

Cast: Humphrey Bogart, Aldo Ray, Peter Ustinov, Joan Bennett, Basil Rathbone, Leo G. Carroll, John Baer, Gloria Talbott, Lea Penman, John Smith.

Credits: Produced by Pat Duggan; Directed by Michael Curtiz; Screen play by Ranald MacDougall; Based on a play by Albert Husson; Songs by Frederick Hollander and Ralph Freed, G. Martini and Roger Wagner.

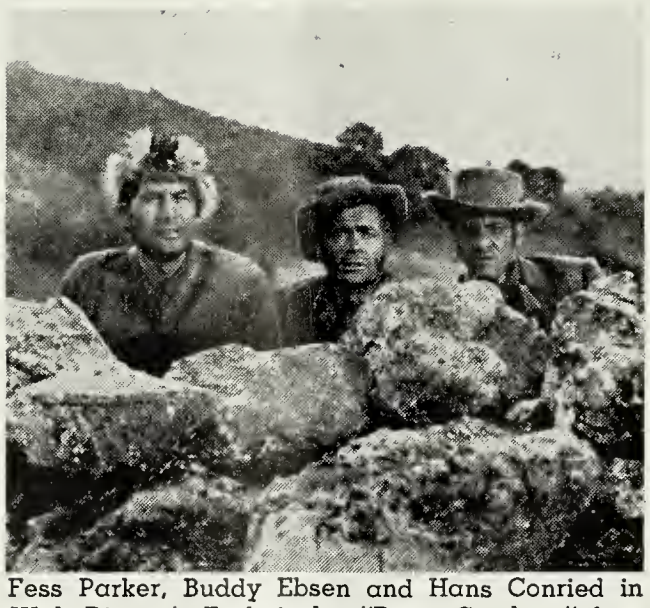
Here is an off-beat comedy about three escapees from Devil's Island and how they help straighten out the domestic and romantic affairs in the family of the manager of a French colonial general store. Boasting the valuable names of Humphrey Bogart and Aldo Ray, together with uniformly good performances from all concerned, the picture should fare handsomely in the general audience. The humor is constant, spaced by a couple of songs and clad throughout in excellent Technicolor. Photography in VistaVision brings everything into pinpoint focus, making ''We're No Angels'' a pleasure to watch.

The story takes place at the close of the 19th Century. Bogart, Ray and Peter Ustinov, the convicts, play strictly for laughs. Each is successful. The bulk of the humor centers on a situation that places these cut-throats in a position where they must react with honesty. The family which they primarily intend to rob in order to make good their flight from the penal colony is plagued by a greedy and obnoxious relative who threatens everyone's economic security. Gradually, the convicts come to use their various and illegal skills to save the day for their innocent hosts. Two murders result, and the convicts, indirectly responsible for these, decide at the finale to return to Devil's Island. Their reasoning is that there are more unjust people on the ''outside'' than behind bars.

Lending capable comic support are Leo G. Carroll and Joan Bennett as the convicts' hosts; Basil Rathbone, as the obnoxious relative, and Lea Penman as a customer of the store. A couple of attractive young newcomers, John Baer and Gloria Talbott, supply an ingenue romance. Since ''We're No Angels'' was faithfully adapted from a one-set stage play, the action of the film is confined largely to the interior of a home. Smooth direction by Michael Curtiz, however, keeps things steadily perking. The humor thus derived from a single-situation story is rarely allowed to thin out.



Humphrey Bogart, Aldo Ray and Peter Ustinov in Paramount's "We're No Angels," VistaVision-Technicolor.



Fess Parker, Buddy Ebsen and Hans Conried in Walt Disney's Technicolor "Davy Crockett," from Buena Vista.

"Davy Crockett"

(Buena Vista) Technicolor 94 Min.

Cast: Fess Parker, Buddy Ebsen, Basil Ruysdael, Hans Conried, William Bakewell, Kenneth Tobey, Pat Hogan, Helene Stanley, Nick Cravat, Don Megowan, Mike Mazurki, Jeff Thompson, Henry Joyner, Benjamin Hornbuckle, Hal Youngblood, Jim Maddux, Robert Booth, Eugene Brindel, Ray Whitetree, Col. Campbell Brown.

Credits: Produced by Bill Walsh; Directed by Norman Foster; Written by Tom Blackburn; Adapted from the original "Disneyland" television productions.

One of the best publicized films in movie history, Walt Disney's Technicolor ''Davy Crockett'' will hit the nation's widescreens with a mighty exploitation punch. Vigorous, wide-ranging and colorful, ''Davy Crockett'' is, of course, the folk-tale of the legendary self-made backwoodsman who has become the new hero of the younger generation. Disney has conducted a superbly orchestrated campaign to sell ''Davy,'' and everywhere he has succeeded thus far—on television, on the Hit Parade, and in the nation's stores with ''Crockett'' merchandise. This movie, re-edited from the 'Disneyland'' TV presentations, looks like another grand lure for the family trade.

Newcomer Fess Parker, in the title role, is completely convincing as he bravely and confidently goes his way from Indian scout to local magistrate, state legislator, U.S. Congressman from Tennessee, confidante of Andrew Jackson, and finally, hero of the Alamo. Buddy Ebsen and Hans Conried stand out as companions who supply frequent touches of country humor. Action is stressed as a heroic Crockett engages in Indian skirmishes, a shooting match, a bear duel, tomahawk fight, and finally in the spine-tingling defense of the Alamo against Santa Anna's army. He roams far and wide over the Southern states, as an exponent of freedom and Indians' rights, even against the opposition of Jackson.

The scenic views are often exciting, with the Great Smokies of Tennessee used as locations, and the region's historical landmarks doubling for important buildings of the 1800s. The city of Washington is shown — interestingly — as a capitol building surrounded largely by wilderness. The song-hit, ''Davy Crockett,'' used in the movie to move the action along is another big asset. Although the film is slanted more towards children than adults, the combination of pleading children plus the wide-spread ballyhoo should bring grown-ups into the theatre, to find that the forthrightness and innocence of ''Davy Crockett,'' will recall many pleasant memories of childhood.

"That Lady"

(20th-Fox) CinemaScope-Technicolor 100 Min.

Cast: Olivia de Havilland, Gilbert Roland, Paul Scofield, Francoise Rosay, Dennis Price, Anthony Dawson, Robert Harris, Peter Illing, Pepe Nieto.

Credits: An Atalanta Production; Produced by Sy Bartlett; Directed by Terence Young; Screen play by Anthony Veiller and Bartlett; From the novel by Kate O'Brien.

Photographed in Spain, this picturesque historical romance about 16th Century court intrigue comes through as visually appealing, with the star name of Oliva de Havilland gracing the proceedings as top box office asset. Miss de Havilland plays the Princess Ana de Mendoza, a woman vital in the affairs of Spain, then ruled rather unjustly by King Philip, Paul Scofield. It is Miss de Havilland's romance with Gilbert Roland, playing the king's secretary of state, that incurs the monarch's wrath and eventually leads to an unhappy ending for the lovers. As such, the proceedings of ''That Lady'' rack up as pure escapist diversion. A bit on the lengthy side and encumbered by a wordy script, the story does provide some opportunity for action and swordplay. A bull fight and a duel are the highlights. Special handling for general audience acceptance is recommended.

Picture, rendered in CinemaScope with print by Technicolor, finds Miss de Havilland capturing the leading acting honors. She plays a widow with a young son; a woman who wears a patch over one eye and is starved for romance and frustrated at the same time by the responsibilities she owes her king. Scofield, unsure of his throne, is pitching his chief advisers against each other and desirous of obtaining the political alliances of Miss de Havilland as well. Her late husband had been the king's prime minister. Roland and Miss de Havilland fall into Scofield's bad graces when an adviser to the king is assassinated. Roland, in love with Miss de Havilland, is imprisoned for the crime. She, too, is jailed. Even when the cardinal, Robert Harris, finds Roland to be innocent, the king refuses a pardon. At the last minute, the murderer confesses but Roland, who has escaped bondage, again falls under the king's fury. He and Miss de Havilland, who is ravaged by illness, re-unite for an instant and she dies. Roland escapes to safety with her son.

"The Private War Of Major Benson"

(Univ.-Int'l.) Technicolor 100 Min.

Cast: Charlton Heston, Julie Adams, William Demarest, Tim Hovey, Nana Bryant, Tim Considine, Sal Mineo, Milburn Stone, Mary Field, Donald Keeler, Gary Pagett, Mickey Little, Don Haggerty, David Janssen, Richard H. Cutting, Mary Alan Hokanson, Dutch Jones, Yvonne Peattie.

Credits: Produced by Howard Pine; Directed by Jerry Hopper; Screen play by William Roberts and Richard Alan Simmons; Original story by Joe Connelly and Bob Mosher.

''The Private War of Major Benson'' is a very good family comedy, that should ring the bell in the general audience market. The big news about this film is that it unearths the type of personality that Hollywood has been frantically searching for during the past few years. He's here in this picture, in the person of a little 9 year old boy named Tim Hovey, who captivated preview audiences at the Warner's Beverly in Beverly Hills and will do repeats

(*Continued on page* 17)



Charlton Heston, Tim Hovey and Julie Adams in U-I's "The Private War of Major Benson," Technicolor.

COMPO Lists Poll Unit Heads

Additional steps forward in COMPO's national audience awards poll were taken this week with the appointment by the COMPO co-chairmen of 40 top industry leaders as a national committee to serve under the chairmanship of Elmer C. Rhoden in the competition. Appointees, all of whom have consented to serve are:

Horace Adams, president, Allied Theatres of Ohio; Richard W. Altschuler, vice-president and world-wide director of sales, Republic; Ellis G. Arnall, president, SIMPP; Harry C. Arthur, Jr., board chairman, SCTOA; John Balaban, president, Balaban & Katz; Harry Brandt, president, ITOA; Walter E. Branson, world-wide sales manager, RKO Pictures, and Col. H. A. Cole, chairman Allied Theatre Owners of Texas.

Also, Will J. Conner, executive vice-president, John Hamrick Theatres, Inc.; Roy Cooper, president, Roy Cooper Theatre Co.; Simon H. Fabian, president Stanley-Warner Corp.; Charles J. Feldman, vice-president and general sales manager, Universal Pictures; Emanuel Frisch, president, MMPTA; Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres; William J. Heineman, vice-president in charge of distribution, United Artists; Harry Hendel, secretary-treasurer, Allied Motion Picture Theatre Owners of Western Pa.; Eric Johnston, president, MPAA; Ben Kalmenson, vice-president in charge of sales, Warner Bros.; Jack Kirsch, president, Allied Theatres of Illinois; Edward W. Lider, president, Independent Exhibitors of New England, and Ben D. Marcus, general manager, Marcus Theatres.

Also, E. D. Martin, president, TOA; Pat McGee, general manager Cooper Foundation Theatres; Abe Montague, vice-president and general sales manager, Columbia; Martin J. Mullin president, New England Theatres; C. Elmer Nolte, Jr., president, Allied Motion Picture Theatre Owners of Maryland; Robert J. O'Donnell, general manager, Interstate Circuit; Walter Reade Jr., president, Walter Reade Theatres; Charles M. Reagan, vice-president and general sales manager, Loew's, Inc., and Frank H. Ricketson Jr. president, Fox Inter-Mountain Theatres.

Also, Herman Robbins, chairman, Nation Screen Service; Sol A. Schwartz, president, RKO Theatres; Ruben Shor, president, Allied States; Spyros S. Skouras, president, Skouras Theatres; Joseph R. Vogel, president, Loew's Theatres; George Weltner, president, Paramount Film Distributing Corp.; Robert N. Wilby, president, Wilby-Kincey Service Corp.; Morey R. Goldstein vice-president and general sales manager, Allied Artists, and M. F. Gowthorpe, president, Butterfield Theatres.

Ad Lauds Promotion

The latest (44th) COMPO ad in "Editor & Publisher" features the ads published by the New York Journal-American during the past several weeks to encourage movie attendance. The J-A ads all carry the caption, "Only At the Movies can you enjoy Entertanment Without Interruption." "When one of America's most famous newspapers goes to such lengths to encourage theatre attendance," says the COMPO ad, "it should be obvious that greater theatre attendance is important."

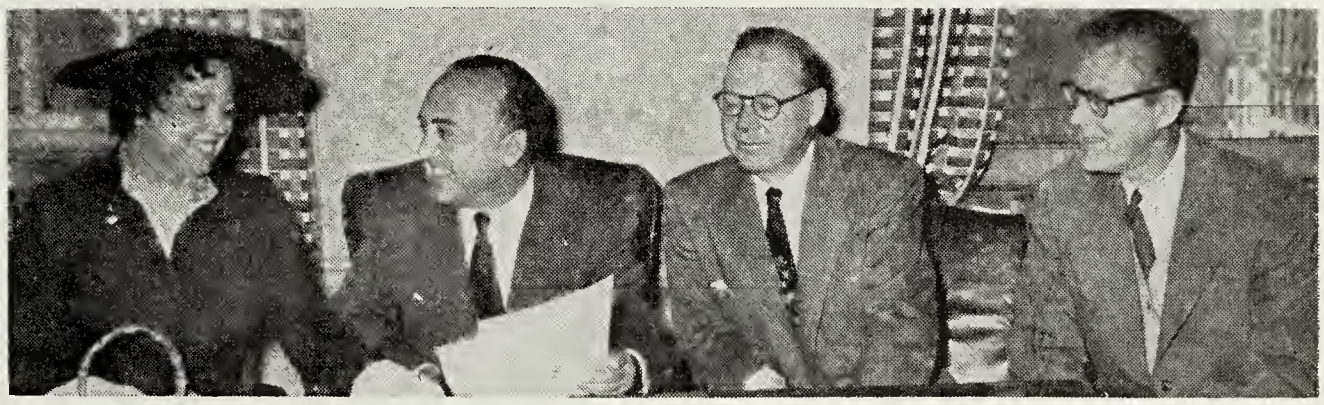
PERSONALITIES . . . . . *In The News*



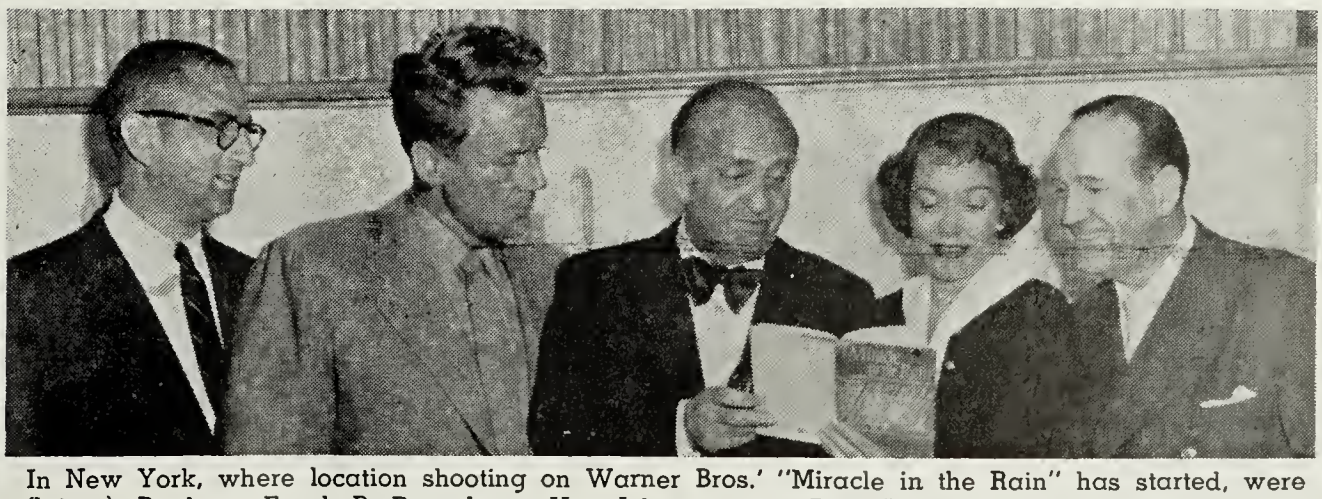
Arthur Loew (left), president of Loew's International Corp., discusses with Dore Schary, M-G-M studio head, and E. J. Mannix (right), studio general manager, production plans over a set model for the picture, "Forbidden Planet."



On the Coast for an unprecedented mid-year sales executives conference and product preview at Universal-International Studios were (l to r): Charles Simonelli, eastern advertising and publicity department manager; Edward Muhl, vice-president in charge of production; Charles J. Feldman, vice-president and general sales manager; Alfred E. Daff, executive vice-president; David A. Lipton, vice-president; Robert Gillham, vice-president of Cunningham and Walsh, ad agency for U-I, and Clark Ramsay, Lipton's executive assistant.



Setting promotional and sales plans for "Gentlemen Marry Brunettes," forthcoming United Artists release, are (l to r): Mary Loos, co-author of the script; Arthur B. Krim, UA president; Robert Bassler, executive producer of the film, and Richard Sale, director and co-producer.



In New York, where location shooting on Warner Bros.' "Miracle in the Rain" has started, were (l to r): Producer Frank P. Rosenberg; Van Johnson, star, Ben Hecht, author of the story; Jane Wyman, co-star, and Director Rudolph Mate.

Impressive VistaVision Roster For Future Paramount Release

HOLLYWOOD.—Pictures to go before the Paramount VistaVision cameras in future months were outlined by Y. Frank Freeman, studio vice-president, and Don Hartman, executive producer, at the final session of the studio's top-level sales-merchandising meeting. The week-long meeting had George Weltner, head of world-wide sales, presiding.

"Formula pictures are a thing of the past at Paramount," Freeman said. "The studio proclaims a single goal: to make the finest pictures with the best of everything, so the return will be adequate for our customers and ourselves." Hartman told the meeting that "Paramount's drive will be to attract top creative talents so that the record of hits will continue."

All films will be photographed in VistaVision, and virtually all will be in Technicolor:

Cecil B. DeMille's kingsize "The Ten Commandments," is currently shooting after work on actual Biblical locales, with a cast including Charlton Heston, Anne Baxter, Yul Brynner, Edward G. Robinson, Yvonne De Carlo, Debra Paget, John Derek, Nina Foch, Judith Anderson, Sir Cedric Hardwicke, Vincent Price, Martha Scott, John Carradine, Henry Wilcoxen; "Anything Goes," starring Bing Crosby, Donald O'Connor, Jeanmaire and Mitzie Gaynor with Phil Harris, will be directed by Robert Lewis with music by Cole Porter, Sammy Cahn and Jimmy Van Heusen.

Just completed shooting is Hal Wallis' "Artists and Models," starring Dean Martin and Jerry Lewis, co-starring Shirley MacLaine, Dorothy Malone and Eddie Mayehoff, under Frank Tashlin's direction. Alfred Hitchcock's "The Man Who Knew Too Much," starring James Stewart and Doris Day, has started location filming in French Morocco and London. As part of Paramount's new talent drive, "Too Late, My Love" will star Carol Ohmart and Tom Tyron, with Jody Lawrence. Michael Curtiz will direct. TV comedian George Gobel makes his film debut in "Lady Eve," produced by Paul Jones and directed by Norman Taurog.

The Perlberg-Seaton production "The Magnificent Devils," will star Deborah Kerr and William Holden in an adaptation of the Lucy Herndon Crockett best-seller. "The Mountain," from Henri Troyat's novel about romance and adventure in the high Alps, will star Spencer Tracy. Edward Dmytryk will produce and direct. Danny Kaye will star in "The Red Nichols Story," tale of the bandleader and his "Five Pennies" and the Golden Age of Jazz. Robert Parrish will direct and Pat Duggan will produce.

Martin and Lewis will appear in "Where Men are MEN?", a satire on the Old West. Paul Jones and Norman Taurog will produce and direct, respectively; Burt Lancaster as Wyatt Earp in "Gunfight at the OK Corral" is a Hal Wallis prospect for fall production; Bing Crosby is scheduled to star in a new production produced by Robert Emmett Dolan.

New Western Slated

"The Sons of Katie Elder," hell-to leather saga of the Texas plains, is scheduled for a late summer start with a top name cast. Producer is Samuel J. Briskin. "The Rainmaker," N. Richard Nash Broadway comedy about a family on the Western plains during a drought, is a probable Hal Wallis production for an October start, with a star cast.

Among others in preparation are the Eugene O'Neill classic, "Desire Under the Elms;" a colorful romance, "The Loves of Omar Khayyam," being produced by Frank Freeman Jr., and "The Captain's Table," sea comedy from a novel by Richard Gordon, author of "Doctor in the House."

"Flamingo Feather," best-selling novel by Laurens Van Der Post, will be made by Alfred Hitchcock with a top cast. Story concerns a white planter in Africa who defies death in contending with a native uprising; Shirley Booth, Academy "Oscar" winner, has been scheduled for a romantic comedy, "Route 66," by Hal Wallis, with Frank Tashlin directing.

Three more major productions are to be made by producer-director William Wyler, the first after "The Desperate Hours," now in final editing, is to be selected; producer-director Billy Wilder will resume activity with a film that will bring Maurice Chevalier back to the American screen.

Meanwhile, preparation proceeds for a June 15 start in Rome of "War and Peace," from Tolstoy's novel, biggest and most costly film ever attempted by an Italian company. Audrey Hepburn and Mel Ferrer will head the cast, King Vidor will direct, and Ponti-De Laurentiis will produce for Paramount distribution.

Prudential Drive-In Features Innovations

The Bayshore Sunrise Theatre in Bayshore, L. I., one of the largest and most modern Drive-In theatres in the country, opened for business this week. Owned and operated by Associated Prudential Theatres, it will accommodate 1,500 cars.

To make the theatre easily accessible from the highways, four lanes from the Sunrise and two lanes from Brentwood Road as well as a huge traffic circle have been constructed. Other features of this handsomely appointed new theatre are: a 10,000 square foot playground for children; 4,500 feet of space for a refreshment pavillion as well as a 60 foot patio for lounging and dancing.

The ultra-modern theatre offers many advantageous technical firsts: the first installation in the world of a new 135 x 54 screen, the largest ever developed by the Motion Picture Research Council in conjunction with Alcoa; the first new design for Drive-In Theatre projection and sound equipment capable of showing all new processes, from CinemaScope to Todd-AO; also being used for the first time is a salt-soil stabilization process for the paving which insures a hard, compact, waterproof and dustfree surface.

On the theatre grounds there will also be a picnic area with beaches and chairs for adults and a boat pond for children. Families will be able to come and spend the day outdoors with provision for numerous activities and entertainments.

Warner Suggests Pulitzer Film Writers Award

A Pulitzer Prize for motion picture writers was advocated by Jack L. Warner, production head of Warner Bros. Pictures, in a letter to John H. Hohenberg, Secretary of the Advisory Board on Pulitzer Prizes, headquartered at Columbia University.

Basing his suggestion upon the fact that motion picture writing is an art which reaches a vastly wider public than any other form of creative writing, the film executive cited statistics to prove his point.

"A hit play," he stated, "would have to run a year and a half to reach one million people; few daily newspapers have circulations of that size; and practically no books sell a million copies, even with the aid of reprints. Yet any motion picture worth its salt is seen by upwards of thirty million people, not only in the U. S. but in foreign countries as well."

Set Film Directors For New TV Series

ROCHESTER.—Another important alliance between the motion picture industry and television was heralded with the announcement that the Screen Directors Guild, in association with Hal Roach Studios and under the sponsorship of Eastman Kodak Company, will produce "Screen Directors Playhouse," a live TV show.

Announcement was made by James E. McGhee, Kodak sales-advertising vice-president, who stated that the new half-hour series, due to premiere on NBC next October, will enlist the services of "Hollywood's greatest directors, including all Academy Award winners." Those who have already agreed to participate are John Ford, George Stevens, Fred Zinnemann, Norman Taurog and Leo McCarey.

In Hollywood, the Screen Directors Guild announced the June 5 dedication of their new Screen Directors' Guild Building and Theatre in West Hollywood, which is expected to be the center of much television activity. The new $300,000 structure contains executive offices, a library, and a 440-seat theatre designed for the presentation of theatrical and live television shows.

TV Writers, Studios Sign New Contracts

Television writers and four major studios engaged in TV film production have agreed on a contract covering employment of freelance writers on films primarily for release on free TV. Companies involved are Columbia, Republic, 20th-Fox and Warner Bros., and agreement is for a two-year period.

Besides setting minimum rates for stories and teleplays which range from $120 to $1805, the contract provides for an additional payment of 100 percent of the minimum rate to a writer of a telefilm released for theatrical distribution anywhere in the world. Agreement provides for additional payments if a film is released on video more than twice. Movie rights to a telefilm story remain with the writer, unless the producer purchases them through a paid negotiator provided by the Writers Guild.

Independent Trade Reviews

(*Continued from page* 14)

wherever the film plays. Charlton Heston, Julie Adams and William Demarest are all fine in the film, which deals with a hard-shelled major, sent to a military school to learn to control himself because of a tendency to talk too much to the press about his hard-as-nails training practices. The warmth and human interest generated in this film should cause a great deal of favorable word of mouth that will help the picture greatly.

Major Charlton Heston is called on the carpet by General Milburn Stone after his blast accusing the Army of coddling men is picked up by ''Newsweek.'' Stone sends him to a military school as a disciplinary measure and Heston proceeds to lose the respect of all the children at the school with his tactics. He falls in love with the school nurse, Julie Adams, and it is through her, little Tim Hovey and an older cadet, Sal Mineo, that Heston finally wins over all the boys and gains a broader knowledge of humanity. The film was shot on location at St. Catherine's Military Academy in California. Excellent technical advice showing the training and parading of youthful cadets can be traced to technical advisor Major Charles A. Schmitt, U.S.A. ret'd.

"A Prize Of Gold"

(Columbia) Technicolor 96 Min.

Cast: Richard Widmark, Mai Zetterling, Nigel Patrick, George Cole, Donald Wolfit, Joseph Tomelty, Andrew Ray, Karel Stepanek, Robert Ayres, Eric Pohlmann, Olive Sloane.

Credits: A Warwick Production; Produced by Irving Allen and Albert R. Broccoli; Directed by Mark Robson; Screen play by Robert Buckner and John Paxton; Based on the novel by Max Catto.

A suspenseful thriller played against Berlin and London backgrounds, ''A Prize of Gold'' should be an international success. On this side of the Atlantic, the film stacks up as a box office winner, due to the expert direction of Mark Robson and the marque pull of Richard Widmark, who socks his role across all the way in this one. Scripters Robert Buckner and John Paxton have taken Max Catto's clever novel and added some interesting angles to it. The tense, at times humorous story about an American who hasn't too much respect for discipline and who teams up with a British sergeant along with some other interesting characters to hijack some consfiscated gold bullion is a solid one. The producers have given it top production mantling all the way, giving American audience some interesting sights that they haven't seen before. Mai Zetterling, a world favorite, plays the femme lead and comes across strongly, as does Nigel Patrick and Britian's great Donald Wolfit.

Sgt. Widmark meets school teacher Mai Zetterling when one of her pupils tries to steal Widmark's jeep. Widmark falls in love with Mai, a refugee, who is playing up to Eric Pohlmann so that she can get money to take herself and her refugee charges to South America. Widmark, in a fit of jealousy, beats up Pohlmann and tells Mai that he will get her the tickets to South America and the money that she needs. He teams up with George Cole, Nigel Patrick and Donald Wolfit to steal some gold bullion being flown from Berlin to London. The whole manuever backfires and when the cargo plane crashes and catches fire, Widmark and Cole decide to give the loot up. Patrick has other ideas and Widmark in some rough action changes his mind. Wolfit agrees to put up the passage money for Mai and the children. Widmark, on his way to face charges, meets Mai and the children on their way to South America.



Richard Widmark and Mai Zetterling star in Columbia's "A Prize of Gold," Technicolor.

"The Magnificent Matador"

(20th-Fox) CinemaScope-Eastman Color 94 Min.

Cast: Maureen O'Hara, Anthony Quinn, Manuel Rojas, Thomas Gomez, Richard Denning, Lola Albright.

Credits: An Edward L. Alperson Presentation; Directed and story by Budd Boetticher; Screenplay by Charles Lang; Co-producer Carroll Case.

A highly emotional and satisfying romantic drama, 20th-Fox's CinemaScope presentation of Edward L. Alperson's ''The Magnificent Matador'' has plenty of action, romance and religion to offer to men and women alike. With something for everyone, it should do better than average at the box office. ''Matador'' is splendidly photographed in Eastman Color, entirely on location in Mexico, and a routine script is brought to life by a rock-like performance from Anthony Quinn, playing opposite Maureen O'Hara. Both these stars are exploitable. The story of a master bull-fighter accused of turning coward by his friends and his nation, the film is laden with rich Spanish atmosphere and scenes—many viewed from inside—of the bull-fighting sport. These are exciting and no blood is spilled. A Latin musical background is highlighted throughout the film and is memorable. Miss O'Hara is beautiful as always, and a striking performance is contributed by Manuel Rojas, playing a young bull-fighter.



Anthony Quinn, Maureen O'Hara and Thomas Gomez in 20th-Fox's "The Magnificent Matador," CinemaScope-Eastman Color.

Troubled by nightmares and religious premonitions, the bullfighter decides to walk out on a bullfight where he was to appear with a promising youngster. Immediately vilified by everyone, he is followed by Miss O'Hara, a wealthy wanderer who is fascinated by him. She convinces him to hide in her villa while he decides what to do. After he saves Miss O'Hara's life, they fall in love, and she begins to find herself through his ordeal. Uncovered by Miss O'Hara's jealous suitor, Richard Denning, Quinn is forced into the public limelight again. He reveals that his premonitions of death were about the young bullfighter, who is in reality his son born out of wedlock. Finally, she convinces him to appear with the boy, and he publicly acknowledges the boy's origin as the film ends with stirring bull-fight scenes.



Fred MacMurray, Donna Reed and Charlton Heston in Paramount's "The Far Horizons," VistaVision-Technicolor.

"The Far Horizons"

(Paramount) VistaVision-Technicolor 108 Min.

Cast: Fred MacMurray, Charlton Heston, Donna Reed, Barbara Hale, William Demarest, Alan Reed.

Credits: Produced by William H. Pine and William C. Thomas; Directed by Rudolph Mate; Written for the screen by Winston Miller and Edmund H. North.

The Lewis and Clark exploratory expedition into the American northwest at the turn of the 19th Century is familiar to every school boy of the nation. ''The Far Horizons'' utilizes this famous expedition for its scope and action. In VistaVision and Technicolor, the results are really something to behold. Stretches of river, plain and mountain peak beautify the screen in fine detail to recreate an authentic visual atmosphere. To personalize the historical data, a romance between Charlton Heston, who plays Lieut. William Clark, and Donna Reed, portraying the Indian maiden, Sacajawea, is written into the script. Sacajawea, history relates, was invaluable to the American explorers as a guide on their trail northwest. Along the way, various clashes with hostile Indians and renegade trappers provide melodramatic conflict. Rivalry between Heston and Fred MacMurray, who plays Capt. Meriwether Lewis, is also depicted for added character clash.

All told, ''Far Horizons'' makes for suitable general audience fare. The picture should do its best at action houses, with juvenile audiences also favored for hearty response. The history is embellished with fiction to a degree that should not offend anyone. Indians coming in contact with the explorers are shown to be both good and bad. So are the two protagonists. Heston and MacMurray come to disagreement due to romantic rivalry over Barbara Hale, the girl left behind in Virginia. While on their trip, Miss Reed becomes enamored of Heston, who had come out on top with Miss Hale. Heston, however, grows emotionally confused toward both women. His attitude is misunderstood by MacMurray and the two men clash. Only back in Washington, where President Thomas Jefferson is briefed on the results of the exepdition, do the romance and the friendship elements straighten out. Miss Reed decides that she belongs back with her own people and leaves Heston to clinch with Miss Hale. MacMurray, meanwhile, undergoes a change of heart and forgives Heston.

"The Adventures Of Sadie"

(20th-Fox) Eastman Color 88 Min.

Cast: Joan Collins, Kenneth More, George Cole, Robertson Hare, Hermione Gingold, Walter Fitzgerald.

(*Continued on page* 20)

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with MYRON McCORMICK • LON CHANEY • JESSE WHITE • Written for the Screen by Edna and Edward Anhalt • Based on the Novel by Morton Thompson • Music by George Antheil

Produced and Directed by STANLEY KRAMER

(*Continued from page* 17)

Credits: A Langley-Minter Production; Directed and adapted for the screen by Noel Langley.

This comedy from England has as its main situation the plights and pleasures of three men marooned on a desert island with one attractive young lady. Due to adept direction and a frequently bouncy script, laughs are forthcoming at steady intervals along the way. Good Eastman Color photography imparts the required escapist atmosphere to the proceedings and the performances are constantly in keeping with the tenor of the situations. Humor ranges from the ribald to the sly, with enough change-of-pace to satisfy all segments of a broad audience. Art house runs are assured for ''Sadie'' and circuit bookings should follow in short order. The numerous provocative situations of the plot will serve to spur word-of-mouth and increase the audience potential. The cast names, not generally known to general audiences, are in some degree familiar to art and class clientele.

Chief exploitation factor in ''Sadie'' is Joan Collins, who plays the shipwrecked damsel. The scant bathing suit attire which she wears for a goodly portion of the footage displays a well-put-together anatomy. George Cole, playing a cynical journalist and island-mate, has some of the film's best humorous lines. Also appealing is Kenneth More, playing a cockney stoker, and Robertson Hare, as a pompous bluff. Endeavors by each of the three to win the affections of Miss Collins comprise the plot line of ''Sadie.'' Surpise gimmick at the end is guaranteed to send audiences home with an extra added guffaw on their lips, plus a good word for ''Sadie.''

"The Great Adventure"

(Louis de Rochemont) 75 Min.

Cast: Anders Norborg, Kjell Sucksdorff, Arne Sucksdorff.

Credits: Produced, directed, photographed and written by Arne Sucksdorff.

Here is a nature film, shot in Sweden and dealing with two young children and their attempts at keeping an otter for a pet. ''The Great Adventure'' won a Cannes Film Festival prize last year and represents the first feature-length film attempt of Arne Sucksdorff, internationally-known director and photographer of shorts. As such, it registers with impressive visual beauty; the work of a master of the motion picture art. With simple black-and-white photography, Sucksdorff presents nature in all its four seasons of the year; the rivalry of forest life as enacted between the wild creatures; the world of childhood in which tears and laughter are so closely related. Art and class theatre clientele will find the film to their liking. It is equipped with an English narration and was photographed on a Swedish farm and in the forests and fields nearby.

"The Sea Shall Not Have Them"

(United Artists) 91 Min.

Cast: Michael Redgrave, Dirk Bogarde, Anthony Steel, Nigel Patrick, Boner Colleano, Jack Watling, James Kenney, Griffith Jones, Sydney Tafler, Ian Whittaker, Paul Carpenter, George Rose, Victor Maddern.

Credits: Produced by Daniel M. Angel; Directed by Lewis Gilbert; Associate Producer: Anthony Nelson-Keys; Screenplay by Lewis Gilbert and Vernon Harris; From the novel by John Harris.

An interesting English adventure tale about an air-sea rescue launch's attempt to pull a V.I.P. with an important briefcase from the North Sea at the end of World War II, ''Sea'' boasts several familiar English names that can be exploited for art-house presentation, and has enough action to justify a supporting slot in many situations. Film, however, could be tightened for general presentation, with surplus stock footage and much talky action on the downed raft holding up the story. There's some humor from a ''Brooklynese'' Canadian airman and a seasick Cockney seaman out on the rescue launch from the first time.

Among the gallery of characters on the launch are a hard-as-nails sergeant; the skipper expecting the birth of his child; a lazy engineer who nearly causes the failure of the mission, and a seaman worried about losing his wife to another man. Towards the end, the pace quickens, as the launch runs into a storm, develops engine trouble, fights an onboard fire, runs a mine field, and is finally shelled by German shore batteries as the V.I.P's raft drifts near the occupied Belgian shore. Finally, the launch picks up the survivors and returns to its base.

"Crashout"

(Filmakers) 88 Min.

Cast: William Bendix, Arthur Kennedy, Luther Adler, William Talman, Gene Evans, Marshal Thompson, Beverly Michaels, Gloria Talbot, Adam Williams, Percy Helton.

''Crashout is a hard-hitting prison break drama, that should do excellent business in its category. Although it is loaded with violence, the film's story line is well-drawn and the film is played for action all the way. It should be one of Filmaker's best grossers to date. Cast members all turn in top performances as the result of spirited direction. There is plenty of suspense in the feature and the title is an exploitation natural. The musical score is responsible for the building of a lot of the picture's suspenseful moments. Production work gives the film a natural realism that will keep audiences on the edges of their seats.

William Bendix is a wounded prison break leader who convinces the men who made the escape with him that if they will take him with them he will split stolen loot he has buried. The convicts, each an individual personality, are Arthur Kennedy, Luther Adler, William Talman, Marshal Thompson and Gene Evans. One by one, they are destroyed. Arthur Kennedy, who has met Beverly Michaels in a home where they have hidden out, is the last man left besides Bendix and the two men go up after Bendix's loot. When they reach the scene and Kennedy digs up the money for Bendix, Bendix turns on him and Kennedy fights for his life with Bendix falling to his death. Kennedy realizes that the money is useless and that he should go back and serve his time so he can return to Beverly. He walks down shunning the money, into the arms of waiting police.

"No Way Back"

Fine Arts Films) GERMAN 87 Min.

Cast: Ivan Desney, Ruth Niehaus, Rene Deltgen, Karl John.

Credits: Produced by Stuart Schulberg; Directed by Victor Vicas; Screen play by Gerhard T. Bucholtz and Vicas.

From Western Germany comes this anti-Communist melodrama that was a grand prize winner at last year's Berlin Film Festival. Due to its high-tension and topical assets, and the overall technical competence with which it was filmed, ''No Way Back'' should fare well with the art house devotees. English titles help to supply an adequate run-down of the German-language dialogue. In the story, the main characters are a Russian Army officer assigned to supervising factory vigilance in the Soviet Sector of Berlin; a German girl with whom the Russian is friendly, and the chief of the Soviet secret police operating in that territory. Although the cast is unfamiliar to American audiences, performances are top-notch, with good direction serving to gloss over the obvious stereotypes into which the characters fall.

Suspense runs high from the start of ''No Way Back.'' The Russian officer is first seen among the liberators of Berlin in 1945. Here he meets and befriends the German girl. Years later, the Russian returns to Berlin on official duty. He looks for, but fails to find, the girl. Since his search took him into the Western Sector, the secret police summons him for a visit. The police chief's secretary turns out to be the girl of his quest. A romance between the officer and the girl appears to be blooming, but the police chief's lustful desires stand in the way. Eventually, the officer has his fill of skullduggery and injustices and flees, with the girl, to Western Sector sanctuary. But the girl is kidnapped by the secret police, leaving the officer friendless and alone across the international border.

"High Society"

(Allied Artists) 61 Min.

Cast: Leo Gorcey, Hutz Hall, Bernard Gorcey, Amanada Blake, David Condon, Addison Richards, Paul Harvey, Dayton Lummis, Ronald Keith, Gavin Gordon.

Credits: Produced by Ben Schwalb; Directed by William Beaudine; Screen play by Bert Lawrence and Jerome S. Gottler; Story by Edward Bernds and Elwood Ullman.

''High Society'' is a well done Bowery Boys feature which has the usual carload of laughs that are a trademark of the series. Producer Ben Schwalb has added all sorts of comedy bits to the feature and they all pay off, a credit to him and Huntz Hall and Leo Gorcey, who have become adept in their particular style of laugh-provoking.

Huntz Hall, who works as a mechanic at Leo Gorcey's garage, is used as a foil by socialite Dayton Lummis, who is trying to get his hands on young heir Ronald Keith's inherited fortune. He has forged documents made to prove that Hall is the real heir to the family fortune, but Hall and Gorcey get wise and expose the plot. Keith thanks them and they head back to the Bowery to await their next adventuer or misadventure.

"Hiroshima"

(Continental) JAPANESE 78 Min.

Cast: Yoshi Katoh, Eiji Okada, Isuzu Yamada.

Credits: An East-West Films Production; Directed by Hideo Sekigawa; Story and screen play by Yasutaro Yagi.

The horrors of atomic war, as experienced by the citizens of the Japanese city of Hiroshima on and after August 6, 1945, are put on stirring display in this Japanese import. With English titles supplying an adequate description of the dialogue, this picture registers with harrowing visual impact. It will shock any audience. Exhibition in specialized situations and art houses should be the result. The story is related in semi-documentary style. The first portions depict the wartime activities of the people of Hiroshima on the day prior to the atomic explosion. From then on, havoc, mayhem and total confusion is the result.

The narrative, seemingly absent from middle portions of the picture, which deal with the immediate effects of the bomb on local victims, picks up toward the finale. Here an adolescent lad is shown reacting years later to the effects of the explosion on his family and himself. He becomes a delinquent and, at his apprehension by the local military police, cries out in anguished opposition to plans for a third world war. These final scenes tag ''Hiroshima'' with a suitable social message.

"Las Vegas Shakedown"

(Allied Artists) 78 Min.

Cast: Dennis O'Keefe, Coleen Gray, Charles Winninger, Thomas Gomez, Dorothy Patrick, Mary Beth Hughes, Elizabeth Patterson, James Millican, Robert Armstrong.

Credits: A William Broidy Production; Produced by Broidy; Directed by Sidney Salkow; Written by Steve Fisher.

Las Vegas serves as the background for this programmer, which tells a highly melodramatic tale about an honest casino operator who learns

(*Continued on page* 22)

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for a bachelor!

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...and that
m-m-MAMIE!!

Reggie's got his
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"The Dixie Mambo"
•
"I Love That Rickey
Tickey Tickey"
•
"Ain't Misbehavin'"

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IFE Revamping Domestic Set-Up; Poe In New Executive Position

A revamped releasing program, concentrating on fewer but more highly selected pictures, is in the works at Italian Films Export, it was made known this week by Seymour Poe, 25-year distribution veteran who has just been appointed to the newly created post of executive vice-president of IFE Releasing Corp.



SEYMOUR POE

Although Poe did not disclose an exact number of annual releases by IFE, he insisted that in order to make a profit the company, which specializes in distributing Italian pictures with English dubbing in the U. S., would try to handle approximately 15 films a year as top maximum.

To effectuate the new program, Poe and E. R. Zorgniotti, board chairman, are journeying to Rome the middle of June to request autonomous operation from the Italian and parent branch of IFE. Poe wants the U. S. affiliate to have an independent say in all matters relating to negotiations for new product, personnel staff, expenses, etc.

Aims Delineated

Another overall aim of the re-organization, Poe ventured, is to solicit U. S. investment for purposes of offering advance guarantees to producers so that IFE could acquire top-flight pictures. Besides Italian films, Poe would like to bring output of other nations into the IFE fold, he said.

Although IFE, according to Zorgniotti, has thus far run in the red in its domestic operations, a gross of approximately $1,500,000 is expected for 1955. Added effort will be made, Poe maintained, to supply American exhibitors with quality Italian pictures this fall.

No major changes are contemplated by Poe in the existing IFE setup here, he said. The top-echelon standing now reads as follows: Renato Gualino, president; Bernard Jacon, vice-president in charge of sales; Jonas Rosenfield Jr., vice-president in charge of advertising, publicity and exploitation; Zorgniotti, board chairman, and Poe, executive vice-president.

In another development, a subsidiary company was established to help develop Italo-American co-production and arrange talent deals, TV packaging and sales and producer representation. Zorgniotti and Ralph Serpe will be in charge.

Back Free TV Unit

PORTLAND, ORE.—Representatives of press, radio and TV heard Nashville exhibitor Alfred Starr address a meeting of the Oregon Theatre Owners Association, a TOA affiliate, and their immediate reaction was excellent. Several articles appeared immediately endorsing the stand taken by the Organizations For Free TV, with one of the largest dailies completely reversing its previous stand. Albert F. Forman, president of the Oregon group, presided at the meeting. Next get-together has been scheduled for June 9.

Exhib Publicly Complains About Product Shortage

New Haven.—Arthur Alperin of the Colonial Theatre, Southington, is believed to be first exhibitor in Connecticut to publicly complain about product shortages confronting the film industry.

He took the following ad space in the Southington News: "Due to an unforeseen shortage of the proper film, we are forced to discontinue our new policy of three changes a week. Until further notice, we are returning to our usual two shows a week."

Northwestern Xhibs Back TOA Proposals

SEATTLE, WASH.—Alfred Starr, co-chairman of Organizations for Free TV, met with the board of directors of Theatre Owners of Washington, Northern Idaho and Alaska, and a spirited discussion led by Starr examined the growing crisis compounded by distribution's refusal to seek a solution for industry problems at a round-table.

With Joseph J. Rosenfield of Spokane presiding, two resolutions of support for TOA's actions and policies were passed. The first expressed confidence in the organization's leadership and approval of their efforts to solve industry problems. The second provided for the immediate creation of a local Action Committee prepared to implement any remedial program that may be recommended by TOA officers. First project of this committee will be theatre-by-theatre contact on behalf of EFFG.

Hughes-Odlum Deal Seen Still Pending

Although RKO board chairman Howard Hughes is now discussing possible plans for the future of RKO Pictures with Floyd B. Odlum, president of Atlas Corp., one of the company's largest stockholders, stockholders were advised this week that "management is in no position at the present time" to advise when they will be concluded or as to their outcome.

James R. Grainger, RKO Pictures president, announced that a stockholders meeting has been called for August 3, primarily for the purpose of electing directors. In case there are prior developments which involve bringing before the meeting "matters of importance" other than the election of directors, stockholders will be advised by supplemental notice, Grainger stated.

Green Sets Three Films

Joseph Green has organized President Films, Inc., and plans to release three films during the next four months: "Wishing Well," from England; "Unmarried Mothers," from Sweden, and "Castles in the Air," formerly called "Yiddle with the Fiddle," a Yiddish film with English dubbing.

NEW POSTS



LOUIS NOVINS



LOUIS PHILLIPS

LOUIS A. NOVINS and LOUIS PHILLIPS figured prominently in developments at Paramount Pictures. Novins, assistant to the president and assistant secretary of the corporation, was elected secretary. Phillips, assistant general counsel for Paramount Flm Distributing Corp., was promoted to the post of general counsel of Paramount Pictures. Phillips thus fills the gap created recently by the death of Austin Keough.

HARRY KAPLOWITZ is the new film buyer for Stanley Warner Theatres in the New Haven area. LARRY LAPIDUS, his predecessor, resigned to join the Frank Damis chain of drive-ins in New Jersey.

FRANK THOMAS becomes Allied Artists' branch manager in Kansas City. He succeeds ROY M. COPELAND, retiring following a long career with Paramount and other companies.

LOUIS J. FINSKE, now vice-president of Florida State Theatres, becomes president on July 1. Prior to his affiliation with the company, Finske had served as president of Penn-Paramount Corp., operating theatres in the Pennsylvania area. He succeeds Leon D. Netter, who will assume a consultant role with the organization.

DON M. ALEXANDER, exec. vice-president of Alexander Film Co., Colorado Springs, has assumed management of the firm, succeeding his brother, J. Don Alexander, who died May 6.

AL RYLANDER, Columbia Pictures exploitation mgr., leaves on June 6 to Join NBC-TV as exploitation director.

H. V. THOMASON, former No. Carolina sales representative, has been named district sales manager of No. and So. Carolina for the Alexander Film Co., Colorado Springs. He succeeds D. B. Kizziah, retired.

WALTER AGULNIK, succeeding Jack Schumann, is now Allied Artists' special German representative, operating from AA's new Frankfurt office.

Schaefer Heads USO Unit

George J. Schaefer was elected President of USO-Camp Shows, Inc., this week. Schaefer, who has been associated with Camp Shows since 1941 as a member of its board of directors and executive committee, will take over his duties immediately. He succeeds James E. Sauter, resigned upon completion of five years as president.

Loew's Pays 25 Cents

Directors of Loew's, Inc., have declared a dividend of 25 cents on its outstanding stock payable June 30 to stockholders of record June 14.



...and SAYS EVERYBODY

SEE IT!*

The PRIVATE WAR of MAJOR BENSON

PRINT BY TECHNICOLOR

Happily yours from Universal

***Take your family or your sweetheart to the SPECIAL SCREENING your U-I EXCHANGE is arranging in your Territory!**

Independent Trade Reviews

(*Continued from page* 20)

that a gang boss, whom he testified against at the Crime Committee hearings, is coming to town to kill him. Woven in with this are the lives of various characters, male and female, who come to his gambling casino. The names of Dennis O'Keefe, Coleen Gray and Charles Winninger should help the picture go out as a good programmer in the general market. Story has a lot of loose ends and impractical situations, but there is plenty of action and the color of Las Vegas has been captured to some extent so customers won't mind the loose threads too much.

Thomas Gomez is out to either kill Dennis O'Keefe or buy his casino from him at a meagre price. O'Keefe, who has met schoolteacher Coleen Gray, writing a book on gambling, meets Charles Winninger, Dorothy Patrick, James Millican, Mary Beth Hughes, and Elizabeth Patterson, all various and sundry people from various walks of life who live at his hotel-casino. Gomez, a gang boss, arrives with his henchmen, Robert Armstrong and Joseph Downing and in their attempt to get O'Keefe, they all fail and die themselves one way or another. O'Keefe then gets Coleen and all's well again in Las Vegas.

"One Summer Of Happiness"

(Times Film Corp.) SWEDISH 93 Min.

Cast: Folk Sundquist, Ulla Jacobsson, Edvin Adolphson, Irma Christensson, Gosta Gustavsson, Berta Hall, John Elfstrom, Erik Hell, Nils Hallberg, Sten Mattsson, Arne Kallerud, Gunvor Ponten, Hedvig Lindby, Alex Hogel, Sten Lindgren.

Credits: Produced by Norisk Tonefilm; Directed by Arne Mattsson; Screenplay by W. Semitjov; from a Novel by Per Olof Ekstrom; English Titles by Herman G. Weinberg.

One of the most unusual and powerful romances ever to reach the screen, "One Summer of Happiness" is made to order for art houses, controversial for general playoffs. Produced in Sweden several years ago, "Happiness" has only now been shown in New York because of censor troubles over the now famous nude bathing scene. A haunting, often dreamlike pastoral about a naive, guilt-ridden farm girl and a vacationing college student having a physical affair despite the opposition of the local cleric, and others, the film is a song of joy honoring Nature and the Senses. The nude scene in this reviewer's opinion, is played in consummate good taste.

Artistically, "One Summer of Happiness" is in a class with the great foreign films, and the performance of Ulla Jacobsson, as the young girl slowly awakened to the mysteries of love, is played with unforgettable, stunning sensitivity. At the film's end, the idyll ended because of the girl's accidental death, the film argues that the will to love is, despite conventional morality, the true righteousness.

"Midnight Episode"

(Fine Arts Films) 78 Min.

Cast: Stanley Holloway, Leslie Dwyer, Reginal Tade, Meredith Edwards, Wilfrid Hyde White, Natasha Parry.

Credits: Produced by Theo Lageard; Directed by Gordon Parry; Adapted for the screen by Reeve Taylor and Rita Barisse; From the Georges Simenon novel.

"Midnight Episode" is a mild mystery-comedy from England about a tramp who runs afoul of the law after he finds a dead man's wallet in the street. Since the tramp is played by Stanley Holloway, familiar British comic, some of the situations are humorously intriguing. The plot, however, is too lack-lustre for general audience consumption, this relegating "Episode" to dualler spots in special situations. A tame whodunit angle comes into play for climactic exploitation; otherwise, "Episode" runs a slow course.

"Ain't Misbehavin'"

(Univ.-Int'l.) Technicolor 81½ Min.

Cast: Rory Calhoun, Piper Laurie, Jack Carson, Mamie Van Doren, Reginald Gardiner, Barbara Britton, Dani Crayne, Harris Brown.

Credits: Produced by Samuel Marx; Directed by Edward Buzzell; Screen play by Philip Rapp, Devery Freeman and Buzell; Based on a story by Robert Carson; Songs by Andy Bazaf; Fats Waller and Harry Brooks; Paul Francis Webster and Sammy Fain; Charles Henderson and Sonny Burke; Sammy Cahn and Johnnie Scott.

A diverting Technicolor comedy, with music, is dished up by Universal in "Ain't Misbehavin'." Besides the title song, the picture sports several other tunes, both new and old, to please the ears of the younger members of the audience and evoke memories among the oldsters. Piper Laurie, playing a night club headliner, delivers the burden of these, with ample high-kicking support from scantily-clad chorus girls. Here Mamie Van Doren should prove an exploitable draw. In the comedy department, Jack Carson and Reginald Gardiner hold forth. Latter comes through with some stand-out humorous bits and receives the funniest dialogue in the script. For romance, Rory Calhoun, portraying a millionaire playboy, marries Miss Laurie only to discover that her background is not conducive to high society. Her attempts to "adjust" to his type of life almost cause the marriage to break up. A rather abrupt finale brings the pair happily together once more.

"Ain't Misbehavin'" registers as suitable program entertainment for the entire family. In numerous situations, it should click as a top billing item, especially midweeks. The musical numbers are handsomely staged, with one receiving a moderate production splash. Calhoun and Miss Laurie handle their roles well and Carson furnishes the chief acting support. His role is that of Calhoun's press agent constantly trying to keep Miss Laurie's reputation as a society woman from being besmirched. Trouble comes when Barbara Britton, an old flame of Calhoun's, tries to embarrass Miss Laurie.

F.C.C. Mail Now Running Heavily In Opposition To Pay-To-See TV

Fox Roundtable Sets Pattern

(*Continued from page* 5)

Ben Berger, chairman of Allied's Emergency Defense Committee, indicated that Senate investigation of exhibitor complaints on film rentals is inevitable regardless of the outcome of the meetings now in session. Senator Hubert Humphrey (D., Minn.) said in Washington that he would not now introduce such a bill, but indicated that either his or Sen. Russell B. Long's (D., La.) Small Business subcommittee might hold hearings on this subject later in the session.

Humphrey pointed out that it isn't necessary to introduce a bill to hold hearings. He said that Allied leaders had conferred with him but had not asked him to introduce a bill and "as of now" he has no intention of doing so. He said "the Allied people" made a "very forceful preliminary presentation" of their side, but he also pointed out that he hasn't heard the other side yet.

Earlier, most company presidents rejected the second Allied-TOA bid for a roundtable, as a statement from the joint exhibitor group acknowledged defeat. The statement, signed by E. D. Martin and Rube Shor, thanked Republic president Herbert J. Yates and Allied Artists prexy Steve Broidy for their "speedy acceptance" to the invitation. Yates and Broidy were apparently the only two presidents who accepted without reservations.

The TOA-Allied statement declared that other "avenues" of relief would be sought, and said that "we cannot be criticized for the avenues we must take to obtain relief."

Magna Stock Register

WASHINGTON.—Magna Theatre Corp. has filed a registration statement with the Securities and Exchange Commission seeking to register 122,300 shares of Common Stock, 6,000 warrants for the purchase of 439,800 shares of common and 6,000 outstanding units of "Oklahoma." Participation Certificates each entitle the holder to receive one six-thousandth of five-twelfths of Magna's percentage of profits.

(*Continued from page* 4)

of the giant "New York Daily News," wrote about "some points which need to be clarified." "With some pay telecasters expecting to be on the air from 28-35 hours a week," Gross asked, "one wonders whether they'll be able to acquire or create high quality shows. That is, without taking over from free TV some of its spectaculars, operas, ball games and other sports events. In otther words, will they really be able to give us anything not available now?"

Public debates continued, with Alfred Starr, co-chairman of the Committee Against Pay-As-You-See TV, carrying on speaking engagements throughout the country. Starr told a meeting of Northern California TOA in San Francisco that any legislator who identifies himself with subscription television will be a "dead duck" politically. The lawmaker's constituents, Starr said, "will never forget his brazen attempt to make set owners pay to see their favorite TV programs."

Toll TV, if approved, is likely to deprive radio as well as TV of many now-free programs, according to Edgar Kobak, president of Hickory Bill Broadcasting Co. In a letter to the FCC, Kobak asks: "If the World Series goes toll-TV will it be taken away from me on radio? The same goes for the Metropolitan Opera and the great symphonies and other programs now available."

The "biggest problem" that is faced, Kobak concludes, is that the FCC will "have difficulty taking away something that has been free for years."

ITOA Nominations Held

Independent Theatre Owners Association officers have been nominated for election with the slate headed by Harry Brandt, president, and Max A. Cohen, first vice-president and chairman of the board.

Other nominations include William Namenson, Julius Sanders and Abraham Leff, vice-presidents; Leon Rosenblatt, treasurer; Edith Marshall, secretary, and John Bolte, sergeant-at-arms. Board of directors nominees are Samuel Einhorn, Norman Elson, Samuel Freedman, Melvin Miller, Jack Hattem, Larry Kurtis, Ray Rhone, Richard Brandt, Al Shukat, Walter Neithold, Martin Levine, Irving Renner, Ben Knobel, Jack Rochelle, Martin Lewis, Jean Ansell, David Weinstock, Murray LeBoss and Al Margolis.

Technicolor At Same Prices

Technicolor plans to keep its prices intact for release prints made in the company's new and improved imbibition process, according to Dr. Herbert T. Kalmus, president, who termed the results of the updated process "the most wonderful picture in color" ever made.

At a trade press conference last week, the Technicolor head ventured that his firm is negotiating at present with four other companies toward setting up a related enterprise with Technicolor. Moreover, a broad overseas expansion program is in the planning stages.

So far as grosses are concerned, Dr. Kalmus maintained that if current earnings continue at the same rate through the remainder of the year, 1955 earnings would equal $1.38 per share. This would compare with $1.18 per share for 1954.

At the annual stockholders meeting, held following the trade press session, Dr. Kalmus described the company as having aggressive plans for the future. Re-elected for three-year terms were the following directors: John R. Clark Jr., Kay Harrison, Charles L. MacDonald and H. K. McCann.

French Exhibs Blast Low Admish: Golden

WASHINGTON.—The major complaint of theatre owners in France is the low price of admission, according to a report prepared by Nathan D. Golden, director, scientific, motion picture and photographic products division, U.S. Dept. of Commerce. Admission prices, frozen at their August 31, 1952 level, generally range from 125-400 francs in Paris, with more than 60 percent at 100 francs or lower. (100 francs equal approximately 28 U.S. cents). Exhibitors have begun to press for decontrol of prices, and while prices will probably not be unfrozen in the near future, a general upward revision is expected to be allowed.

Approximately 5,300 movie theatres in France have a total seating capacity of about 2,600,000. The estimated weekly attendance during the first nine months of 1954 was 7,000,000 weekly average for 1953. However, final statistics for last year are expected to show attendance figures slightly higher than 1953.

Seating Figures High In Australia: Glass

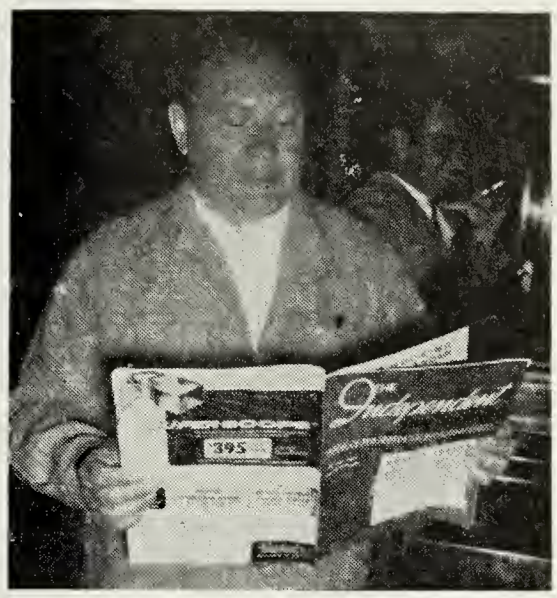
There are 84 theatre seats per 1000 population in Australia, contrasted to 34 per 1000 in the U.S. and 32 per 1000 in the United Kingdom, according to John Glass, general manager of Hoyts Theatres Ltd., Australia.

At an industry press conference, Glass disclosed that Hoyts Theatres, of which 20th-Fox is the principal stockholder, operates 180 theatres "down under." Revenue from these theatres, all equipped for Cinema Scope, constitutes 30 percent of the total business of the continent's 1300 theatres. The circuit also operates 3 of the 4 Australian drive-ins, in Sydney and Melbourne.

European Trade Practices Revealed

CANNES, France. — A number of revealing Continental trade items have come to light as a result of disclosures made here in the wake of the recent International Film Festival, at which U.S. films for the first time since the war copped most of the major prizes.

The Independent Abroad



Nathan D. Golden reads THE INDEPENDENT at the 8th International Film Festival, Cannes, France. He heads the Commerce Dept. motion picture division.

Among the revelations was one by Julius Gordon, National Allied secretary and president of Jefferson Amusement Enterprises of Beaumont, Tex. While at the festival, Gordon observed that "it is gratifying to find that by law in France, no distributor may get more than 30 percent from a small exhibitor per picture." By small exhibitor, Gordon meant a theatreman who derives a gross of less than $1,000 per week. "In other words," added Gordon, "30 per cent is the maximum obtainable."

Gordon, while in France, met with several trade associations for purposes of seeking out mutual grounds on which closer relations between the U.S. and France, Holland and Belgium could be encouraged. Specifically, Gordon said that he was investigating certain government regulations in Europe to see what effect these have on distribution and exhibition.

Meanwhile, he was keeping in touch with Abram F. Myers, Allied general counsel in Washington, regarding details of the rentals regulation bill the latter drafted for Congress.

A note on French "serie noire" or detective story films was revealed by Walter Reade Jr., also at the festival. "I don't understand who so many of the Gallic investors in films feel that we (Americans) desire more detective and gangster pictures from them," Reade queried.

"It's the quality that counts and not the slavish copying of the poorer U.S. cops and robbers stories that the Americans are mostly interested in," the head of Walter Reade theatres and Continental Distributors maintained. "In America, we're interested in seeing Alec Guinness, Gina Lollobrigida and Martine Carol in original and fresh gimmicks," added Reade.

Another festival observer was Richard Davis, owner of the Fine Arts Theatre, a New York art house, and head of Ardee Pictures, importers and distributors of foreign-language pictures. Davis was of the opinion that "foreign producers resent the richness of America and because of this are never satisfied with the American film distributors' and exhibitors' offers."

Davis said that he offered Greek producers $25,000 for a film shown at the festival entitled "Stella." The producers, he added, "laughed it off and asked a much higher sum. I'm sure," Davis continued, "had I offered $100,000 they would have asked for $150,000."

R. J. J.

Podhorzer Urges Wider German Film Bookings; Hits Product Shortage

Exhibitors, particularly in special situations, have a new and active source of product in the revived German film industry, according to Munio Podhorzer, United German Film Enterprises president. Podhorzer, whose company represents many leading German producers and exporters in the U. S., urged American theatremen to give German films a chance to re-establish themselves with the public. "We continue to hear complaints about a shortage of good motion pictures," he said, (but) we frequently find an exhibitor reluctant to try something fresh and different."

Podhorzer cited among the new films available through UGFE, which is in itself not a distributor, the following: "The Last Waltz," Oscar Strauss' operetta starring Eva Bartok; "The Dancing Heart," in color; "Classroom in an Uproar"; "The White Horse Inn," based on the Eric Charell operetta; and "Cabaret," starring Paul Henreid. All are titled.

Daff Sees 73 Cents Of Each U-I Dollar Appearing On Screen

BARCELONA.—"Seventy-three cents out of every dollar spent by U-I goes on the screen," declared Alfred E. Daff, executive vice-president of Universal Pictures and president of its overseas subsidiary, Universal International Films. Daff spoke at the concluding session of the U-I 1955 European Sales Conference, where 53 delegates from Europe, the Far East and Latin American learned about U-I production and release plans for next season.

"No plans for production in Europe are contemplated," Daff stated, "but we do have plans to use important European personalities in our feature line-up. First of these is the German star and British Academy Award winner Cornell Borchers, who has just finished 'A Time Remembered' with Rock Hudson and George Sanders at the U-I studio." Present from the U. S. at the conference were Universal president Milton R. Rackmil, U-I vice-president and foreign general manager Americo Aboaf.

REGIONEWS

ALBANY

Harry Kaplowitz is now film buyer for Stanley-Warner theatres in the New Haven zone, which includes, Albany, Troy and Utica. He succeeds Harry Lapidus, who resigned to become buyer-booker for the Frank Damis drive-ins in New Jersey. Albany branch mgrs. attended a dinner in New Haven for Lapidus. . . . The Marciano-Cockell videocast attracted a mere 400 in the 1,500-seat Grand at $3.30, operated by Paul Wallen. The telecast also reportedly failed to do solid business at Fabian's 2,450-seat Proctor's in Troy. . . . A new entrance, new lights, new snackbar and other improvements, including wide screen and CinemaScope, were added to Harry Lamont's Riverview Drive-In, Rotterdam. . . . The N.Y. State Motion Picture Projectonists Assn., at a spring meeting here, voted to oppose toll TV.

ATLANTA

MPTOO of Ga., at its recent joint convention with Alabama Theatres Assn., elected the folowing: Pres.—J. H. Thompson; exec. v.-p.—O. C. Lam; veeps—Nat Williams, Ray Edmonson, John Stembler and Fred Storey; treas.—E. D. Martin; secy.—John Tompson. Chosen by ATA: Pres.—Dick Kennedy; veeps—Dan Davis, Rufus Davis, Jr., J. W. Gaylard; secy.-treas.—T. E. Watson; TOA board rep.—Mack Jackson. . . . First section of the twin Parkway Drive-In at Huntsville, Ala., which holds 660 cars, was opened to the public. Entire project will be completed within the next two years, acording to mng. dir. R. L. Parnham, formerly with Cresecnt Amuse. Co. . . . Reported that the frequent trips Bob Moscow and his theatre associates are making to Ala. involve a $200,000 deal.

Sam Davis, Miami exhibitor, filed suit in Federal Dist. Court for $75,000 against United World Films and Morris Bass, Jack Glasson, Bernard Lowenthal and Stanley Levine, claiming inability to get a regular supply of 16mm films to show in Greater Miami hotels and motels. He asked for a jury trial. . . . Ga-Ana Theatre is cooperating with Georgiana, Ala. merchants in selecting a local movie queen, who will receive an all-expense trip to Florida. . . . Mgr. Robt. Ross reports completion of repaving job at the 400-car Whitesburg Drive-In, Huntsville, Ala., at cost of $7,000. . . . John Young sold his Dixieland Drive-In at Opp, Ala. to Geo. S. Owen, who owns the Royal and Opp Drive-In there. . . . Irving Shiffrin, Allied Artists press rep., arranged a magazine break in the Atlanta Journal on "The Phenix Story," which was filmed in Phenix City, Ala.

Wide screen equipment and new air-conditioning system installed in the Peachtree Art, managed by Walter Monroe. Also slated for the theatre are new curtains and seating, lobby and lounge refurbishing, and a street box-office. . . . Shag Jordan, UA sales rep., resigned after many years with the company. . . . Atlanta Censor Board refused permit for showing of "Blackboard Jungle" at Loew's Grand. Appeal to the Library Board, which looked at the film twice, got an emphatic "no." . . . New owners: Citrus Drive-In, Hernando, Fla., J. Wm. Mullins from J. B. Wagner; Skylark Drive-In, Woodbury, Tenn., H. C. Cunningham. . . . E. L. Goodwin disposed of his interest in the Shell Drive-In, Apalachicola, Ga. to Dr. P. J. and J. J. Nichols, who renamed it No. 1 Drive-In. . . Neely Circuit closed the Blount Drive-In at Oneonta, Ala. for repairs.

Marathon, Fla. will soon have a new 500-car drive-in costing around $60,000. . . . Al Scruggs is new mgr. of Wales Drive-In, Lake Wales, Fla., replacing Leslie Pendleton, now devoting his entire time to State Theatre, Lake Wales. . . . Wil-Kin designed and is furnishing equipment for the new ozoner being built by Storey Theas. in Decatur, Ga., due to open around Aug. 1. . . . John Payne appointed sales rep. for Dixie Thea. & Supply Co. . . . Charles E. Lynch, mgr. of the 41 Drive-In, Chattanooga, Tenn., has a new baby daughter. . . . Beach Theatre, Panama City, Fla., reopened after extensive renovations, including wide screen and new cooling system. Mgr. is John L. Neely. . . All patrons in the filled Princess Theatre, Mt. Dora, Fla., escaped without injury when fire destroyed the house and spread to adjoining buildings. . . . Abe Brown, 55, owner of the K&B Soda Co, a popular rendezvous for film folk, passed away. Also Allen D. Robertson, associated with Storey Theas. as mgr. of the Peachtree Drive-In

Alfred Starr will be guest of honor and featured speaker at a statewide one-day meeting of the Tennessee Theatre Owners Association, TOA affiliate, to be held at the May 31. Speakers will include E. D. Martin,

Other speakers will include E. D. Martin, TOA president, and George Kerasotes, vice-president of TOA. Starr, a native of Nashville, is co-chairman of the Committee Against Pay-As-You-See TV, past president and currently chairman of the executive committee of TOA.



Overall view of the M-G-M Ticket Selling Workshop, held in Atlanta, Ga. coincident with the beginning of the Southeastern Film Festival and the joint convention of exhibitors from three states, Georgia, Florida and Alabama. More than 325 exhibitors attended the Workshop sessions.

BOSTON

Edward Lider, pres. of Ind. Exhibitors of New Eng., called a meeting of the subsidiary Drive-In Theatre Assn. to report on progress of the insurance committee, which is seeking a re-appraisal of insurance rates for workmen's compensation. Drive-ins are complaining about being placed in the same classification as parking lots, garages and other hazardous businesses, and are asking for lower rates based on actual experience. . . . Arthur Stein, upped to dist. mgr. for the four ozoners in the Levine-Yanofsky circuit, wil handle the Round Hill, Springfield; Sundown, Westfield; Nashoba, Boxboro, and the Hadley, Hadley. . . . Joe Foley, former mgr. of the Palace, Manchester, N.H., was appointed mgr. of the Nashoba, Boxboro, to replace Donald Sweenie who entered another field.

Sam Pinanski returned from his Calif. trip in time to act as toastmaster at the installation of new officers of Sentry Lodge. George Roberts, treas. of Rifkin circuit, who completed two years as pres., is now 1st v.p. of Greater Boston Council of B'nai B'rith. Harry Segal, UA branch mgr., was installed as pres. . . . John Feloney, former 20th-Fox branch mgr., is selling accounts in Boston and New Haven for Buena Vista. . . . Joseph J. Schmuck and associates opened a new buying and booking organization in the Statler Office Bldg., called Drive-In Theatre Associates of New Eng. . . . Joe Abramo is new booker at RKO, replacing Richard Oberman, who resigned to sell for Embassy Picts.

Harold Rosenberg came on from N.Y. to replace Eddie Barry as booker at Warner's. . . . Weymouth Drive-In, third oldest in the nation and under lease to Am. Theas., opened for the season with a huge new CinemaScope screen and extensive renovations. Morris Straletsky returned as mgr. . . . Edward S. Canter, pres. of Am. Theas., is in Beth Israel Hospital for a kidney condition. . . . Mack C. Paul, co-owner of Major Thea. Equip. Co., will marry Marilyn Bloom

BOSTON (cont'd.)

of Mattapan at the Hotel Fensgate, Boston, May 30. . . . Harry Worden, retiring from the M-G-M sales dept. after 35 years with the company, will vacation with Mrs. Worden before announcing future plans.

Board of Selectmen refused to grant a license for "Blackboard Jungle," which was booked into the Winthrop Theatre, Winthrop, stating there was objection from parents to its showing, especially on Fri. and Sat. nights, also parishioners of St. John Evangelist Church were urged not to see it. Snider Circuit substituted "The Wild One" and "Far Country" for the weekend. . . . Mrs. Cora E. McKay, a partner with New Eng. Theas. in the Paramount, Rutland, Vt., passed away. . . . Sherburne Graves, mgr. of Interstate's Plymouth (N. H.) Theatre, had an oil painting accepted in Jordan Marsh's spring art festival.

A capacity crowd is expected at the Imperial Ballroom of the Statler on June 20, when the New England Variety Club will present its Great Heart Award to Rudolph F. King, Mass. Registrar of Motor Vehicles and treas. of the Children's Cancer Research Foundation. . . . Judge John Pappas, pres. of Suffolk Downs Racing Assn., has invited members, wives and friends of Variety to be his guests at a cocktail party and luncheon on June 2 at the Paddock Club, at which each member will receive a free daily double ticket. . . . Michael Redstone and his son Edward attended opening of their huge Newark, N.J. drive-In. . . . Larry Lapidus, Mass.-N.Y. film buyer for S-W Theas., resigned to join Frank Damas in his N.J. drive-in operations.

BUFFALO

Application to build an ozoner in Brighton, a first for this Rochester suburb and which is opposed by Iola Sanatorium, Monroe County Home & Infirmy and nearby property owners, was taken under advisement following a public hearing. Applicant for the zoning change is Joseph M. Falvo, owner of 33 acres on the east side of E. Henrietta Road, which have been optioned by Philip Cohen and Morris Slotnick, operators of the Cinema theatres in Buffalo and Rochester. . . . The Women's League of Tent 7, Variety Club, will hold its annual installation dinner in the Delaware Ave. headquarters at 6:30 P.M., June 10.

World Theatre on North St. in Rochester, opened last fall after an overhaul job, has temporarily suspended operations. Opened as a first-run, the World abandoned this policy within a few weeks and operated as a nabe. . . . Nat Marcus, mgr. of the Warner branch, reports enthusiastic response to the special screening of "Mister Roberts" in the Center Theatre. . . . Mgr. Charles McLeary of Shea's Kensington sold tickets in advance for his special Memorial Day morning show, offering free police whistles as an added inducement. . . . Lou Levitch, mgr. of the Schine Granada, was elected pres. of the North Main Business Assn., a new organization of 75 merchants in the community.

The current edition of Union and Echo, local Catholic weekly, in pointing out that "Son of Sinbad" had been given the seal after some minor cuts and would probably pass a lot of state censor boards, still finds it "highly objectionable." Four beauties from the film recently visited Buffalo to help promote it but there is a possibility that the downtown first-run scheduled to show it may cancel. . . . Lou Lieser, pres. of Lieser Film Dist. Co., threw a party in Club 31 for Keefe Brasselle, star of "Mad At The World," who was in town to publicize the film. . . . Frank Murphy, Loew div. mgr. for Cleveland and Buffalo, is vacationing in Ireland with Mrs. Murphy.



Turnout for the trade screening of "Mister Roberts," Leland Hayward production for Warner Bros., at the RKO 86th St. Theatre in New York included (l to r): Sam Einhorn, Rosenblatt-Welt Theatres; Jack Harris, Walter Reade Theatres; Ben Abner, WB Metropolitan dist. mgr., and Paul Behrke, Skouras Theatres.



RKO executive group attended a press screening of "Devil Take Us" and the reception that followed at the RCA Johnny Victor Theatre in New York. L to R: (front row) Sidney Kramer, short subjects sales mgr.; Herbert H. Greenblatt, domestic sales mgr.; Leon J. Bamberger, asst. to Kramer; (rear row) Harry Gittleson, exec. asst.; Robert K. Hawkinson, asst. foreign mgr.; William H. Seymour, v.p. of Liberty Mutual Insurance Co. Mr. Seymour took this opportunity to present to RKO and producer Herbert Morgan the annual Liberty Mutual Trophy for the best theatrical film of the year pertaining to traffic safety.

CHARLOTTE

W. D. Scott acquired the Taylorsville Drive-In, Taylorsville, N. C. from H. B. Fortner. . . . White Horse Drive-In at Greenville, S. C. has been remodeled and CinemaScope added. . . . UA branch mgr. C. H. Keeter back at his desk after a sales meeting in Chicago. . . . James Burton, RKO booker, will marry Mary Sue Little from Hughes, Ark. . . . M-G-M booker Bobby Lynch was married to Jane Morrison. . . . A new baby girl for the Charlie Freemans. Father is head booker for Wilby-Kincey. . . . W. Frank Harris of Harris Theatre Sales nominated in the primary for City Councilman. . . . WOMPI pres. Mrs. Myrtle Parker of Paramount, presided at the first meeting of the local organization, whose project is the County Home. Each week a basket will be placed in one of the exchanges for receiving gifts.

CHICAGO

Loew's changed the name of Twin Drive-In, which they took over from Barger circuit last month, to Loew's Twin Air Drive-In. Frank Arena is mgr. . . . Mrs. Ann Gollos, widow of S. Gollos, former local theatre owner, was married in Las Vegas to Samuel Hayden of Beverly Hills, Calif. . . . Amusement industry here purchased $75,000 worth of Israel bonds in Kirsch drive recently completed under direction of Jack Rose of Manta-Rose circuit. . . . Cinema Theatre installed RCA Simplex sound system and a CinemaScope screen, as well as modernizing other parts of the house. . . . B&K's Marbro made best showing here for the Marciano-Cockell bout, with three-fourths of the house sold out. The five other theatres were only about half filled. . . . Subsequent release for "Marty" in this territory is scheduled for July 1.

Indiana Theatre, managed by Joe Clark, is getting a complete CinemaScope installation. Stage shows are weekly features at the Indiana. . . . Home owners have withdrawn objections to the deal in which Barger interests sold the Morton Grove Drive-In to Avon Products Co. for a cosmetic factory. . . . Virginia Webb has taken a two-year leave from Ideal Pictures to join the U. S. Public Health Service in Iran. . . . Paramount exchange has been modernized with new carpets, lighting and a larger screen in the projection room, where veteran projectionist Herman Busch holds forth. . . . Milton Reinburg bought the 400 Theatre property on Sheridan Rd. and closed it to make improvements. Reinburg also operates the Devon Theatre.

Allied theatres and downstate exhibitors all out to enlist business and citizen groups in support of their fight against subscription TV by having them register opposition before June 9 deadline fixed by the FCC. Allied group organized a press relations committee to channel its activities against Toll TV promptly to the public. . . . B&Kers will have their annual golf tournament and dinner at Nordic Hills Country Club on July 26. . . . Ray Nolan, RKO exchange mgr., back on the job after several weeks tussle with a heart condition. . . . H. H. Greenblatt, RKO sales mgr., will receive cooperation of National Safety Council on the short, "Devil Take Us," in which highway safety problems are featured. National Screen Service will furnish theatres with one-sheets, ad mats, stills and press sheets.

Chicago theatre amusement tax for April was $95,307 as compared with $88,743 last April. Tax for first four months this year was $391,218, and $374,727 for same period last year. . . . Robt. P. Brown named regional mgr. for EBF Films, to succeed

CHICAGO (cont'd.)

Joseph Dickman, named regional mgr. for the far western states. . . . James P. Walsh, theatre mgr. whose car was involved in an accident which brought death to two youngsters, had to give up his driver's license for the next 10 years.

CLEVELAND

Stanley-Warner of Cleveland joining theatres all over the country in celebrating "Nickelodeon Week," June 19-27, according to dist. mgr. Richard Wright. Kits and trailers have been purchased to use in their 10 houses throughout Ohio and local merchants who have been in business for the past 50 years will be asked to cooperate. . . . M-G-M's "Love Me Or Leave Me" is set to open at Loew's State on June 3. . . . Allen Theatre here is offering a free dancing lesson in Slufoot at the Arthur Murray Studio to patrons of "Daddy Long Legs." . . . UA salesman Jack Schard is back at work following his recent operation. . . . The Hippodrome Theatre installed a huge curved screen for the engagement of "Strategic Air Command."

DENVER

Black Hills Amuse. Co. cut CinemaScope prices in most spots from 75 to 60¢, admitting children under 12, with a parent, Mon. thru Fri., and adding 14¢ charge on Sat. and Sun. . . . Schumour Theatres closed the Valley at Fowler, Colo. . . . Claude Newell, Metro booker, doing a two-weeks active duty tour with the air reserve. . . . Robert Smith, partner in theatres in Steamboat Springs and Oak Creek, Colo., who went to Dalhart, Tex. to be city mgr. for J. C. Parker, resigned and returned to Steamboat Springs to live. . . . Melvin Meier opened his new 250-car ozoner at Lusk, Wyo., which he named the Lusk.

Edward J. Mapel, owner of the Gem, was reelected to the City Council. Howard Banzhaf, Tabor projectionist, who ran in another district, faces a runoff election later this month. . . . 29 girls from film row have decided to organize a local chapter of the Women of the Motion Picture Industry (WOMPI). . . . After closing the Homestake, Lead, S. D., for the day, mgr. Frank Bertolero picked up his wife and drove to a nearby city to change theatre placards. When he returned, his home and the one next door were in flames. All they saved were the clothes they were wearing and the car. Loss was insured.

The Denham was packed for regional premiere of "Strategic Air Command." Mrs. Vera L. Cockrill, mgr., was host to high brass of the armed forces who attended. . . . George McCool, UA office mgr., and Valborg H. Anderson were recently married. . . . Republic is transferring its shipping and inspection activities to Denver Shipping and Inspection Bureau. Shipper Don Spaulding is going along to succeed Nick Chaponi, who quit to open a restaurant. . . . The Strand, Trinidad, Colo., closed because of flood, was advertising on posters outside the theatre: "Caine Mutiny" and "On the Waterfront."

DES MOINES

Carl Schwanebeck, mgr. of the Perry Theatre, had his biggest carload pull up at the Corrall Drive-In for "Buck night" recently. It was a tractor-drawn hayrack with about 30 young people aboard. Carl grinned bravely and waved them past after they had plunked down one dollar! . . . Joe Jacobson, owner of the State Theatre in Davenport, announced a new children's hour in early matinee shows every Sat. and Sun. Comedies and selected shorts will begin at 12:30 p.m. and will be in addition to the regular two features presented. . . . The Manilla Chamber of Commerce is sponsoring free movies each Wed. and Sat. evening from now until Sept.

The Everly Theatre in Everly will be open on Wed. and Sat. nights during the coming season. Two shows will be run each evening—with help from the Everly Commercial Club. . . . Roman Nocker announced the installation of CinemaScope at his theatre in Fonda. . . . The community-owned Dawn Theatre in Elma, one of eight business houses destroyed by fire in March, 1954, has been rebuilt and given a symbolic name—The Flame. . . . Lewis Lepovitz closed his Iowa Theatre in Madrid and sold the equipment to the drive-in near Onawa.

John Newcomer, mgr. of the Page Theatre in Shenandoah, has been named Membership Chairman for the Chamber of Commerce in his town. . . . Fred Osterhage of Mason City purchased the Fox Theatre in Nora Springs from Mrs. Earl Stanton. . . . Frank Kurnska, 60, projectionist at the State in Cedar Rapids, died at his home following a cerebral hemmorrhage.

DETROIT

Stewart Gorelick, son of Oscar Gorelick of the Carmen Theatre in Dearborn and grandson of pioneer exhibitor Philip Gorelick, becomes a third generation exhibitor here with acquisition of the Apollo Theatre, formerly operated by Saul Korman and Harry Balk. . . . Leon Robbe's Northside Drive-In at Lansing was held up by an armed bandit who took $1,000 from cashier Elgin Yerrick. . . . David Korman reports work will start by June 1 on the new Wonderland Drive-In, which will hold 1850 cars instead of 1500 as first announced. . . . Thomas McGuire, former public relations counsel for Cooperative, proposes a new two-point plan to solve industry problems, involving sanctions of both the Federal Trade Commission and the Small Business Administration.

Carl Buermele's Gen. Thea. Service is taking over booking for Sunset Drive-In at Midland, operated by Cassidy Circuit, and Van Dyke Theatre, Detroit, operated by the Moss family. . . . J. Oliver Brooks, former head booker for Butterfield, visited his office for the first time since taken ill in Dec. He expects to return to independent distribution in about a month. . . . Dillon M. Krepps, mng. dir. of United Artists Theatre, has also been on the sicklist. . . . Marvin Krass is assisting his father as relief mgr. for the circuit. . . . James F. Sharkey, film buyer for Cooperative, is home convalescing after a month's hospitalization.

Dave Newman, legal counsel, advises that Coop now has about 150 member theatres with the 50 taken over when Mutual went out of business last month. Fred DeLodder of the circuit bearing his name is the new pres. Former pres. Harold Munz is retiring because of plans to tear down his Century Theatre. . . . New mgrs.: John Gray at the Colonial and Mrs. Lois Gibbons at the Palmer Park. . . . Joseph P. Uvick of the Burton Theatre, Flint, proposes that small theatres be exempt from all percentage rental plans. . . . Mrs. Ida Klatt sold the Rosedale, pioneer nabe, for use as a colored church. . . . Sterling Theas. moved headquarters to the Times Square after closing the Carlton Theatre. . . . Bill Clark's Theatre Service is taking over booking for Oscar Gorelick's Carmen in Dearborn, the new Hi-Vue Drive-In at Durand for Steve Paluch, and the six theatres of the upstate Sun Circuit.



Monette Shaw, CBS-KENS radio and TV commentator (center), interviews Zachary Scott and Yvonne DeCarlo while in San Antonio, Tex. in connection with world premiere at the Aztec Theatre of Allied Artists' Technicolor production, "Shotgun," in which they co-star with Sterling Hayden. The film was produced by John C. Champion.

Watch These Dates!

June 16: Richmond—Virginia Motion Picture Theatre Assn. convention.

June 20: Boston—Variety Club of New England dinner honoring Rudolph F. King with Great Heart Award—Hotel Statler.

June 21-23: Kiamesha Lake, N. Y.—Allied Theatre Owners of New Jersey annual convention—Concord Hotel.

June 26-28: Biloxi — Mississippi Theatre Owners Assn. annual convention—Edgewater Gulf Hotel.

Oct. 6-9: Los Angeles—Theatre Owners of America national convention — Biltmore Hotel.

Nov. 13-15 Jacksonville — Motion Picture Exhibitors of Florida convention.

Nov. 13-15: Charlotte—Theatre Owners of N. & S. Carolina annual convention—Hotel Charlotte.

Nov. 21-22: St. Louis — Missouri-Illinois Theatre Owners annual convention — Hotel Chase.

HOUSTON

Julius M. Gordon, pres. of Jefferson Amuse. and East Texas Theatre Circuit, also treas. of TOA, is in Europe for a three month stay. He will act as official rep. for Allied States Assn. at the Cannes Film Festival, the regular meeting of Union Internationale de l'Exploitation Cinematographique in Paris, and conferences with officials of the Cinematograph Exhibitors Assn. in London. . . . Oleander Drive-In, Galveston, raised its price from 50 to 75¢ during showings of "Garden of Eden." . . .

HOUSTON (cont'd.)

Shirley Daniels installed a new RCA silver-screen and CinemaScope equipment in the Timberland Theatre, Diboli.

Laura Knopp, asst. mgr. of River Oaks Theatre, was elected pres. of the Houston WOMPI group, eighth in the national organization of Women of the Motion Picture Industry, whose aim is to make members more valuable to employers and promote friendship. Each branch sponsors a charity. . . . J. G. Long's Port Lavaca Drive-In at Port Lavaca reported to be converting into a twin. . . . Uptown Theatre, Houston, currently using discount cards issued by Interstate, is coming out with a new two-for-one card for adults. . . . Columbia filming local activities of Variety clubbers with their Boys Club, to be included in documentary titled "The Heart of Show Business" for use by Variety Clubs International. . .. Fred Nahas in charge of Monday night new-old member meeting of Variety barkers.

King Drive-In installing a new Manco-Vision extruded aluminum screen from Manco-plating Co., Los Angeles. . . . Bob Feeny, chief usher at Majestic Theatre, named "Outstanding Houston Cadet" in ROTC, received a gold watch and $100 scholarship. . . . Danny Botkin transferred from asst. chief usher at Majestic to asst. mgr.-treas. of Yale Theatre. . . . Claude Ezell, pres. of Ezell & Associates, confirmed purchase of Jefferson Drive-In at Dallas and Pike Drive-In, Ft. Worth. Harold Gibbons of Wichita was seller. Improvements to be made at once. . . . Moran McDaniel's Bayou Drive-In, LaMarque, used for free photo studio of town's kids for LeMarque Times' free calendar pix.

KANSAS CITY

World premier of "Wichita" will be held in that city at Fox Midwest's Miller Theatre, July 13, when Joel McCrea and other stars will appear. Saturation booking has been set for July 14 in Greater K. C. . . . North St. Theatre, Marshall, Mo. was closed by Geo. and Leo Hayob, who will continue the Mary Lou there. . . . Dude Ranch Drive-In, Maryville, Mo., reduced rates from 60¢ to 50¢ for new season. . . . Harold Owen opened his new 250-car Owen's Open-Air Theatre on Hyway 5 near Mansfield, Mo. . . . Patio Drive-In, Cameron, Mo., opened with a give-away gimmick providing return tickets for men, popcorn for women, suckers, balloons and bubble gum for youngsters and a biscuit for the dog.

Durwood Theatres is enlarging screens for CinemaScope at two St. Joe ozoners and the Skylarks in Jefferson City, Mo. and Leavenworth, Kans. . . . CinemaScope installed by Guy Bloom in the Rex, Nevada, Mo.; by Art Pugh in the Empress, Fort Scott, Kans., the Hays (Kans.) Drive-In and in the Kar Vue Drive-In at Reed Springs, Mo. . . . New equipment added to these Kansas theatres: F. W. Young's Majestic at Scott City, Cliff Johnson's Deluxe at Bucklin, Frank Northrup's Northrup at Syracuse and Mr. and Mrs. Wm. Weaver's Pic at Iola. . . . Bob Hicks succeeded Dick Powell as mgr of Kickapoo at Springfield, Mo. . . Victory Theatre at Knobnoster, Mo., has new screen and lenses.

Jay Wooten is building a 650-car ozoner called the South Hutch at Hutchison, Kans. . . . 65 Drive-In near Chillicothe, Mo. had new sound cones and remodeling for its opening by Angelo Saccaro and Merl Jones. . . . New bottle warmers have been added to Howard Larson's Webb City, Mo. ozoner, Harley Fryer's Star Vue at Lamar, Mo. and E&S Theatres' New 63rd St. Drive-In, K.C. . . . Victory Theatre at Roger, Ark. has new equipment. . . . Avenue Theatre, K. C., Kans., had new front and neon signs for its entrance into first-run field.

Granada and Electric, K. C., Kans., are now first-run operations. . . . Aladdin Theatre, owned by Mrs. Alys Alemo, is being remodeled. . . . Tampico Theatre, leased by Dickinson Theatres to Guadelupe Quintana, will reopen as a Spanish-language house. . . . Frank Steagler is new mgr. of the Ritz.

LOS ANGELES

Alladin DriveIn Corp. took the wraps off their latest ozoner, the Sepulveda in Van Nuys, on May 25. It features a new type of snack bar, newly designed high fidelity sound receivers, wide screen projection equipment and a new type of graduated flooring to give every car improved vision. . . . Seligman Theatre in Seligman has been darkened by the Harry L. Nace Theatres. . . . In addition to operating the Carlton Theatre, Fred Dee has taken over the Club Braz, a Hollywood bistro. . . . Previously asst. mgr. at the Victory Drive-In, August Nardom is now piloting Sero's Cherry-Pass Drive-In, Beaumont. . . . Renewing old acquaintances on the Row was George Fink, who for many years operated the Metro Theatre in San Diego, and is now running a horse ranch in that area.

Boosting his operations to six theatres, Sid Pink assumed control of the Lyric in Huntington Park, until recently managed by Jack Linder. Pink and his associates also have the Boulevard and Center in East L. A., the Major in Burbank, Covina in Covina and the Ritz, Inglewood. . . . John Filbert Co. installed a CinemaScope screen in R. G. Nelson's Bekay Theatre in Tehachapi. . . . UA branch mgr. Dick Carnegie recuperating at home after several operations and a lengthy stay in the hospital. . . . Manhattan Films acquired western distribution rights from Kingsley International to a new British-made Romulus production starring David Niven. . . . B. J. Leavitt returned from Las Vegas after looking into the progress of his new 1,200-car ozoner under construction there. Leavitt also operates the Silver Dollar in Phoenix and the Cove in La Jolla.

Ben Bronstein, who owns and operates the Sun Air Drive-In, Palm Springs, will break ground shortly for a two-story theatre building to cost $200,000. Seating capacity will be 1,300, with a main floor and balcony. . . . Paul D. Flowers, FWC mgr. in Santa Monica was elected pres. of the Wilshire West Business Ass'n, a division of the coast city's Chamber of Commerce. . . . Both the Atwater and Vogue in Glendale, operated by Grover Smith, have been shuttered. . . . Returning from a business junket to Manhattan was Morris Safier, independent distributor. . . . National Theas. will hold its annual fall convention Sept. 12-15, acording to Elmer C. Rhoden, pres. Site of the gathering is yet to be determined.



Elmer C. Rhoden, pres. of National Theatres, presides at division managers meeting in Los Angeles, where circuit executives gathered for three-day discussion. L to R: Gordon Hewitt, Milwaukee; Robert W. Selig, Denver; Richard P. Brous and Senn Lawler, Kansas City, Mo.; John B. Bertero, Edwin F. Zabel, Milton Howard and Rhoden, Los Angeles; Frank H. Ricketson, Denver; Alan May, Los Angeles; William Thedford, Seattle; James Runte, San Francisco; M. Spencer Leve and Bert Pirosh, Los Angeles.

MILWAUKEE

A full house was on hand at the recent Variety Tent No. 14 luncheon meeting to hear Sam Kaufman report on the national convention. It was announced that the annual Heart Collection would be held in July under chairmanship of Mr. Wirtheimer. Barkers were reminded that June 17 is the date of the Tent's first "Brave Night," when the Braves will play the Giants at Milwaukee Stadium. . . . Jim Champine, former asst. mgr. at the Palace here, is now managing the Ogden at Beaver Dam. . . . Downer Theatre's Earl Thompson was named "Personality of the Month" by members of the Better Films Council.

Good progress is reported on the new ozoner being built on Hyway 41, north of Milwaukee, for Ben Marcus. . . . After managing the Oriental here for some 13 years, Joe Reynolds left to become mgr. of the Towne, succeeding Marion Hvasta who left with her husband for the Coast. . . . Harold J. Fitzgerald is chairman of the Civic Progress Commission, which has just completed final plans for Milwaukee's all-star festival starting July 10. . . . Harris G. Phillips, 66, stage employee at the Tower, died of cancer.

"Blackboard Jungle" opened at the Towne after being viewed by the Motion Picture Commission. Six changes were suggested but four were agreed upon. . . . Liberty Theatre here, operated by Charlie Fox, now open week-ends only. . . .Erv. J. Clumb, mgr. of the Riverside, and his personnel received front-page praise in the local press for having everything under control immediately when an explosion occurred in the basement at 2 P.M. He had the theatre completely emptied when the fire squad arrived, and by 3 o'clock patrons were back enjoying, ironically, "Run For Cover."

MINNEAPOLIS

The new $750,000 Lucky Twin Drive-In, located in suburban Burnsville township, a rapidly growing residential area, will open June 4. It will have two screens and a four-track stereophonic sound system. Each screen, located at opposite ends of the tract, will serve 1,000 cars, and a central concession building will house two cafeterias. Officers of the corporation are A. L. Aved of Aved Thea. Service, pres.; John F. Cedarburg, Jr., Cedarburg Mfg. Co., v.p.; and

MINNEAPOLIS (cont'd.)

Claude J. Dickinson, also of Aved, secy.-treas. . . . Leo Aved, brother of A.L., operator of the neighborhood Empress and the Navarre Drive-In at Lake Minnetonka, is seeking license for an ozoner at Coon Rapids, 10 miles north of the city on the Mississippi River.

Theatres in the territory which have closed include the Roxy at Hinckley, operated by Arthur McClarin, and the Leroy at Leroy, operated by Lauren Garnant. Alfred Van Tassel closed the Watertown at Watertown, Minn. for the summer. . . . An electrical fire at Hilltop Drive-In damaged the building housing the screen and put the theatre out of business for one night. Damage was estimated at $1,000. . . . "Cinerama Holiday" wil open at the Century July 26, when "This Is Cinerama" finishes its record-breaking run.

Need for more research and study facilities at the U. of Minn.'s Variety heart hospital brought a pledge from Northwest Variety Club for construction of another floor at a cost of $247,000. Art W. Anderson, Warner dist. mgr., will be gen. chmn, of the Aug. campaign for necessary funds. . . . Irving Marks took his sales staff to No. Dakota to saturate "Seven Angry Men." . . . Burt Zats, booker at Independent-Lippert, was married to Marjorie Cohen.

NEW HAVEN

Conn. State Traffic Commission has granted George LeWitt provisional approval of his application to build a drive-in at Berlin, contingent upon his compliance with five recommendations concerning traffic. . . . Opening of the $200,000, 500-car Candlelight Drive-In, Bridgeport, has been postponed from early June to July 1, according to Geo. E. Landers, Hartford div. mgr. of E. M. Loew's Theas. . . . Sol Karp, formerly mgr. of Manchester Drive-In, Bolton Notch, and more recently in independent exhibition, is now in the wholesale men's jewelry line in Hartford. . . . Arthur Alperin of Colonial Theatre, Southington, placed the following ad in the Southington News: "Due to an unforseen shortage of the proper film, we are forced to discontinue our new policy of three changes a week. Until further notice, we are returning to our usual two shows a week."

Bernard Menschell and John Calvocoressci signed a 10-year lease on the 1167-seat Parsons Theatre, Hartford, owned by Maurice Greenberg, and will inaugurate "a mature film policy augmented by selected stage productions," effective June 1. Certificate has been filed to incorporate as Bercal, Inc. . . . Phil Schwartz closed his Parkway Theatre, Bridgeport. . . . The $200,000 Southington Drive-In just opened by Perakos Associates, is being managed by Melvin Siegel, formerly with ABC Vending. . . . New policy at Martin H. Kelleher's Princess Theatre, Hartford, is admission of two youngsters under 12 on one ticket Sat. and Sun. mornings. . . . Ed O'Neill's Bridge Drive-In at Groton has a "Get Home Early" night in effect on Tuesdays, with main feature screened first.

The $50,000 Torrington Drive-In case against Theodore Zolli has been settled out of court for undisclosed amount. The theatre corporation had charged breach of contract and faulty construction when the ozoner was built five years ago. . . . Watertown Drive-In Theatre, Inc. filed for incorporation, listing as officers John D. Sirica, pres.; William Sirica, v.p., and Fred Quatrano, secy-treas. . . . Stratford Board of Zoning Appeals reserved decision on James B. Sniffen's request for reversal of the Planning Board's denial of a waiver for a drive-in theatre. Opponents of the Sniffen application include Albert M. Pickus, owner of the Stratford Theatre.



Madi Comfort (seated), on personal appearance tour to spotlight United Artists' "Kiss Me Deadly," is greatted in Philadelphia by area exhibitors. L to R: Gene Tunick, local UA branch manager; Neil Hellman, head of Hellman Drive-In Theatres; Paul Kleinman, general manager of Wax Theatres; Sam Steifel, owner of Uptown Theatres, and William Doyle, UA salesman.

NEW YORK

The Bayshore Sunrise Drive-In, Bayshore, L. I., operated by Prudential Theatres, opened this week. The circuit, in association with Skouras Theatres, has also taken over operation of the four Long Island ozoners formerly operated by Saul Lerner. . . . George Kemp, mgr. of Montauk Theatre in Passaic, N. J., was awarded a $100 bond for best series of promotions during the first month of the Spring Movie Festival, it was announced by Charles A. Smakwitz, zone mgr. for Stanley Warner in N. J. Second prize, a $50 bond, was won by Diana Gordon of the Central Theatre, Jersey City. Adolph Finkelstein, mgr. of the Embassy, Orange, received a $25 bond for third place honors. . . . Warner-Pathe News is moving to 33 W. 60th Street.



Piper Laurie, Universal-International star, visited Philadelphia in connection with advance promotion on "Ain't Misbehavin'," which had its world premiere at the Mastbaum Theatre there. Seen here with Miss Laurie are Paul Castello, dist. mgr., Stanley-Warner Theatres; Ted Minsky, film buyer, and Harry Kaplowitz, asst. film buyer.

PHILADELPHIA

The City Art Commission turned thumbs down on a proposed $30,000 vertical sign for S-W's first-run Stanton Theatre on Market St. and voted to establish a policy against any more structures opposing Penn Center. The board had approved a horizontal sign for the theatre sometime ago. . . . Bill Yurasco has replaced Harry Kaplowitz as local film buyer for S-W theatres. Kaplowitz is now working for the company in N. Y. . . . Mel Fox reopened his Pennypak Theatre and the Holme in Holmesburg section of Philadelphia. . . . Barney Cohen, Logan Theatre mgr., is hospitalized. . . . Trans-Lux Theatre will be closed matinees until June 8 for installation of a new projection system and CinemaScope.

PORTLAND

Louise Thielson reopened her Scio Theatre, Scio, Ore., following extensive remodeling which includes installation of CinemaScope and a wide screen. . . . Charles Powers, local 20th-Fox mgr., is recuperating at home after being hospitalized. . . . Joe Warren, M-G-M veteran salesman ,is in a hospital for observation. . . . Smoker's carlessness is blamed for the fire which damaged the Kenton Theatre, Portland, to the extent of some $10,000. . . . Recently elected officers of the Astoria, Ore. projectionists were Anton Christenson, returned as pres.; Wallace McCroskey, v.p.; and L. A. Pierre, business agent and secy. . . . Among smaller theatres in this area now equipped with CinemaScope are the Lane, and Rex Theatres, Eugene; Capitol and Tower, Bend; MacKenzie, Springfield; Whiteside, and Oregon State, Corvallis; Lithia Drive-in, Ashland; Craterion, Medford, with Superscope.

SALT LAKE CITY

Pres. Irving Gillman of ARTCOR has taken the Colony Theatre back into his chain. It had been under lease to the Swanson Brothers. . . . The Swansons last week opened their Grand View Drive-In at Moab, Utah, the uranium "boom town." . . . Carl Swanson, back from service in the Army, will take over management of the State Theatre when Keith leaves for a simialr stint shortly. . . . Boyd Gilbert has been made asst. to mgr. Robert Workman at the

Art Center Plans Include Pictures

Leaders in the arts announced plans this week for a proposed Columbia University "Arts Center." Details on the projected center were disclosed at a meeting in the Waldorf-Astoria. The $6,000,000 ten-story structure, housing such schools and departments as Architecture, Music, Painting and Sculpture, Archaeology, and the Communication Arts, including TV, radio and motion pictures, is planned for the Columbia campus on Morningside Heights.

For communications, the educational objective is to set up programs at the Arts Center that will train creative and producing talents of various kinds. Opportunities will be provided for experimentation and research in all the communications arts and in related techniques and sciences. This might conceivably lead to applied research projects that would bring in engineering (for theatre design, accoustics, electronics, etc.); business (for economic trends and projections in the communications industries); the social sciences (for communications research and audience opinion polls); and other units of the University in addition to those housed in the Arts Center itself.

Provisions Listed

The new Arts Center will contain adequate classrooms, work rooms, libraries, studios, and theatres for students in the creative arts. Specifically for the communication arts, it is proposed that the Arts Center provide for:

1. *Communications Training Workshop* to provide practical work in these media not only for students specializing in radio, television and films, but also for students of music, painting, journalism, education, business, medicine, government, sociology, international affairs, engineering, etc.
2. *Communications Production Center* for educational programs, films, and recordings, not only on academic subjects but also programs of a public-service nature, produced with the cooperation of government agencies, foundations, museums, voluntary associations, etc.
3. *Communications Experimental Laboratory* for experiment and research in all aspects of the communication arts, in collaboration with organizations in communication and allied fields.

Costs Discussed

It is expected the Arts Center would also serve as an origination point for other kinds of programs and films of a "public-service" nature. Indeed, the public-service aspect is considered to be one of the most valuable functions of the communications program at Columbia. A non-profit origination center for non-profit educational programs might have a number of values, especially since the need for studio space is a constant network problem involving expensive real estate.

Television and motion picture production costs have made experimentation in these media a very difficult matter. Just as Columbia has done important experimental work in the opera, so its proposed Arts Center could provide the mass media with a similar bridge for experimentation, it was stated.

"There will be an infinite number of secondary uses for the proposed Arts Center —for lectures, conferences, seminars and institutes of various kinds. It could serve to house special library collections contributed or loaned by industrial firms or institutions. It could house exhibitions and provide facilities for staging experimental performances. It could serve as the headquarters for professional associations in the fields represented," stated a University release.

Speaking for the communication arts, Gilbert Seldes, author and critic, welcomed the indication that these, for long victims of snobbery and neglect, were finally achieving their proper recognition and stature. Seldes said the older creative arts will gain by "the revitalizing effect of contact with the great audience which Walt Whitman evoked for the great poets."

The mass arts, however, will gain most, Seldes noted, due to "cross-fertilization with the other arts" and by the opportunity for observation by trained minds, both of which should result from the plans to incorporate communication arts in the new center.

SALT LAKE CITY (cont'd.)

Centre Theatre, replacing Dick Rose who is now managing the Idaho Theatre at Twin Falls. . . . 200 Additional speakers were installed at Eric Peterson's Motor Vu Drive-In here, which boasts a very successful Mother Goose Playground.

Gilbert McBride, for several years asst. to mgr. Marvin George at the Capitol, resigned to become mgr. of a TV corporation. . . . "The Robe" drew packed houses in a return engagement at the State recently. . . . Theatre Supply Service is installing Motiograph equipment in the following new ozoners: Stanley Duesnip's at Delta, Utah, as yet unnamed; Horrace Hays' at Preston, Idaho; Gerald LaVoie's at Dillon, Mont.; Associated Amusements' at Ely, Nev.; George Smith's at Magna, Utah; Harris Voeller Circuit's at Jerome, Idaho; Van Anderson's at Richfield, Utah, and the ozoner under construction at Greenriver, Utah.

The recently reopened Cinema Arts, operated by Ralph Trathen, is having a run of Alec Guinness films, which always draw good patronage in this region. . . . Two invitational previews were held in downtown theatres last week. Warner's "Mister Roberts" was shown at the Centre, and Paramount's "We're No Angeles" at the Rialto.

SAN FRANCISCO

The Rex and El Rio theatres, Madera, erroneously reported sold, according to owner Henry Preciado. . . . Emil Palermo installed new equipment in his Star Theatre, Stockton. . . . Al Sanford and Barney Gurnette sold their Town Theatre, San Jose, to Mason Shaw who also owns the Saratoga Theatre, Saratoga. . . . Verne Shattuck and Jack Neugebauer bought the Brockway at Kings Beach from Tom Lucas. . . . Success of the April Chuck Wagon dinner given by Women of Variety Club was evidenced when their pres., Mrs. J. Earl Henning, presented a check for $1,200 to George Mitchell, chief barker of Tent 32, as a contribution to Variety's Blind Baby Foundation.

A new 300-car ozoner at Burney, Calif., will be opened in early July by owner Katherine Roff. . . . Complete remodeling and new equipment installed at Pat Patchen's Minor Theatre, Arcada. . . . Jim Barry, Western Thea. Equip. Co., reports CinemaScope at the Grenada Theatre, Hollister, and the Maribel at Weott, Calif. . . . Wm. Blair, Jr., Mecca and Pic theatres, Crescent City, and the Blair in Cloverdale, recently married Marlene Bowen. . . . An early June opening reported for M. M. Bouldin's new Lake Drive-In at Clear Lake Highlands.

United Artist Theatre has installed over 2,000 new spring seats, new foyer and lobby carpeting plus "slimline" lighting on the front. . . . Al Nalbandian, local flower stand operator, was tapped to play a character part in a movie which stars Mark Stevens. . . . Recent CinemaScope installations made by owner G. K. Loomis in the Weaverville Theatre, Weaverville, and by mgr. Dick Kelley at the Coalinga ozoner, Coalinga. . . . Reported that M. E. Glascock will close his Lake Theatre, Woodlake, on June 9.



William J. Heineman (center), United Artists' distribution chief, talks with stars Fredric March (right) and Richard Burton during location filming near Madrid of "Alexander the Great," multi-million-dollar UA CinemaScope epic which is being produced and directed by Robert Rossen from his own screenplay.

WASHINGTON

The five winning managers in this zone who competed for $250 in prizes for best box office campaigns in April, announced by George A. Crouch, general zone mgr. for Stanley Warner Theatres, are: E. C. Costolo, Beverly Theatre, Washington, $100; George Payette, Maryland Theatre, Hagerstown, $50; Frank Shaffer, Dixie, Staunton, Va., $50; Sidney Hoffman, Metropolitan, Washington, $25; Raymond Burch, Tivoli, Washington, $25. Similar prizes will be distributed for May and June as part of the company's current Spring Movie Festival drive.

Edward Emanuel Named VCI Convention Director

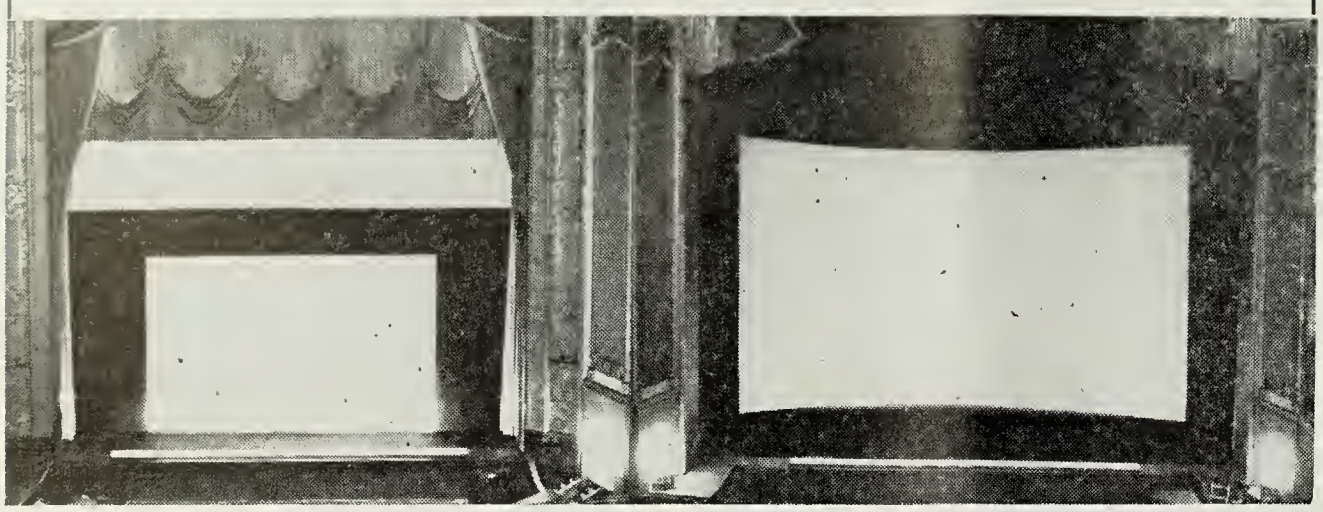
Speaking to the Crew of New York's Variety Tent, International Chief Barker George Hoover announced this week that Edward Emanuel of Philadelphia will be the International Director for the forthcoming Twentieth Annual Convention.

Hoover told the Crew that the New York Tent has the potential of being one of the great organizations in Variety's International system. "Furthermore," he said, "This convention can easily be the most successful International Meeting to Variety's history."

Academy Nominees Listed

The slate of nominees from which 13 members will be elected to the 1955-6 Board of Governors of the Academy of Motion Picture Arts and Sciences was announced over the weekend by Charles Brackett, president.

VistaVision Screen At The Paramount



Here's the N. Y. Paramount Theatre screen area "before and after" installation of the mammoth news Trans Lux seamless VistaVision screen for Para's "Strategic Air Command." New screen, right, said to be the largest anywhere, measures 66 x 37 feet. A similar Trans Lux screen, measuring 46 x 28, went into the N. Y. Criterion Theatre for opening of Para's "The Far Horizons."

Catering Contracts At New Fun Centers To Reade's Company

The Walter Reade Theatres organization has announced that its Catering Department has been awarded a contract for the operation of food and beverage concessions at the new Storyland Village children's paradise in the populous North Jersey shore area.

Designed by Russell Patterson, the 50-acre Storyland will be located near the Asbury Park traffic circle in the resort center, and is scheduled to open around Memorial Day. Dominated by King Arthur's Court, and buildings created from nursery rhyme stories, the Village will also have live animal exhibits where children can play with and feed the animals.

Announcement of the Storyland contract followed the previous announcement that the Catering Department had been granted a five-year contract for the operation of the food, beverage and souvenir concessions at the new 28-acre Fairytown, U.S.A., children's play center on Jericho Turnpike in Middle Island, Long Island, N. Y. The big children's fun center, using a Mother Goose motif, will be open for business on May 28, according to owner-operator Nicholas Tirlizzese.

Walter Reade Jr., president, declared that the Catering Department expects to announce several additional contracts soon for new food service outlets, stating that his organization is making a concerted effort to broaden its activities. In addition to catering its own and several non-affiliated theatres, Reade, under the trade mark name of "Walter Reade Refreshery," also operates concessions in stock car and racing tracks, beach clubs, beachfront and highway restaurants, conventional commercial restaurants and industrial plants, throughout New York and New Jersey.

Motiograph Presents Ozoner Servus-Fone

Motiograph has announced their new Servus-Fone, telephone and music system for drive-in restaurants. When in use, the patron parks at one of the system's serving stations located outside the drive-in, reads an illuminated menu, presses a button on a convenient two-way speaker and places his food order with the drive-in's switchboard operator. When the speaker is not in use for communication, it automatically plays music.

Servus-Fone, according to the manufacturer, reduces the car hop's trips from two or three to one visit per car. The car hop delivers the order and collects the bill in one trip, and if a bus boy is not available, she also clears up the convenient table at the serving station. At least 50 percent fewer car hops need be employed, says Motiograph, and as service is faster, more patrons can be served without increasing restaurant capacity. As orders are relayed to the kitchen in the order received, all patrons receive equal attention.

The equipment is available for drive-ins having room for 20-50 serving stations or 40-100 or more cars. For larger drive-ins, the basic 40-car capacity system may be expanded.

Offer New Junction Box

CAMDEN, N. J.—"Circlite," a glamorized loud-speaker junction box designed to enhance the appearance of drive-ins as well as to provide functional advantages has been announced by RCA's engineering products division. Economically priced, "Circlite" can be used with all types of RCA in-car speakers, features plastic modern streamlining, and is available in red, green or white beacon lights which guide incoming patrons to available parking space, according to M. J. Yahr, manager, RCA Theatre and Sound Products. The guide lights also provide added protection for speaker posts and equipment.

Pizzas Are Hot In New England

By Philip Lowe,
Theatre Candy Co.

The hottest item to hit the drive-in refreshmen stand business since the 20¢ jumbo drink, in my opinion, is the Family Style Pizza for 60¢. Sold hot-out-of-the-oven, it's still hot when it reaches the patron in his car. And its 70 percent profit margin makes this pizza Number One on the hot food Hit Parade.

The average drive-in in the Northeast, I would estimate, sells from 20-45 percent of its dollar volume in hot foods. The higher the percentage, the higher the per person sales. This is true because popcorn, drinks and ice cream are fairly staple in their per person sales and are little affected by hot food sales. But one hot food influences the sale of others, so if you are considering adding new lines you can be reasonably sure they will cut into the sales of your existing hot items. Fortunately, you won't lose as much as you gain. The net result will be an increase in per person sales.

Modest Start

How did all this happen? It started last year in a modest manner. Savon Candy Co., Paterson, N. J., offered moderately priced equipment, pre-baked crusts, quality ingredients and a screen trailer that made pizza-making and selling easy and super-profitable for Mr. Average Refreshment Stand Operator. Mel Wintman of Smith Management Co. conducted extensive tests, with admirable results. Small theatre owners put Family Style Pizzas in their theatres, and the results were even better. Price resistance? On the average, one pie was sold to every five cars.

Please remember that I'm not referring to the old-fashioned 15-25¢ piece of pizza, precooked and frozen and then reheated. Nor to the pizza to which is added a prepared sauce and some grated cheese. I'm talking about a packaged deal which includes prepared crusts, cooked in specially-designed, beautiful ovens. Only top quality ingredients are used: imported olive oil, Mozzarella cheese, garlic salt, sugar, pepper, salt, and top-grade tomatoes.

You can "sell up" to this new 60¢ level, just as you sold up to a new level on drinks —and your customers will thank you.

Gina's Film To DCA

"Bread, Love and Jealousy," Titanus film starring Gina Lollobrigida, will be released nationally through Distributor Corporation of America, according to President Fred J. Schwartz. He stated that DCA is contemplating changing the present title to "Frisky" to prevent any confusion with its forerunner, "Bread, Love and Dreams." Scharwtz added that DCA was planning to dub the film, now in Italian with English sub-titles.

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Many New Stars Required: Curtiz

"We must build up build up big stars today like we did in the past," Producer-director Michael Curtiz stated in his Paramount studio office. "Today, all the name box office stars have their own independent film companies and distribution arrangements and it is a problem for a studio to cast a film."

If the studios don't help build stars, Curtiz warns, it won't be a great many years until the industry is all independent production. New talent must be developed now. Young leading men are especially important, because they are the scarcest commodity right now.

"The audiences want new faces," Curtiz stressed. All you need is courage and a good story. Good performances by new players will give you your stars."

Curtiz is starting off the building of new stars in his fashion with "Too Late My Love" a suspense melodrama-romance which will star Carol Ohmart, a new leading lady, and Tom Tyron, who was discovered by Hal Wallis, who will use him in "The Rainmaker." Wallis, like Curtiz, started off a countless number of players who are stars today.

New Faces Announced

"Too Late, My Love" is by Frank Tashlin and Rip Von Ronkel and the screen play is by John Meredyth Lucas. Besides the two toppers, Curtiz is using these new faces, David Lewis, winner of the Actors' Award in New York; Jacques Aubuchon, Scott Marlowe, whom he belives is "another Brando" and who is destined to be a star; James Gregory, Maureen Hurley, Elaine Stritch and E. G. Marshall.

Curtiz pointed out that he used a new star, Oreste Kirkop, in "The Vagabond King" for Paramount. He feels that Kirkop is a great personality.

"If a picture makes one star," Curtiz said, "that star can be worth millions to a studio in a short time."

Is it difficult to use new faces in films? "It just takes more patience," Curtiz stated, "and more time and explaining motion picture technique. But it's worth it. Producers and directors using new faces in the leads of their films will be doing a great service to the studios. I hope that many will follow my lead," Curtiz said.

HOLLYWOOD ...on the wire

RICHARD BERNSTEIN, *Editor*
Hollywood Offices:
4225½ Lockwood Ave.,
Hollywood 29. Tel.:
Normandie 2-6494

"Beau James," a motion picture based on Gene Fowler's biography of the late Mayor James J. Walker, will be produced for Paramount by Melville Shavelson and Jack Rose with Bob Hope starred as Walker, one of New York's most celebrated mayors. In addition to "Beau James" which will be set against the roaring twenties, Shavelson and Rose also will film "The Story of the Wright Brothers," world-famed aviation pioneers.

* * *

Producers Robert L. Jacks and Robert Goldstein have signed Gerd Oswald to direct "A Kiss Before Dying" for Crown Productions. The picture, starring Robert Wagner, will be released through United Artists. This marks Oswald's directorial debut. He recently produced an independent film in France for 20th Century-Fox release, "Oasis," which starred Michele Morgan. "A Kiss Before Dying" rolls June 6 in CinemaScope and Eastman Color.

* * *

Allied Artists has made arrangements with Erma Films in Vienna and producer-director Ernst Marischka to produce an English version of the latter's continental hit, "The Girlhood of A Queen," Walter Mirisch, AA executive producer, announced. The picture, originally filmed in German, will star Romy Schneider, who played the title role in the first version. Marischka will produce and direct the film, which will be made in color.

* * *

At U-I, Kathleen Case was assigned the top feminine role in "The Girl In The Cage," adapted from Ben Benson's novel of the same name. In the film, she will play the girl friend of the head of a teen-age gang of car thieves, who can't break away because her boy friend threatens to send her father to jail if she does. Howard Pine will produce the film, which will be his last before leaving U-I to join William Thomas in Pine-Thomas Productions. Abner Biberman will direct the feature, which rolls this month.

* * *

Walter Brennan inked for a top role in "Come Next Spring," at Republic. Film stars Steve Cochran and Ann Sheridan and will be directed by R. G. Springsteen. It will be shot in Trucolor. . . . In another major casting, Jack Lemmon was set as the male star in Columbia's musical version of "It Happened One Night." June Allyson will enact the femme lead and Dick Powell will produce and direct with executive producer Jerry Wald supervising the production. It will be lensed in CinemaScope and Technicolor. Claude Binyon is now completing the screen play and Johnny Mercer and Gene de Paul have started work on the songs.

* * *

M-G-M borrowed Robert Francis from Columbia for a top role in "Jeremy Rodock," which stars Spencer Tracy. The outdoor drama will be produced by Sam Zimbalist with Robert Wise directing. . . . Jack Warner announced that Maxwell Anderson's current Broadway hit, "The Bad Seed," will be brought to the motion picture screen by Warner Bros. with Mervyn LeRoy assigned to produce and direct.

* * *

Lippert Pictures has acquired U. S. distribution of J. Arthur Rank's "Simba," Mau Mau story filmed entirely in Africa in Eastman Color with a cast headed by Dirk Bogarde. Robert L. Lippert announced that his company will road show the feature, with June 17 as the national release date. Edmond J. Baumgarten, president of Lippert Pictures, is already out on a tour of New Orleans, Washington, New York and Chicago, screening the picture for franchise distributors and discussing special handling in the key city playdates. Lippert previously released three Rank films, "The Great Adventure," "Valley of the Eagles" and "Secret People."

* * *

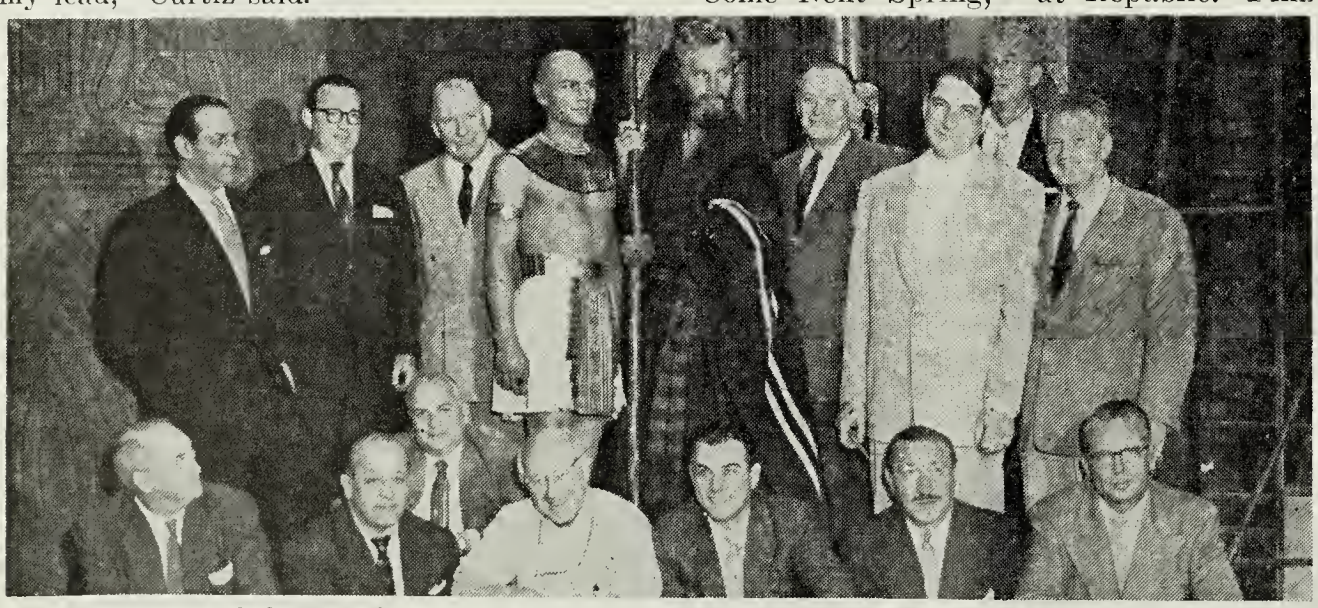
Hal E. Chester has started shooting "Battle Hell," in SuperScope for Filmakers release with Lewis R. Foster directing from a script by Robert C. Lewin. Wendell Corey, Mickey Rooney and Don Taylor play the top male roles and the feminine lead is not yet cast. Featured players include Race Gentry, John Smith and Wright King.

* * *

Producer Sol Siegel has completed negotiations for exclusive association of John Patrick, playwright, on five forthcoming pictures. Patrick is to begin work with Siegel following his present assignment, adapting his Broadway hit play, "The Teahouse of the August Moon," which will be produced by Jack Cummings for M-G-M.

* * *

Dale Robertson will star in "Jagade" at U-I. It will roll in July in Technicolor. Robert Arthur will produce. . . . Barry Sullivan will co-star with Claudette Colbert in Nat Holt's "Texas Lady," which will go out via RKO release. The picture will be shot in SuperScope and Technicolor. . . . "Wakamba," Technicolor African adventure filmed with the co-operation of the American Museum of Natural History, will go into national release June 29 under an RKO banner.



Top execs visited the set of Cecil B. De Mille's forthcoming spectacle "The Ten Commandments," during Paramount's week-long studio sales meeting. Shown in costume are Yul Brynner as Rameses and Charlton Heston as Moses. Others are (Seated, l to r): E. K. (Ted) O'Shea; Bryan D. Stoner; John G. Moore; De Mille; Howard Minsky; Gordon Lightstone; Gordon Bradley; (Standing, l to r: Sidney Deneau, Al Fitter, A. M. Kane, N. Neal East, Robert J. Rubin, Hugh Owen, executive producer Don Hartman.

Family Spirit Among Para Actors Called A Director's Aid By Lewis

By Richard Bernstein

"I am used to being adaptable," Director Robert Lewis said at Paramount Studios, where he is directing "Anything Goes." "I find that every day one has to adapt." This was Lewis' answer to the question: Is it difficult for a successful director from the legitimate stage to adapt to motion picture technique.

Lewis is making his film debut as a director on "Anything Goes" after a career on the stage that found him directing hit after hit.

"Things are done in little pieces on both the stage and screen and then woven together," the director explained.

Lewis, however, is no stranger to films, having been a well known motion picture actor before turning to directing. He pointed out that his past as an actor is helpful in dealing with performers.

"I not only know their problems, but I know their excuses as well," chuckled Lewis. "I've used them all myself."

Lewis stated that the biggest problem with a director on both the stage and screen is trying to keep everything uniform in production. "He has to keep a long line even. Everyone in a production is interested in the moment. A director has to keep an eye on the whole production. He has to look ahead. The director has to remember the whole long line from beginning to end."

Problem Of 'Dailies'

Another phase of a motion picture that differs from the stage is the problem of viewing 'dailies,' and seeing performers and performances in little bits.

Queried about making a motion picture out of a successful stage play, Lewis, who directed such hits as "Witness For The Prosecution" and "Teahouse of the August Moon," said, "transplanting anything is difficult." He hopes to get the chore of directing the screen version of "Teahouse of the August Moon." "A play has to be replanted for films," he stressed.

"Anything Goes" is being shot in VistaVision and Technicolor. Robert Emmett Dolan is the producer and Lewis has for his initial picture a high-voltage cast consisting of Bing Crosby, Donald O'Connor, Jeanmaire and Mitzi Gaynor.

He pointed out that each motion picture studio seems to have a personality of its own and that Paramount seemed to have sort of a family spirit, which is a help to



ROBERT LEWIS

him as a new director. "This spirit is relaxing," Lewis said, "especially to a director doing his first film."

After "Anything Goes," Lewis will return to Broadway to prep "Reuben, Reuben," which will star Eddie Albert. This is a musical.

"I would like to commute between the stage in New York and films in Hollywood," Lewis said. "I would like to do about one film a year."

Lewis explained that when he directs, he is mostly interested in his direction. He looks in the camera once for composition, and then devotes most of his time getting performances from his cast. "Composition is the most important thing in motion pictures," he said.

How is he directing "Anything Goes"? "With spirit and timing," he retorted. "Spirit is important in life as well as in a musical. A film cannot be erratic, it has to have pace and timing. It also has to be well rehearsed."

In rehearsing actors and actresses, a director has to be a bit of a psychologist. He has to know the temperament of each person.

"Everybody has to work together," Lewis stressed. "Anything Goes" has the Cole Porter songs, Lewis explained, plus some new ones written especially for the film by Sammy Cahn and Jimmy Van Huesen. It has an all new story by Sidney Sheldon.

"Most of all, a director has to learn that there are no hard fast rules to anything. You find what you think is a rule and the next moment, someone breaks the rule and does something successfully and the rule is obsolete," Lewis stated.

Title Changes

Republic: **"Headline Hunters"** is the new title for "Deadline Alley." (Stars Rod Cameron, Julie Bishop and Ben Cooper; William Witney directed).

"The Hostage" is the new title for "The for "The Gunman." (Stars Ray Milland; Ray Milland directed).

Brando Options Story

Marlon Brando has taken an option on Eliot Asinof's "Man On Spikes," a baseball novel which he hopes to develop into his first independent film production next fall. The Oscar-winning star would play Mike Kudner, the son of a coal miner who struggles to make his way up to the big leagues.

HOLLYWOOD...

"The Brothers," a modern crime story told against the background of New York, has been added to the Panamint Productions Inc. schedule of films for distribution by RKO. Producers Sam Weisenthal and Eugene Tevlin, who comprise Panamint Pictures, have engaged Endre Boehm and Louis Vittes to write the screen play. The film will be made in Technicolor and CinemaScope this fall.

* * *

Humphrey Bogart will play the ex-sports writer turned prizefight press agent in "The Harder They Fall" at Columbia, which Philip Yordan will produce. The film version of the best-selling Budd Schulberg novel will be directed by Mark Robson. . . . At the same studio, Sam Katzman set Dennis O'Keefe for the lead in "Inside Detroit," an original story by James B. Gordon. It rolls in the title city June 7 with Fred F. Sears directing.

* * *

David Wayne will co-star with Frank Sinatra and Debbie Reynolds in "The Tender Trap" at M-G-M. The film version of the stage comedy will be produced by Lawrence Weingarten with Charles Walters directing. Julius Epstein is writing the screen play.

* * *

Don Gardner finished his featured role in "Hell's Horizon," and has been set for a co-starring role in the Wheeler Company's "Miss Jesse James," western feature film. . . . Frank Hess will play 12 instruments at one time in the dream sequence in "Seven Is For Sinners.". . . Jack Warner inked Richard Whorf to a long term contract as a producer. . . . Warner also announced that WB will film "Toward The Unknown" by Bierne Lay Jr. Mervyn LeRoy will produce and direct.

* * *

Bert Friedlob has added Vincent Price, Sally Forrest and John Barrymore Jr. to his star-studded cast for "News Is Made At Night," which will be directed by Fritz Lang and released by United Artists. Others cast include Dana Andrews, Rhonda Fleming, Ida Lupino, George Sanders, and Howard Duff. Film rolls June 1 at California Studios.

* * *

Valerie French, young British actress, has been signed to a long term contract at Columbia Pictures. . . . Republic has put "Man To Man" before the cameras with William Witney directing for associate producer William J. O'Sullivan. Films stars Rod Cameron and Julie London and is being shot on location at the Santa Anita racetrack. Script is by Houston Branch.

* * *

Gale Robbins has been signed for a featured role in the 20th Century-Fox production, "The Girl in The Red Velvet Swing," starring Ray Milland and Farley Granger. Miss Robbins, who recently co-starred with Rod Cameron in "Double Jeopardy" at Republic, will do six song-and-dance numbers in the picture. . . . Jeff Morrow has been assigned a starring role with Audie Murphy and Barbara Rush in "World In My Corner," which will be produced by Aaron Rosenberg and directed by Jessie Hibbs.

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AUDIENCE AWARDS

THE first major step in a broad public relations program to encourage motion picture attendance was officially launched this week with the nationwide distribution to theatre owners of an outline of COMPO's Motion Picture Audience Awards Plan.

The plan calls for a ten-day balloting period in motion picture theatres throughout the country, from November 17th to 27th, with the public casting its votes for the best pictures, best performances and most promising personalities of the year. Prior to the annual "election," exhibitors will be asked to nominate the candidates. (For details, see story on Page 6.)

The ultimate success of this constructive venture will, in the final analysis, depend upon the measure

(See Page 5)



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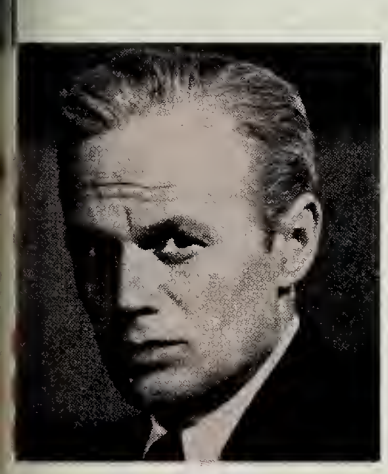
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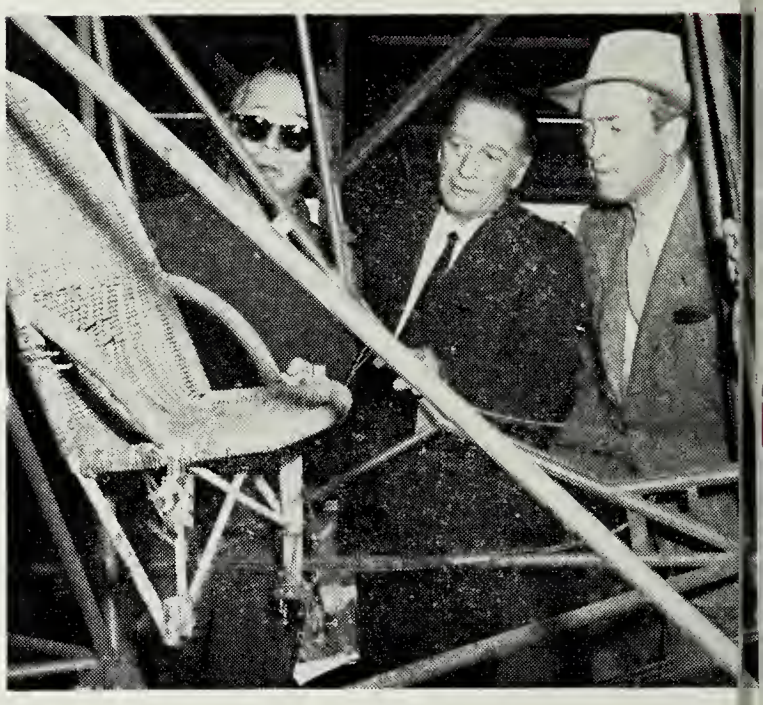
Directed by **VINCENTE MINNELLI** · Produced by **JOHN HOUSEMAN**

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

GREAT TALENT MAKES GREAT PICTURES

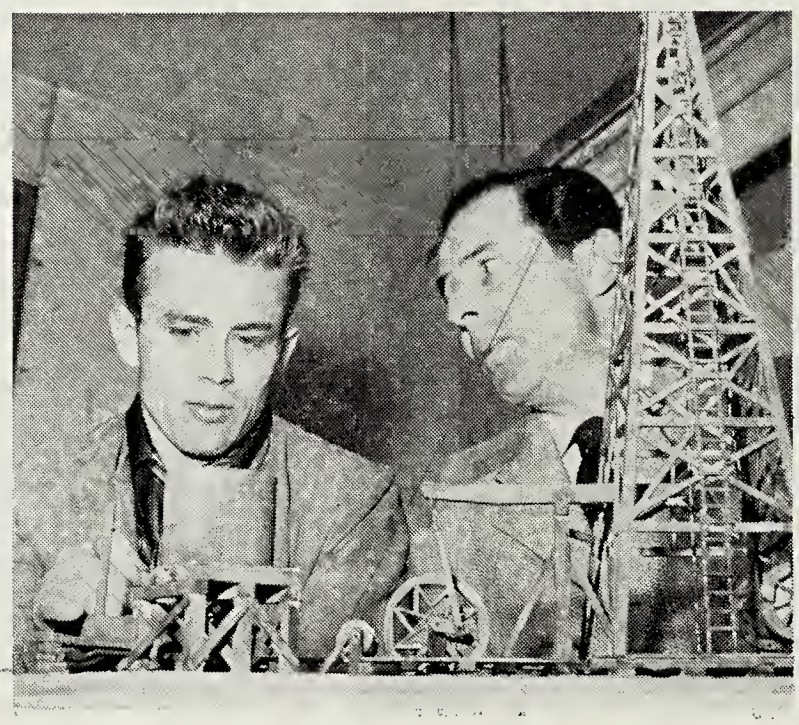


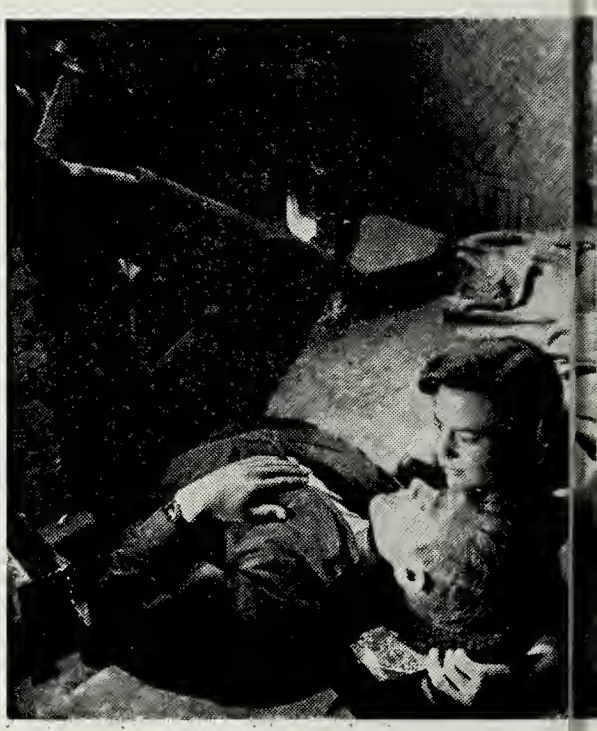
Off to happy start. Jack Warner expresses good wishes as famed Liberace starts production of "Sincerely Yours." Ray Heindorf and Brother George Liberace gives smiling approval as eagerly anticipated picture rolls. (WarnerColor.)



One of the most famous pilot chairs in aviation history is seen by Producer Leland Hayward, Director Billy Wilder and James Stewart as they examine replica of "Spirit Of St. Louis" cockpit. Epic story of the first solo flight across the Atlantic begins production next month in Paris at Le Bourget Airfield, scene of Charles A. Lindbergh's history making arrival in France.

Busy James Dean goes directly from "Rebel Without A Cause" into "Giant," George Stevens' production of the Great Edna Ferber novel. By way of Texas indoctrination, Dean gets lowdown on oil derrick operation from Art Director Boris Leven. *(Right)* Dean rearsing scene with Natalie Wood for "Rebel Without A Cause." *(CinemaScope, WarnerColor)*







Jack Webb's first screen embrace! With lovely Janet Leigh. Webb directs as well as stars in "Pete Kelly's Blues." *(Below)* In deserted ball-room battle Webb shoots it out with Edmond O'Brien. Nesdon Booth, Janet Leigh in background *(CinemaScope, WarnerColor)*



WE'RE DOING THINGS HERE AT WARNER BROS.

June 11, 1955
Vol. 35 No. 11

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Audience Awards

(*continued from cover*)

of participation by theatre owners. The poll certainly deserves the support of every showman with a stake in this business.

The Audience Awards Poll will in no way detract from the value of the Academy Awards. The "Oscars" are awarded on a critical basis by the creative members of the Academy of Motion Picture Arts and Sciences. Exhibitors have tangible evidence of the added commercial value that accrues to the "Oscar" winners. Columbia has acknowledged that it increased the gross of "On The Waterfront" by at least $1,000,000. In fact, the Audience Awards will complement the Academy Awards. Over the years, there have been many popular stars and pictures which never won an Academy Award but there was no doubt that they were "the people's choice." By the same token, there can be no doubt that audience preferences will add even more to stimulating theatre patronage.

Once again audiences are talking two businesses—their own and motion pictures—and the industry must do everything in its power to prevent that interest from growing cold, as was the case a few years back.

The public loves to be on the inside of all things dealing with motion pictures and the industry now has the potential to convert this enthusiasm to constructive ends. In much the same way as the feeling of audience participation enhances the presentation of motion pictures, so can public participation in COMPO's Audience Award Poll generate excitement and enthusiasm among audiences. People crave to have a voice in the scheme of things and the competition can actually make rooters out of audiences that might otherwise remain unstimulated. We can fulfill that urge.

The beneficial results of an industry-wide saturation campaign will soon make themselves evident. The revelation of regional preferences will be most helpful to local theatre owners and the over-all results can well lay out a pattern for production. There is nothing to preclude new personalities from electioneering on personal appearance tours. The entire poll idea is a most concrete way of getting audiences to look for and know new faces. There can be no doubt that many Audience Awards winners in the new personalities category will eventually emerge as full-fledged stars by virtue of the poll. And new stars are just what the doctor ordered.

With 50 to 60 million people casting ballots at the nation's theatres, this is bound to create excitement that no other activity could possibly equal. It will garner considerable newspaper space with newsworthy happenings. The industry has already been approached for a television show for the presentation of the Audience Awards. It is to be hoped that the mistake made in the televising of the Academy Awards will not be repeated here and that commercials will be limited to the promotion of motion pictures and no other product. It is to be hoped that the award presentations will be made available to all television and broadcasting networks as a public service, as suggested by Elmer Rhoden, National Chairman of the Audience Awards Committee.

During the summer, regional meetings will be held in each exchange area to furnish exhibitors and film company executives with all the necessary information concerning the promotion of the Audience Awards Program. Personal attendance of all participants at these sessions will be a must. This project, for the betterment of the industry if successfully exploited by showmen, can truly be the most effective activity to build box office ever conceived by this industry.

And while the Audience Award as yet has no nickname such as the "Oscar," "Emmy" or "Tony," it will undoubtedly become the most coveted prize of all.

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Audience Awards Presentation Due For Broad TV Coverage

The possibiity looms that the results of the National Audience Awards Poll will be made available to all television companies next December as a public service, with the definite understanding that there will be no commercials. This fact was revealed by Elmer Rhoden, National Theatres' president and chairman of COMPO's Audience Award Committee, who said in Hollywood that a major national broadcasting TV company has already approached COMPO to televise the poll results.

A vote of between 50 and 60 million people in the polling period of November 17 to November 27 was forecast by Rhoden, in a foreword to a brochure COMPO is issuing on the poll. Rhoden appealed for enthusiastic industry support "to make the Audience Awards program the most effective public relations activity ever conceived by this industry!"

Lead To Business Boom

Speaking at an informal luncheon for studio advertising and publicity chiefs in NT's offices, Rhoden said that if the poll succeeds in launching five or six new film personalities a year, it will result in a terrific business boom for the entire industry. "This Audience Awards Program is something that should have been put into practice many, many years ago, but because of the lack of coordinated effort and unity within our industry, this important job was left undone," Rhoden said. The National Theatres' head will be in New York later this week to discuss the Audience Awards Poll with MPAA ad-publicity-exploitation chiefs and trade press publishers and editors.

Fifty-seven players, of which 27 are men and 30 women, are listed as candidates for the most promising young personality categories on the exhibitors' first nominating ballot for the poll, enclosed with the COMPO brochure being distributed to 19,000 theatres by National Screen Service.

Exhibitors Nominate

The first set of nominations covers pictures released between October 1, 1954 and March 31, 1955. Ballots for nominations in this group must be filled out by exhibitors and mailed to Price Waterhouse & Co., 56 Pine Street, New York 5, N. Y. A postage-paid addressed envelope is provided for that purpose. Nominating ballots received after July 11, 1955 will not be considered. Subsequent ballots will be sent to exhibitors later for nominations of pictures, and players appearing therein, which were released in the April-May-June and the July-August-September 1955 periods.

Exhibitors are permitted on the first set of nominations to select 10 pictures and 10 personalities in each of the other four categories: best performance by an actor, best performance by an actress, most promising new young personality (male) and most promising new young personality (female).

Seventy-two pictures are listed on the ballot for exhibitor nominations. All pictures listed were submitted for nomination by the sales managers of the distributing companies. Universal heads the list with 16. Other entries are: M-G-M, 13; 20th Century-Fox, 10; Columbia, 7; Warner Bros., 7; Paramount, 6; Allied Artists, 5; RKO, 4; and United Artists, 4. Each exhibitor is entitled to nominate not more than 10 pictures, and not more than ten personalities in each of the other four categories on the first nominating ballot. Blank spaces are provided for write-in nominations. Ballots received after July 11 for the first set of nominations will not be considered.

Inasmuch as individual stars are to be chosen on the basis of their best performance, exhibitors are cautioned not to nominate any individual star for more than one performance. Nomination of a picture does not necessarily mean that an exhibitor must nominate stars or promising players in that picture. Personalities may be named for their performance in other qualified pictures besides the one chosen by the exhibitor as the best. No ballot will be considered if more than ten pictures and more than ten players in each category are nominated, or if a player is nominated more than once.

A full line of accessories will be available to the exhibitor through National Screen Service branches. These include a 12-page press book, with exploitation ideas, newspaper stories, ad slugs, radio and TV spot announcements, etc.; two trailers, one to be used in advance, the other during the balloting period; one 40 x 60 poster announcing the balloting in advance; one 40 x 60 poster listing the pictures, stars, and promising new young personalities; printed ballots, and stickers to be pasted on ballot boxes.

Detail Producer Benefits

A special brochure aimed at acquainting producers with the benefits to be derived from the Audience Awards was distributed to production leaders this week by Rhoden. "A major benefit," says the brochure, "will be the enormous added value that will accrue to pictures that come out on top in the election. An official of Columbia Pictures said the winning of the last Academy Award added $1,000,000 to the gross of 'On The Waterfront.' This new value to the top pictures will be quickly realized when these pictures are re-released during the pre-Christmas holiday season, when new pictures are usually scarce.

"Another great direct benefit to Production will come from the nation-wide attention the election campaign will focus on new young personalities," the brochure continued. In addition the election will give Production authentic information regarding public preferences, both for pictures and players. Regional preferences also will be revealed.

"Besides all these direct benefits. Production will share in the huge good that the poll will do for the entire industry. The election campaign will create more talk about the movies, arouse greater interest in movies and stimulate attendance at theatres. This is not speculation: regional and local polls conducted in a number of areas have demonstrated that the box office directly benefits from the increased interest in movies which the polls aroused."

Rhoden stated in the exhibitor's brochure that regional meetings to further the interests of the poll will be held this summer in all exchange cities. Leading exhibitors and film exchange executives will attend to receive in detail all information concerning the successful exploitation of the Audience Awards program.

TOA-Allied Merger On Local Level?

With prospects of a merger between Theatre Owners of America and National Allied definitely chilled for the time being, talks about strength-through-union of the two exhibitor organizations are now being held on the local level. In Oklahoma City, after a board meeting of Theatre Owners of Oklahoma, the board met with Allied Theatre Owners of that state to discuss the possibility of a merger.

Senate Delinquency Sub-Unit On Coast; Study Films, Code

WASHINGTON. — Crime and horror films will come under the Senate Juvenile Delinquency subcommittee microscope at open Los Angeles hearings June 14-16, according to the subcommittee. Sen. Estes Kefauver (D., Tenn.), subcommittee chairman, said that film industry officials will assist in an examination of "their code."

Citing the "profound influence of movies on the behavior of youth," Kefauver said his group would pay special attention to the manner in which films are advertised and promoted.

Kefauver said that earlier subcommittee hearings on television "indicated that the excess of crime and violence on television screens tended to make a child immune to human suffering and could lead to delinquency." He said the subcommittee report on the television hearings will be made public in the near future.

Meanwhile, James H. Bobo, accompanied by Carl Perian and Claude Schonberger, counsellor and consultants, respectively to the Subcommittee, arrived in Hollywood in advance of the committee members. As yet, the names of those who will be asked to testify have not been released.

Disclosed for the first time, upon the arrival of the committee officials, was a preliminary list of features the unit will look at. They include: "Blackboard Jungle," "They Were So Young," "Crashout," "Big-house USA," "Son of Sinbad," "The Prodigal," and East of Eden."

Device Unscrambling All Toll TV Ready

A simple method to see subscription video "without paying" was revealed at press-time by Jerrold Electronic Corp., manufacturers of equipment for closed-circuit TV. The firm claims to have developed a device which can unscramble "all forms" of toll-TV, and can be produced inexpensively and attached to any set.

The idea of showing the device, it was understood, is not to put it on the market, but to bolster Jerrold's argument to the FCC about the fallability of all "scrambled" tool-TV devices such a Phonevision, Telemeter, and Skiatron. Jerrold proposes instead a closed-circuit wired system, long advocated by the Committee Against Pay-As-You-See TV, which would not interfere with free television reception.

Balaban Hits Nets: Pay-TV Inevitable; Not End Of Theatres

Barney Balaban, Paramount president, this week took the occasion of the company's annual stockholders' meeting to refute what he termed the "pious declarations" of General David Sarnoff, chairman of the Board of the National Broadcasting Company, who has attacked "pay-as-you-see" television and the interest of motion picture companies in it.

Balaban re-affirmed his faith in the coin-box Telemeter system as being the most practical for "pay-as-you-see" television. He further stated his firm conviction that the advent of paid television is "inevitable."

The Paramount chief also asserted that pay video does not mean the end of the movie theatre. "We believe that the desire of the public 'to go out' and receive the kind of emotional and visual effects that the theatre can offer will sustain satisfactory levels of motion picture theatre income," he said.

"General Sarnoff issued a statement," declared Balaban, "attacking the motion picture industry and Paramount in particular. He attempted to defend the vested interest of the big networks in maintaining the present system of so-called 'free TV.' His concern about the preservation of the status quo is thoroughly understandable. The 'free TV' which he champions has brought his combined companies well over a billion dollars from royalties on every TV set made in this country and from sales of goods and services. Ultimately, it was the public who paid for it!

"Giant Networks Control"

"There is far less freedom in the TV market place because of its present dominance by the giant networks than in any other form of entertainment distribution. NBC controls the production of shows, their distribution, and decides who shall be affiliated with its network and who shall not. Station affiliates are bound to the networks through their dependence upon them for the only quality programs presently available. It is a few executives of the networks and a handful of sponsors who determine what the public shall see. It is the promotion of commercial products on television that dictates the kind of programs we have on television."

Balaban emphasized the inconsistency of Sarnoff's position in simultaneously deploring the possibility that film companies might influence the TV industry through "pay-television," and at the same time berating the industry for refusing to turn over pictures to television. One gets a little weary of these pious declarations about the motion picture companies in their relation to television, the Paramount chief continued. "No one has a patent on how to make motion pictures. Anyone can make a motion picture who has the talent and money to do so.

"If they think it is economically feasible at this time to make high budget pictures for 'free' television, why doesn't General Sarnoff lead the parade? His company has had a wide experience in this field, having controlled, for a considerable period of time, a major motion picture company. The answer is a very simple one. Sponsors cannot afford to pay for a million dollar or multi-million dollar production and then give it away."

Sarnoff Charges Film Producers "Panting For Cash-Box Marriage"

An avalanche of last-minute comments about the pros and cons of subscription television fell upon the FCC this week, as the June 9 deadline set by the Commission was reached. One of the most outspoken opponents of pay-as-you-see was Brig. Gen. David Sarnoff, board chairman of the National Broadcasting Co., who charged that Hollywood producers "are now panting for marriage to cash boxes that can be attached to 35 million TV receivers now in American homes." Sarnoff also called upon Congress, rather than the FCC, to determine whether pay-TV would be in the public interest, and expressed his belief that free-TV and toll-TV could not exist together.

Asserting that pay TV makes "strange bedfellows," and that the recent alliance between "powerful motion picture interests" and the pay-TV promoters is "highly significant," Sarnoff stated that Hollywood's interest in the proposed medium is the direct result of the consent decree which parted "Paramount Pictures, promoter of Telemeter pay-TV, and other motion picture producers . . . from several thousand theatre box offices to which they were so long wedded."

"Films Never Available"

"For years," Sarnoff continued, "the large motion picture companies have refused to make their products available for TV. This refusal applied to the old pictures in their vaults as well as to their new products. On May 24, 1954 a new approach was signalized by the spokesman for the motion picture industry, Eric Johnston, president of the MPAA, who wholeheartedly endorsed pay-TV," Sarnoff went on.

"We believe it would be fatal to the continued dynamic growth of television to enable Hollywood to dominate and control television programming," the RCA board chairman stated. "It is obvious that the motion picture industry is looking (for) an opportunity to collect billions instead of millions of dollars by obtaining direct access to American homes for its products."

Sarnoff charged that this "new opportunity" would not only be built upon the structure which free broadcasting has created, but would also "threaten destruction of the whole free television enterprise." "To the extent that pay-TV might be financially successful, it would jeopardize the basis for economic survival of a free television system," Sarnoff asserted. "In these circumstances, free TV broadcasters would inevitably be forced by economic necessity to engage in pay-TV, and this, in turn, would set off a chain reaction which would ultimately mean the end of our American system of free TV."

Sarnoff concluded: "It is for the Government to determine whether the self interest of the motion picture industry, in seeking these advantages for itself, should override the public interest in maintaining the American system of free broadcasting—a system now bringing great values to the public in service and in fresh concepts of television programming."

Another lengthy comment was filed by the Committee Against Pay-As-You-See TV which declared in its statement to the FCC that the pay-TV controversy is a matter for action by Congress, "the proper body to legislate a change of this consequence. . . . It is not properly encompassed through statutory construction."

Committee is part of Organizations for Free-TV, comprised of theatre, television and radio station owners, labor unions, chambers-of-commerce, trade associations, and others, which argued that based upon present-day televiewing habits in the American home, pay-as-you-see could cost an average family $1,156 a year for types of programs now received free.

Pay TV Costs High

Figures used for toll video advocates themselves, in an experimental test in Chicago five years ago, showed that single program costs would average not less than 66 cents an hour, the Committee reported. This figure was based on a "sets in use" survey, showing that viewers watch TV sets on an average of four hours a day. The $1,156 figure does not include an estimated $80 for the cost and installation of an "unscrambling" device for the set itself.

The Committee predicted that sponsored programs such as "I Love Lucy," "See It Now," "Jackie Gleason," and others would be "captured" for the pay-TV medium if approval were forthcoming, since "popularity" will still rule as the yardstick of programming. Promises of "wonderful educational and cultural programs are made by the patent holders but the choice of programs is one that will be made by station licensees," the FCC was told. "Unless forced to do so, it is unlikely that any station will carry a program with limited appeal, if another program with mass appeal was available."

The Committee also reminded the FCC that nearly 10 billion dollars has been invested by some 37 million purchasers for TV receivers and installations, and emphasized that this investment was made with the understanding that there would be no charge levied for programs using channels allocated for commercial television by the Commission. To charge for such entertain-

(*Continued on page* 19)

Ask Paramount Divestiture If Telemeter Approved

Washington. — The Committee Against Pay-As-You-See TV asked the FCC in its statement opposing pay video to require Paramount to divest itself of film production in the event the Paramount-controlled Telemeter system is approved.

"If the Telemeter coin-box system is approved by the Commission," the comment reads, "The Commission will have created the very situation disapproved of in the Paramount (consent decree) case—the unity of producer and exhibitor and its attendant evils.

"This would not appear to be in the public interest," the Committee continued. "If Paramount is to be considered as a challenger in the coin-box fight, it should be forced to divest itself of its film production function."

Strong Summer Product Slated

The 45th in the series of COMPO ads in "Editor & Publisher" is devoted to strong product to be released this summer to the motion picture theatres of the country. Forty films are listed, to be offered by ten major producers.

They are: Allied Artists: "Shotgun," "Wichita," "The Warriors," "The Body Snatchers"; Columbia: "Five Against The House," "A Prize of Gold," "The Man From Laramie," "Rebound"; M-G-M: "Love Me Or Leave Me," "Interrupted Melody," "The Cobweb," "It's Always Fair Weather"; Paramount: "Strategic Air Command," "The Seven Little Foys," "We're No Angels," "You're Never Too Young."

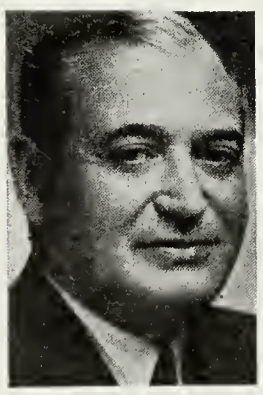
More Listed

RKO: "Son of Sinbad," "Pearl of The South Pacific," "The Boy And The Bull," "Bengazi"; Republic: "The Road To Denver," "Flame Of The Island," "Magic Fire," "The Last Command"; 20th-Fox: "Daddy Long Legs," "The Seven Year Itch," "Soldier of Fortune," "The Virgin Queen"; U-A: "Not As A Stranger," "The Night of The Hunter," "The Kentuckian," "Summertime"; U-I: "The Shrike," "Foxfire," "One Desire," "To Hell And Back"; Warner Bros.: "The Sea Chase," "Land Of The Pharoahs," "Mr. Roberts," and "Pete Kelly's Blues."

Exhibitors had complained about a shortage of top movie product during the pre-summer months.

Oscar A. Doob Resigns As Loew's Ad Executive

After 26 years as a Loew executive, Oscar A. Doob has resigned as of September 1. Doob, who joined Loew's in 1929 as ad-publicity chief, switched two years ago to the M-G-M ad department, handling promotions for special pictures. He will make his home in Palm Beach, in "semi-retirement" with plans to do writing. During World War II, Doob launched the plan of selling war bonds in movie theatres, and was loaned by Loew's to the Treasury Dept. as a $1-a-year man. For many years, he was publicity head of the industry's March of Dimes drives.



OSCAR A. DOOB

Court Approves Loew's Second Drive-In Buy

Loews' Theatres' application to operate the Normandy Drive-In Theatre, Jacksonville, Fla. has been approved by Federal District Court Judge Henry W. Goddard. The circuit now has two ozoners, both acquired following the Paramount decree freeze on new theatre acquisitions by defendant companies. The other is the Twin Drive-In, Chicago.

Meanwhile, a $450,000 treble damage anti-trust suit has been instituted by the Main Street Drive-In, Jacksonville, against Tropical Drive-In Theatre, former owner-operator of the Normandy, charging law violations which enabled the latter theatre to obtain film buying preferences.

The Normandy has a 1,350-car capacity, and is one of the largest of the 11 drive-ins in the Jacksonville area. It has been and will be operated on a "21-day after first-run downtown Jacksonville policy."

Judge Goddard's decision placed a series of product limitations on the operation of the theatre.

High Court Permits New Poster Action

WASHINGTON.—A stalled treble damage anti-trust suit against National Screen Service and the eight major distributors is now free to go ahead, following a Supreme Court decision to that effect this week. The lower courts had ruled that Independent Poster Exchange of Philadelphia could not sue because it had dropped an earlier suit before final judgment.

Charles Lawlor and Mitchell Pantzer, partners in Independent, charged in 1942 that National Screen Service and three of the majors had conspired to establish a monopoly in the distribution of posters and other accessories. The suit was settled after National Screen agreed to furnish Independent with the materials at specified prices.

The present suit charged that the settlement by National Screen was merely a device to perpetuate their conspiracy, and that National Screen continued efforts to put the Philadelphia firm out of business.

The lower courts held that the grounds were substantially the same as in 1942, and that the suit should be barred because of previous settlement. The Supreme Court overruled, holding that there are new allegations and that the other five major distributors have been added.

Robbins Named Pioneer Of Year

Herman Robbins, Chairman of the Board of National Screen Service Corp., has been named the "Pioneer of the Year" by the Motion Picture Pioneers, an organization composed of men who have served in the motion picture industry for more than 25 years, it was announced this week by Jack Cohn, founder and president of the Pioneers.



HERMAN ROBBINS

Ceremonies honoring Robbins as "Pioneer of the Year" will be held in conjunction with the 17th annual dinner of the Motion Picture Pioneers on November 4, 1955, at the Waldorf-Astoria.

Cohn stated, "Among the distinguished leaders of the industry whose contributions through the past one-third of a century have made the screen the greatest medium of entertainment in the world, we of the Motion Picture Pioneers salute the efforts of Herman Robbins as worthy of our highest honor. Herman Robbins is truly a pioneer in our industry."

Robbins learned the meaning of showmanship as a young man while working on the old "New York Evening World." From the *World* he joined the Fox Film Corporation and rose to General Sales Manager under Winfield Sheehan. He served with Fox until 1923, during the greatest growth of the original company, leaving to acquire an interest in National Screen.

During the past 32 years, his company has kept abreast of the industry's needs for promotional materials. Its facilities and personnel have served national, civic and industry causes, as a public service.

But beyond the contributions of Robbins and his company are the many unpublicized services he has performed throughout the years on behalf of philanthropic and charitable enterprises in and out of our industry. His work for Pioneers is among his outstanding contributions to the assistance of those unfortunate enough to require aid from their fellows of the motion picture business. He is also on the Board of Directors of the Will Rogers Memorial Hospital. The United Cerebral Palsy Foundation has given him its Distinguished Service Award Plaque for five years of invaluable support. In 1949, he was cited for his service to the Disabled American Veterans.

During the war, Robbins was an active member of the Industry Advisory Committee of the War Production Board and cited for his contribution to the War Finance Program of the Treasury Department. Within the industry, he is treasurer of COMPO.

Universal, NBC Execs Announce Joint TV Spectacular

Joint announcement this week by Universal-International and the National Broadcasting Company disclosed the completion of arrangements for the first one-hour-and-a-half TV "Spectacular" ever arranged with a television network utilizing the talent facilities and star personnel of a major motion-picture studio.

The presentation, to be telecast on July 2 in black-and-white over 128 TV stations in the U.S. and Canada, will have as its master of ceremonies Steve Allen, due to make his film debut in the title role of U-I's "The Benny Goodman Story."

To be titled "Allen In Movieland," the 90-minute spectacular will feaure appearances and entertainment by such noted U-I personalities as Jeff Chandler, Tony Curtis, Piper Laurie, Audie Murphy and Mamie Van Doren. U-I's coordinator for the TV presentation, which will enable the Studio to highlight its release product for the Summer months for the filmgoing public, will be Bob Rains, head of its radio and TV promotion department.

Norton Tune Elected

ATLANTA, GA.—Norton Tune of Shelbyville, Tenn. is the new president of the Tennessee Theatre Owners Association, succeeding Stacy Wilhite. Other officers elected were: W. R. Russell Holder, vice-president; Aubrey Couch, secretary-treasurer; Alfred Starr and Kermit Stengel, directors.

Major Fox Attractions Set For Summer Schedule

Twentieth Century-Fox's program of bringing to the CinemaScope screen a constant flow of major attractions appealing to the widest possible audiences will be clearly in evidence during the coming months with the release of 13 blue-chip productions between June and October.

The five month product line-up—part of the company's overall slate of 28 releases for 1955—ranks among the strongest and most diversified array of attractions adapted from best-selling books and long-run Broadway stage hits. Of the upcoming 13 releases, twelve are in CinemaScope and color, and one is a standard dimension release in black and white.

Important marquee names are featured in each of the films, and comprehensive, long-range programs of advertising, publicity and exploitation are being launched by the company to pre-sell each attraction to world audiences.

"Itch" Leads Off

Leading off the parade of June releases is Charles K. Feldman's Group Productions presentation of "The Seven Year Itch" starring Marilyn Monroe and Tom Ewell. Directed by Billy Wilder, the comedy is adapted from George Axelrod's Broadway play. Also in June the company is offering "Soldier of Fortune" starring Clark Gable, Susan Hayward, Michael Rennie and Gene Barry. Buddy Adler produced and Edward Dmytrik directed from a screen play by Ernest K. Gann, based on his popular novel; and "The Magnificent Matador" starring Maureen O'Hara and Anthony Quinn and introducing Manuel Rojas. The Edward L. Alperson presentation was directed by Budd Boetticher.

July Releases

July releases are "House of Bamboo" in CinemaScope and color by DeLuxe, starring Robert Stack, Robert Ryan and Shirley Yamaguchi, produced by Buddy Adler and directed by Samuel Fuller; "How To Be Very, Very Popular" in CinemaScope and color by DeLuxe, starring Betty Grable, Sheree North and Robert Cummings, produced and directed by Nunnally Johnson.

Other July releases are Panoramic productions' "A Life in the Balance," starring Ricardo Montalban, Anne Bancroft and Lee Marvin, and the first CinemaScope featurette, 'The Living Swamp," an exciting portrayal of nature in the Okefenokee Swamp.

Fall Releases Strong

August releases are "The Virgin Queen" in CinemaScope and color by DeLuxe, starring Bette Davis, Richard Todd, Joan Collins and Jay Robinson, produced by Charles Brackett and directed by Henry Koster and "Left Hand of God" in CinemaScope and color by DeLuxe, starring Humphrey Bogart and Gene Tierney, produced by Buddy Adler and directed by Edward Dmytrik.

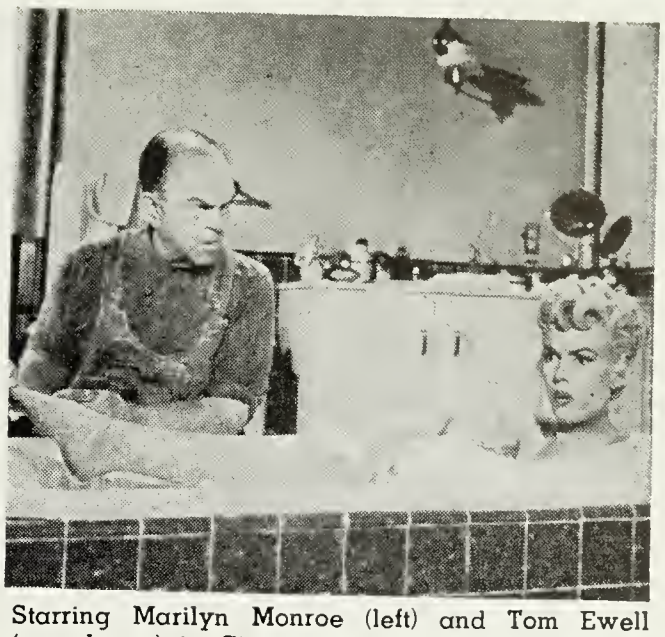
September releases are "Love Is A Many-Splendored Thing" in CinemaScope and color by DeLuxe, starring William Holden, Jennifer Jones and Gloria Grahame, produced by Buddy Adler and directed by Henry King; and "The Tall Men" in CinemaScope and color by DeLuxe, starring Clark Gable, Jane Russell and Robert Ryan, produced by William Bacher and directed by Howard Hawks.

October Features

October releases are "Seven Cities of Gold" in CinemaScope and color by DeLuxe, starring Richard Egan, Michael Rennie, Rita Moreno and Cameron Mitchell, produced and directed by Robert Webb; and "The Girl In The Red Velvet Swing" in CinemaScope and color by DeLuxe, starring Ray Milland and Joan Collins, a Charles Brackett production.

Among the many other imposing CinemaScope productions forthcoming from 20th Century-Fox are "The View From Pompey's Head," "The Greatest Story Ever Told," "Lord Vanity," "Katherine," "The Sixth of June," "The Rains of Ranchipur," "The Day The Century Ended," "Tigrero!," "Good Morning Miss Dove," "Anastasia," "Can Can," "Bus Stop" and "The King and I."

The Seven Year Itch



Starring Marilyn Monroe (left) and Tom Ewell (not shown) in CinemaScope and DeLuxe Color.

The Virgin Queen



Starring Richard Todd and Bette Davis in CinemaScope and DeLuxe Color.

How To Be Very, Very Popular



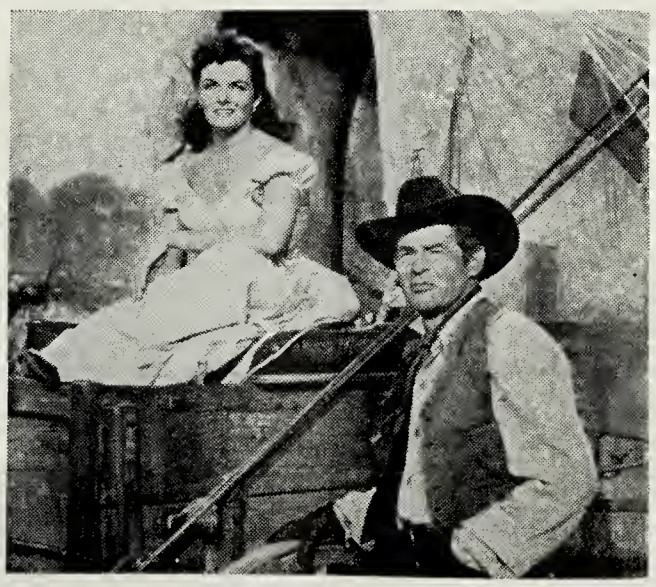
Starring Betty Grable and Sheree North in CinemaScope and DeLuxe Color.

The Left Hand Of God



Starring Gene Tierney and Humphrey Bogart in CinemaScope and DeLuxe Color.

The Tall Men



Starring Clark Gable (not shown), and Jane Russell in CinemaScope and DeLuxe Color.

Love Is A Many Splendored Thing



Starring Jennifer Jones and William Holden in CinemaScope and DeLuxe Color.

THE CURTAIN'S RISING ON

Paramount's Biggest Promotion



BOB HOPE NATIONWIDE TOUR – in-person appearances to meet the press and public . . . and to skyrocket interest in the picture everywhere! Bob's itinerary includes strategically selected cities from coast to coast—all of them important population hubs from which saturation publicity will reach to all local areas.

TIE-UPS GALORE—get all the details in the Paramount pressbook. Country-blanketing TV plugs from Bulova Watches—11,000 drug and candy store displays and Saturday Evening Post page ads from Page & Shaw—point of sales displays from Sonic Capri Radio-Phonographs are typical of this great merchandising!

Color by Technicolor

starring

BOB HOPE

as Eddie Foy



VISTAVISION

MOTION PICTURE | HIGH-FIDELITY

puts you right in the heart of the family . . . right in the middle of the fun!

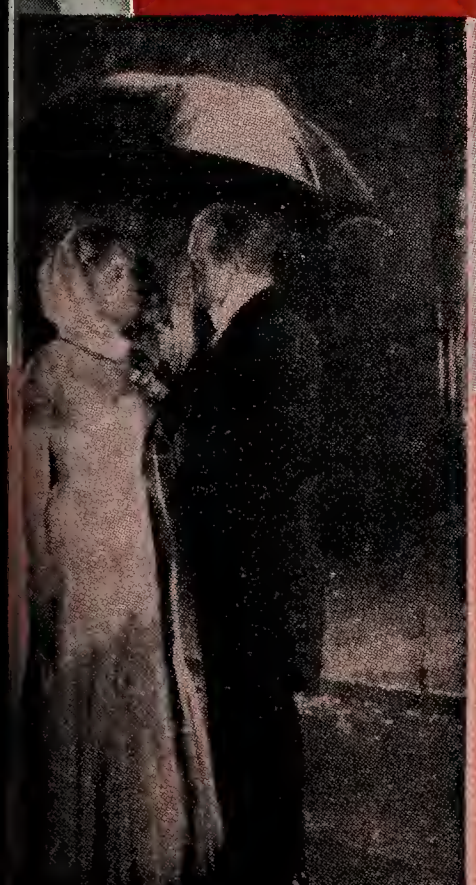
"...The Seven Little Foys"



The wonderfully warm, richly human story of the grandest family you've ever met!

FULL COLOR NATIONAL ADS AND TERRIFIC TV-RADIO COVERAGE—Life, Saturday Evening Post, Woman's Home Companion, American Weekly color pages—plus page ads in Seventeen and 11 fan magazines to grand total of 125 million readers. Top air shows to millions more via rating-leaders like Ed Sullivan's Toast of the Town, Edward R. Murrow's "Person to Person," Lux Video Theatre, General Foods NBC program, Arthur Godfrey, Dave Garroway, "Home" and many, many more.

—ALL ADDING UP TO AN ALL-OUT UPROAR OF PRESELLING THAT STARTS NOW, REACHES A PEAK IN JULY AND CONTINUES ALL SUMMER LONG...



Co-starring

MILLY VITALE

with

GEORGE TOBIAS · ANGELA CLARKE

Produced by JACK ROSE · Directed by MELVILLE SHAVELSON

Written for the Screen by

MELVILLE SHAVELSON and JACK ROSE

Profit-Sharing Deals Creating New Incentive: Shavelson-Rose

The "new spirit" of Hollywood is responsible for the advance raves about the "new" Bob Hope in "The Seven Little Foys," according to Melville Shavelson and Jack Rose. Last year, the two writers formed Scribe Productions, and entered into a three-way partnership with Paramount and Hope Enterprises on "Foys," Rose-produced (his first attempt) and Shavelson-directed (another first). The film is in Technicolor and VistaVision, and co-stars the Italian beauty, Milly Vitale.

The "new spirit" is due to "profit-sharing arrangements which give the creators the incentive to do a good job," Shavelson says. "For example, nobody makes a cent on this film unless it's a hit," he continued. "Hope was so enthusiastic about the script that he took a deferment—with absolutely no salary—for the first time in his career. And the picture shows it. He's got a fresh character, and there are no cliches."

Hope's next film with Shavelson and Rose will be another unusual role for the veteran comedian: an adaptation of the Gene Fowler biography, "Beau James," about the popular New York mayor of depression days, James J. Walker.

Shavelson and Rose, who first met Hope and each other 15 years ago, when they were writing scipts for his radio shows at $100 a week, have been in Hollywood for more than a decade now, with a variety of screen credits under their belts. They claim that the Hollywood climate has changed in more ways than one. "Established stars are inspecting material more closely these days," Rose said. "They don't have close schedules anymore, with the star slated for three pictures a year, come what may. The star can experiment."

Shavelson added that everyone concerned with a picture is likely to be more "cooperative" with a financial interest at stake. Stars wilingly make personal appearance tours, for example. "Hope started rehearsing 'Foys' a week in advance, something he's never done before," said Rose. And James Cagney, who stops the show with a dancing scene, reported for rehearsals two weeks in advance.



MELVILLE SHAVELSON and JACK ROSE

"When you have a financial interest," Shavelson continued, "you try to make the film better for less money. When you're on salary, and the film isn't working out, you go running to the studio and tell them to spend more money on the feature. Under the old system, stars didn't cooperate, scripts were often bad, and shooting was rarely economical. A director would take an extra day hoping to get a better "take"—usually, he didn't."

Another reason for the new Hollywood "spirit," according to Shavelson and Rose, is the public. They are demanding a "fresh approach," they say. "Foys," for example, is not another boy-meets-girl opus. Hope's wife, played by Milly Vitale, dies early in the film, and there is no love interest thereafter. Scribe Productions' projected film about the Wright Brothers and the beginnings of aviation is a case in point. "The Wright Brothers never got married," Rose said. "They were too shy."

Public taste, they feel, is one reason for the product shortage. "Plenty of people are going to good movies, no one's going to the bad ones," Shavelson said. "Producers are more careful before investing their money."

Working on the premise that the public is nobody's sucker anymore, Shavelson, Rose and Hope require that they be consulted about advertising campaigns. "The main purpose of most advertising matter," Shavelson complained ruefully, "is to conceal the nature of the picture. Our advertising for 'The Seven Little Foys,' on the other hand, will show what the picture is really about. We don't play up the female angle, even though we've got a beautiful Italian girl in the movie."

"The honest approach to advertising will pay off," Rose added. "At least we hope so. It's our opinion that you can't fool the public anymore."

Set Regional Confabs For EFFG Financing

Regional meetings will soon be launched to further acquaint exhibitors with the Exhibitors Film Financing Group, according to EFFG board member Sam Pinanski. Predicting that by early fall, sufficient progress will enable EFFG to contact production companies, Pinanski revealed that leading exhibitors in each exchange area are assuming specific quotas for stock subscriptions, with "many areas already over the top." Pinanski said the officers and board of the TOA-sponsored organization are "firmly convinced" that EFFG will contribute toward relieving the product shortage.



SAM PINANSKI

Loew's Hits Censor Ban

ATLANTA, GA.—A new attack on Atlanta's movie censorship was launched here by Loew's, Inc., who petitioned the U.S. District Court here to enjoin the city from enforcing its ban on "The Blackboard Jungle." This is the first legal test of such a ban in Atlanta since the Supreme Court 1954 ruling against New York and Ohio censors. The high court has previously upheld local government movie censorship.

NEW POSTS

JAMES E. PERKINS has been elected exective vice-president of Paramount International Films, Inc. Perkins, who will headquarter in New York, previously was chairman and managing director for Paramount International in the United Kingdom.

GEORGE LAIT is now assistant studio publicity director at Universal-International. Lait had been on special assignment at Paramount since his recent resignation as publicity director at Columbia. HARRY NIEMEYER becomes department editor of the U-I publicity staff.

ANDY GEBSTAEDT has been appointed advertising manager at Republic Pictures. He has been production manager at Republic for the past 11 years.

HUGH BENSON joins Warner Bros. studio publicity department to work on radio-tv promotion and publicity. Benson has been public relations director for the Roy S. Durstine Advertising Agency and the Blaine-Thompson Co.

GASPER G. URBAN has been appointed as Paramount Boston branch manager, taking over the post left vacant by the death of Jack Brown.

L. I. RICE has been appointed studio auditor at 20th Century-Fox succeeding T. R. KRAZER who steps up to the position of special advisor to the finance and accounting department of the film corporation.

W. ROBERT RICH, for the past two years program director of station WPIX, has joined Associated Artists Productions as General Sales Manager of its TV division.

E. V. D'SOUZA, formerly Warner branch manager in Pakistan, has been named company manager in Thailand.

Allied, TOA Meet With WB, Para Postponed

Prospects are now considered dim for an imminent meeting between the joint Allied-TOA exhibition committee and the presidents of Warner Bros. and Paramount. Late last month, National Allied disclosed that its next move toward Congressional legislation calling for regulation of film rentals would depend upon such meetings. Allied asked for the meetings "within ten days."

At press time, Allied announced that, for its part, it would now consider July 1 as the deadline. At the same time, the Allied board instructed general counsel Abram F. Myers to begin active preparation for Senate hearings before the committees of either Senator Humphrey or Senator Long.

Neither of the production companies involved has commented publicly on the Allied request. However, Paramount president Barney Balaban is planning an extended trip to Europe later this month, while Warner Bros. chief Harry Warner headquarters on the Coast. Warner Bros. distribution director Ben Kalmenson is not expected to return to New York from Hollywood, where he is visiting, for another three weeks. It is understood that initial overtures were made to Kalmenson soon after the meeting of the joint committee in New York, when the Warner executive informed them of his plans.

The first delay toward such conferences was due to the illness of E. D. Martin, TOA president, who was confined to his home in Georgia by his doctor.

Independent Trade Reviews

"The Seven Year Itch"

(20th-Fox) CinemaScope-De Luxe Color 105 Min.

Cast: Marilyn Monroe, Tom Ewell, Evelyn Keyes, Sonny Tufts, Robert Strauss, Oscar Homolka, Marguerite Chapman, Victor Moore, Roxanne, Donald MacBride, Carolyn Jones, Butch Bernard, Doro Merando, Dorothy Ford.

Credits: Produced by Charles K. Feldman and Billy Wilder directed by Billy Wilder; Screenplay by Billy Wilder and George Axelrod; based on the original play by George Axelrod.

Preceded by a noteworthy promotional campaign, "The Seven Year Itch" strutted into Loew's State in New York the evening of June 1 for a fashionable "sneak" premiere. The press reacted with exuberance, and the paying customers with long and loud laughter. This adult and sophisticated comedy should easily register top grosses for 20th Century-Fox.

Happily, in bringing this hit Broadway play to the screen, the producers have given it added scope and ultilized the greater flexibility that the screen affords. Tom Ewell performs with conspicuous talent as the man who sends his wife and child to the country for the summer, then finds himself wrestling with the voluptuous temptations of the girl upstairs. She happens to be none other than Marilyn Monroe who serves her delightful role well.

As an editor of paper-bound books, Ewell turns out to be something of a Walter Mitty when confronted by the provocatively curved image of Miss Monroe. He thinks dangerously but acts timidly. Indeed, in the end, he con-



Tom Ewell and Marilyn Monroe in 20th-Fox's "Seven Year Itch," CinemaScope-De Luxe Color.

quers temptation like a faithful husband and hustles off to join his wife in the country. The CinemaScope production, in color by De Luxe, moves in a gay and lilting pace, aided by excellent featured performances by Evelyn Keyes, the wife; Sonny Tufts, her darkly imagined lover; Robert Strauss, a caricature of a janitor; and Oscar Homolka, a psychiatrist who might himself profit by psycho-analysis.

This entertainment was designed for laughs and diversion and easily achieves its end. Much of this shining success, it is evident, belongs to the guiding hand of Charles K. Feldman and Billy Wilder, the production team. Mark this down as one of the 20th-Fox's best.

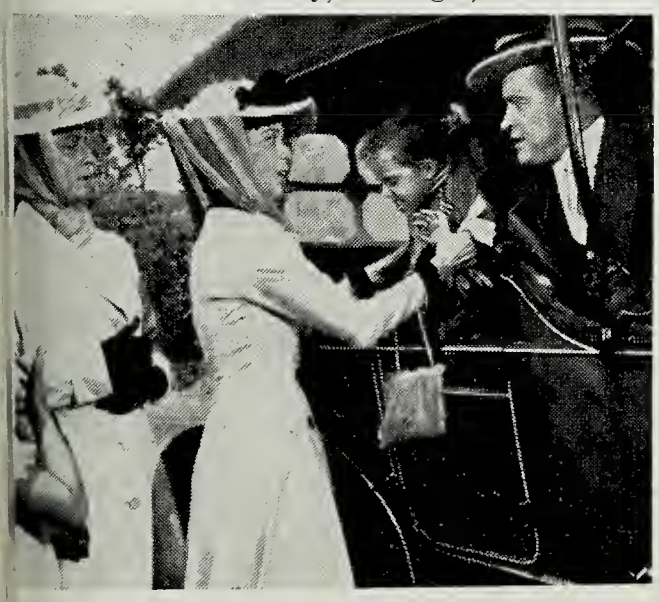
"The Seven Little Foys"

(Paramount) VistaVision-Technicolor 92 Min.

Cast: Bob Hope, Milly Vitale, James Cagney, George Tobias, Angela Clarke, Billy Gray, Lee Erickson, Paul De Rolf, Linda Bennett, Lydia Reed, Tommy Duran, Jimmy Baird.

Credits: A Scribe-Hope Production; Produced by Jack Rose; Directed by Melville Shavelson; Written by Melville Shavelson and Jack Rose.

"The Seven Little Foys" will be one of Bob Hope's greatest comedy successes. It gives Hope, the quipster, a chance to show that he can act, and act he does as he submerges himself into the character of Eddie Foy, the fabulous song and dance man of vaudeville. The word of mouth will be tremendous. A family picture that benefits greatly from VistaVision, "Foys" has just about everything that audiences like: comedy, nostalgia, some excellent acting, some outstanding songs and dances and a large portion of "heart." Narration by Charlie Foy, one of Eddie's children, now a well-established night club impresario, is excellent and gets across a lot of the subtle points of the film. Technicolor is some of the best seen of late, adding to production values.



Milly Vitale and Bob Hope in Para's "The Seven Little Foys," VistaVision-Technicolor.

One of the outstanding sequences in the film is one where James Cagney as George M. Cohan pits his dancing talent against that of Hope and also ad-libs with him. The humor and the dancing of the two is top notch all the way. Another episode, the recreation of the Iroquois Fire, is masterfully done, an example of spectacular realism prepared for the screen. Film is sprinkled with numbers all performed to perfection by Hope: "Mary Is A Grand Old Name," "The Greatest Father of Them All," "Smiles," "Row, Row, Row," "Chinatown," "I'm Tired," "Nobody," "Yankee Doodle Boy," and "The Animal Act." George Tobias and Angela Clarke, along with Miss Vitale, are outstanding in the film, as are the seven youngsters, who portray the little Foys.

Bob Hope as Foy is a man who doesn't want to get married. He wards off the advances of Milly Vitale, half of an Italian sister act with Angela Clarke, when they first meet backstage in a theatre in New York. After a struggle, Hope succumbs to Milly and they get married. They have a show business life, Milly home as she has children and Hope on the road making a living and coming home between vaudeville dates. However, their love is great. When Milly dies, Hope decides to keep the kids with him and makes up an act with them so he can watch over them. Angela goes along reluctantly and after she and Hope have a spat about the act playing the Palace on Christmas Eve, Hope tells her to leave. With this, she reports him on a child labor law, but Hope, with the aid of the kids and an understanding judge, wins the case. Angela sees that she has been wrong and joins them again.

"The Cobweb"

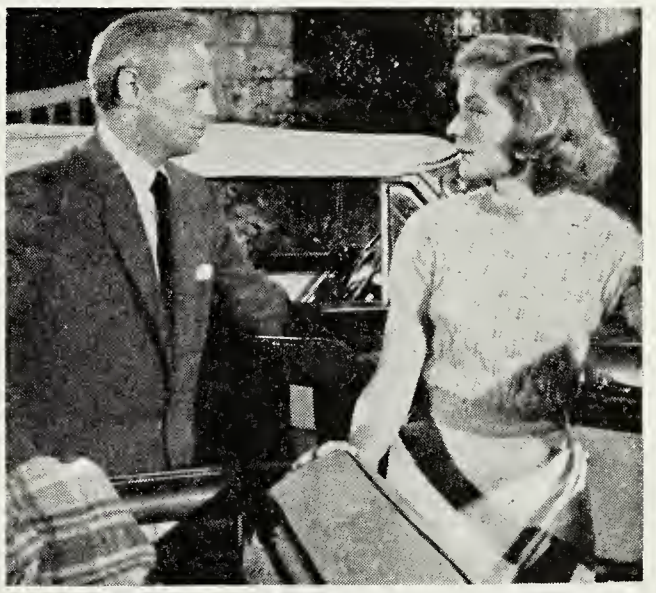
(MGM) CinemaScope-Eastman Color 124 Min.

Cast: Richard Widmark, Lauren Bacall, Charles Boyer, Gloria Grahame, Lillian Gish, John Kerr, Susan Strasberg, Oscar Levant, Tommy Rettig, Paul Stewart, Jarma Lewis, Adele Jergens, Edgar Stehli, Sandra Descher, Bert Freed, Mabel Albertson, Fay Wray, Oliver Blake, Olive Carey, Eve McVeagh, Virginia Christine, Jan Arvan, Ruth Clifford, Myra Marsh, James Weserfield, Majorie Bennett, Stuart Holmes.

Credits: Produced by John Houseman, Directed by Vincente Minnelli; Screen play by John Paxton; from the novel by William Gibson.

There are more stars in this picture than any showman's marquee can accommodate. And as befits a picture of such name appeal, it has been given by MGM a polished and resourceful production treatment, including CinemaScope and Eastman color. The story revolves around an experimental psychiatric institution in which the staff works cooperatively with the patients towards their rehabilitation. The film has been ably put together, and it generates a continuous interest.

The story has many plot threads and minor variations running through it. The primary one centers around the marital problems of Richard Widmark, head of the institution, and his self-loving, neglected wife, Gloria Grahame. Then there are problems, all dramatic, dealing with Charles Boyer, a doctor, who because of his declining prestige has taken to drink and easy romance; Lauren Bacall, activities director who is trying to forget the tragedy of the past, sometimes in the arms of Widmark; the well-remembered Lillian Gish, a strong-willed spinster with an exaggerated sense of self-import-



Richard Widmark and Lauren Bacall in M-G-M's "The Cobweb," CinemaScope-Eastman Color.

ance; John Kerr, a tortured, romance-inclined inmate; and Oscar Levant, another inmate whose bitingly ironic tongue provides much of the picture's humorous relief. At times the story falls into the tendency of passing off psychoanalytic jargon and cliches as deep insights into human motivation.

As the story races to its climax all the problems converge upon one another. It is to the credit of the story that all the diverse plot threads are tied neatly together into one handsome, climactic bow. Excellent performances are turned in all around, under the able direction of Vincente Minnelli. Others scoring in lesser roles are Tommy Rettig, Paul Stewart and Adele Jergens.

"Summertime"

(United Artists) Eastman Color 99 Min.

Cast: Katharine Hepburn, Rossano Brazzi, Isa Miranda, Darren McGavin, Mari Aldon, MacDonald Parke, Gaitano Audiero, Andre Morell, Jeremy Spenser, Virginia Simeon, Jane Rose.

Credits: A Lopert Production; Produced by Ilya Lopert; Directed by David Lean; Screen play by David Lean and H. E. Bates; Based on the play "The Time of the Cuckoo" by Arthur Laurents.

The adventures of an American secretary vacationing in Venice has been turned into a

(Continued on next page)

(*Continued from preceding page*)



Katherine Hepburn and Rozzano Brazzi in U-A's "Summertime," Eastman Color.

charming film of many delights for the selective filmgoer. Based on the Broadway hit play, ''The Time of the Cuckoo,'' the film is in Eastman Color and stars Katharine Hepburn and the Italian actor of growing popularity, Rossano Brazzi. The story glides along at a leisurely pace, turning up, as added premium, some wonderful pictorial shots of Venice. The narrative development is unusually simple, but to its credit is the fact that nothing is forced or unbelievable.

Miss Hepburn, in her first film since ''The African Queen,'' gives her now-familiar effusive and vibrant performance in the role of the touring American. After the exciting wonder of the new city dies down for her, loneliness becomes her lot. That is, until she meets a handsome Italian shopkeeper, Brazzi, and shyly and reluctantly falls in love. Misunderstandings and complications develop, since Brazzi is married, although separated and unhappy. The misunderstandings are eventually cleared up, but Miss Hepburn decides to depart Venice, leaving her love behind, but ever thankful for her brief interlude with the memorable city.

Excellent random touches are provided by the intermittent appearances of a ragamuffin street urchin, Gaitano Audiero, who forever is peddling items of questionable origin. Brazzi performs with a suavity reminiscent of Charles Boyer and will bear watching by the showman. The picture is also brushed with magnificent strokes that capture native customs, humor and color.

"Son Of Sinbad"

(RKO) Superscope-Technicolor 88 Min.

Cast: Dale Robertson, Sally Forrest, Lili St. Cyr, Vincent Price, Mari Blanchard, Leon Askin, Jay Novello, Raymond Greenleaf, Nejla Ates, Kalantan, Ian MacDonald, Donald Randolph, Larry Blake.



Dale Robertson and Sally Forrest in RKO's "Son of Sinbad," SuperScope-Technicolor.

Credits: Produced by Robert Sparks; Directed by Ted Tetzlaff; Written by Aubrey Wisberg and Jack Pollexfen.

Although condemned by the Legion of Decency, ''Son of Sinbad'' has been given the seal of the Production Code Administration. Resultant publicity will probably make ''Sinbad'' a top line feature and do way above average business in many situations. Standing on its own, it is no more than a moderately entertaining program feature with a routine Arabian Nights story line. However, it does have more than the usual amount of harem dancers. The make-believe is played tongue-in-cheek. Outstanding ingredient in the film is the Super-Scope photography in Technicolor which shows the beauties off to natural advantage.

Dale Robertson, son of Sinbad, is about to be beheaded when he is saved by Mari Blanchard's father, who offers Khalif Leon Askin the secret of Greek fire, an explosive that will help defeat the forces of Tamerlane, which threaten at Askin's gates. Plotter Jay Novello has Mari's father killed and she alone has the secret of Greek Fire. Tamerlane's lieutenant Ian MacDonald seeks to get the weapon for his leader while Robertson, with the aid of Sally Forrest, a member of the 40 Thieves, all women, wants to get it back to Askin so that he can save Bagdad. Robertson succeeds and gets Sally at the fadeout with his sidekick, Vincent Price, the famous Omar Khayyam, who has tagged along on all Robertson's expoits, ending up with shapely Mari, as the Greek Fire defeats Tamerlane.

"The Purple Mask"

(Univ.-Int'l.) CinemaScope-Technicolor 82 Min.

Cast: Tony Curtis, Coleen Miller; Gene Barry, Dan O'Herlihy, Angela Lansbury, George Dolenz, John Hoyt, Donald Randolph, Robert Cornthwaite, Stephen Bekassy, Paul Cavanagh, Myrna Hansen.

Credits: Produced by Howard Christie; Directed by Bruce Humberstone; Screenplay by Oscar Brodney; From the Paul Armont and Jean Manoussi play, "Le Chevalier Au Masque," adaptation by Charles Latour.

A gay and lively swashbuckler about Napoleonic days, ''The Purple Mask'' stars Tony Curtis in a CinemaScope-Technicolor presentation that shows off his talents very well and should please the majority of audiences. Curtis cuts many a fancy caper in a dual role. He plays both a foppish dancing teacher and the ''Purple Mask,'' a Royalist swordsman devoted to rescuing his friends from the shadow of the guillotine and to kidnapping Napoleon's high officials in return for ransom money. Curtis gives a splendid tongue-in-cheek performance. Production is always first-rate, and the early 18th Century setting is good to look at in wide-screen color.

Plot concerns the efforts of Napoleon's men, led by O'Herlihy, to finally capture the mysterious ''Mask,'' after Napoleon has to turn over a considerable amount of money to ransom his minister of police. The plan to trap Curtis is uncovered by Miss Miller, the daughter of a Royalist captive, and the Royalists arrange a counterplot, through which the police will capture an imposter ''Purple Mask'' while the real one goes free. Curtis volunteers as the imposter, succeeds in his mission, and finally falls in love with Miss Miller.

"A Day To Remember"

(Republic) 72 Min.

Cast: Stanley Holloway, Joan Rice, Odile Versois, Donald Sinden, James Hayter, Bill Owen, Harry Fowler, Edward Chapman, Theodore Bikel, Lilly Kann, Brenda De Banzie, Meredith Edwards, Vernon Gray, Peter Jones, Patricia Raine, Arthur Hill, Thora Hird.

Credits: A. J. Arthur Rank Production; Produced by Betty E. Box; Directed by Ralph Thomas; Screen play by Robin Estridge; Based on the novel, "The Hand and the Folwer" by Jerrard Tickell.

This English entry, which is being distributed in the U.S. by Republic, should do okay as a supporting feature. The big news about the picture is that it introduces to American audiences two British performers who have attracted a lot of attention abroad. They are Donald Sinden, rapidly becoming one of England's top young leading men, and Odile Versois, a captivating French actress, who is climbing equally fast. Miss Versois brings to the screen a refinishing new personality and she carries this film on her shoulders along with Sinden, who is a very fine actor. There is considerable in the film that will be appreciated by American audiences story-wise

The dart team of a middle class English pub decides to go on a French holiday to Bologne. One of the group is Donald Sinden, a farm boy who has lived in the city because he was in love with Joan Rice, a city girl. Returning to Bologne, where he had been a soldier during the war, he meets Odile Versois, whom he knew as a child but who has since blossomed into young womanhood. She is engaged but circumstances work themselves out. Joan has found another sweetheart, Vernon Gray, and is about to tell Sinden, who is on his way back to tell Joan that he wants Odile. The scenery of Bologne and its surrounding farm country will interest American audiences greatly. Film's music score is excellent.

"Othello"

(United Artists) 92 Min.

Cast: Orson Welles, Michael MacLiammoir, Suzanne Cloutier, Robert Coote, Milton Edwards, Michael Lawrence, Fay Compton, Nicholas Bruce, Jean Davis, Doris Dowling.

Credits: A Mercury Production; produced and directed by Orson Welles; based on the play by William Shakespeare.

Orson Welles' latest triple-threat venture into moviemaking, as star, producer and director of ''Othello,'' may cause as much controversy as his previous entertainments. Some will call his adaptation of Shakespeare's tragedy of love, jealousy and murder a ''masterpiece,'' while others will deem it a cold and mystifying failure. But few will deny that ''Othello,'' photographed entirely abroad, has moments which display intense drama and extraordinary visual and cinematic beauty. The photography is magnificent always and the editing is masterful. As the names of Shakespeare and Welles are magic to some audiences, special handling and exploitation are definitely called for.

The story, of course, concerns the marriage of a Moorish general (Othello) and a young Venetian girl (Desdemona) in ancient days. Through the machinations of a sly and envious ensign, (Iago), the Moor is finally convinced that his wife has betrayed him, and he murders her. As acted by Welles as Othello, Michael MacLiammoir as Iago, and French actress Suzanne Cloutier as Desdemona, Welles' adaptation sacrifices the poetry of Shakespeare's language to the poetry of Welles' camera. The movie also has shock appeal that will appeal to many as it speaks of a wife's infidelity although imaginary, with a frankness unusual on the screen.



Orson Welles and Suzanne Cloutier in United Artists' "Othello."

My Sister Eileen



Kurt Kasznar, Betty Garrett and Janet Leigh; CinemaScope-Tecnnicolor.

The Man From Laramie



Aline McMahon, James Stewart and Cathy O'Donnell; CinemaScope-Technicolor.

Count Three and Pray



Van Heflin and Joanne Woodward; CinemaScope-Technicolor.

Columbia Presents Imposing Production Line-up

Columbia Pictures has announeed one of the most outstanding programs in the history of the company. Of the 28 pietures listed in the product lineup, 18 have been eompleted, four are before the eameras and six are in the final pre-filming stage. Fifteen of the films are in eolor by Technieolor and nine of these are in CinemaScope.

Teamed with long-standing stars will be younger players who have been developed by the studio in recent years and who have proved themselves as having name value. Carrying forward the policy of fostering independent produetion announeed last year, many leading independent organizations and producers are also represented on the list of forthcoming pictures.

Leading entry for the Summer season is the William Goetz production for the eompany, the CinemaScope-Teehnieolor Jimmy Stewart starrer, "The Man From Laramie." The company has already announeed that this outdoor drama, direeted by Anthony Mann, will be given a gigantic premiere festival in the four largest Texas cities in mid-July. A large-seale advertising-exploitation-publieity drive will give impetus to countrywide release.

Due for release in the Fall is "My Sister Eileen," starring Janet Leigh, Jack Lemmon and Betty Garrett in CinemaScope and Technieolor with music by Jules Styne and Leo Robin. Currently being filmed is the Pulitzer Prize play, "Pienie" with a cast headed by William Holden, Rosalind Russell and Kim Novak. Joshua Logan, who staged the play, is direeting the film.

The completed films on the Columbia schedule include:

Philip Yordan and Frank Burt wrote the screenplay and William Goetz produced.

Director Richard Quine wrote the screenplay with Blake Edwards and Fred Kohlmar produced.

"Queen Bee," drama starring Joan Crawford and co-starring Barry Sullivan, Betsy Palmer, John Ireland and Lucy Marlow. The Jerry Wald production was directed by Ranald MacDougall.

"A Prize of Gold," Technicolor melodrama starring Richard Widmark and Mai Zetterling. The Warwick production was directed by Mark Robson and Irving Allen and Albert R. Broccoli produced.

"Count Three and Pray," CinemaScope-Technicolor drama starring Van Heflin, a Copa production directed by George Sherman and produced by Ted Richmond.

"Footsteps In The Fog," in Technicolor starring Stewart Granger and Jean Simmons; Arthur Lubin directed M. J. Frankovich's production and Maxwell Setton produced.

"The Night Holds Terror," melodrama with a cast headed by Jack Kelly, Hildy Parks, Vince Edwards, John Cassavetes and David Cross. Andrew Stone produced and directed.

"Last Frontier," adventure drama starring Victor Mature, Guy Madison and Robert Preston and co-starring James Whitmore and Anne Bancroft. Anthony Mann directed in CinemaScope and Technicolor. William Fadiman produced.

"The Gentle Sergeant," starring Aldo Ray, Phil Carey and Dick York and introducing Mitsuko Kimura. Directed by Richard Murphy and produced by Fred Kohlmar.

"The Prisoner," drama starring Elec Guinness and Jack Hawkins. Peter Glenville directed, Vivian A. Cox produced and Sidney Box served as executive producer.

"It Came From Beneath The Sea," starring Kenneth Tobey and Faith Domergue. Robert Gordon directed and Charles Schneer produced with Sam Katzman as executive producer.

"Special Delivery," comedy with Joseph Cotten and Eva Bartok in the starring roles. The N. Peter Rathvon production was directed by John Brahm.

"Marshal of Medicine Bend," Technicolor outdoor drama, starring Randolph Scott and co-starring Angela Lansbury. Joseph Lewis directed for producer Harry Joe Brown.

"The Gun That Won The West," starring Dennis Morgan in a Technicolor outdoor drama. William Castle directed and Sam Katzman produced.

"Bring Your Smile Along," Technicolor musical starring Frankie Lane and Keefe Brasselle and introducing Constance Towers. Blake Edwards directed for producer Jonie Taps.

"Chicago Syndicate," melodrama starring Dennis O'Keefe and Abbe Lane with Fred F. Sears directing.

"Duel On The Mississippi," Technicolor adventure drama, starring Lex Barker and Patricia Medina. William Castle directed.

"The Big Shock," melodrama starring Frank Lovejoy, Mari Blanchard and Richard Denning, with Nathan Hertz Juran directing.

The four films now being filmed are:

"Picnic;" "Survivors Two," with Jose Ferrer and Trevor Howard; "1984," starring Edmond O'Brien and Jan Sterling; and "Joe Macbeth," starring Paul Douglas and Ruth Roman and co-starring Bonar Colleano.

Currently in the final pre-production stage are these six:

"It Happened One Night," CinemaScope-Technicolor musical version starring June Allyson and Jack Lemmon; "The Eddy Duchin Story," in CinemaScope and Technicolor with Tyrone Power in the title role; "The Harder They Fall," with Humphrey Bogart in the starring role; "The Gypsy," starring Jane Russell; "The Brothers Rico," a William Goetz production in CinemaScope and Technicolor; and "The Way We Are," William Goetz production starring Joan Crawford.

Queen Bee



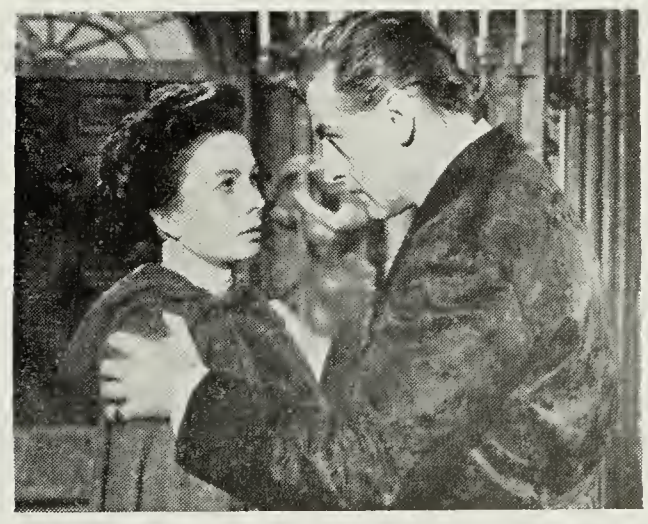
Bill Leslie, Joan Crawford, Katherine Anderson, Barry Sullivan, Betsy Palmer.

Last Frontier



James Whitmore, Victor Mature and Pat Hogan; CinemaScope-Technicolor.

Footsteps in the Fog



Jean Simmons and Stewart Granger; Technicolor.

WATCH IT HIT EVERYWHERE...IN THE BIGGEST

IT CAME FROM BENEATH THE SEA

starring

KENNETH TOBEY · FAITH DOMERGUE

with

DONALD CURTIS

Screen Play by GEORGE WORTHING YATES and HAL SMITH · Technical Effects Created by RAY HARRYHAUSEN

Executive Producer SAM KATZMAN · Produced by CHARLES H. SCHNEER · Directed by ROBERT GORDON

BECKLEY—*PALACE*
HUNTINGTON—*PALAC*
HIGHLAND—*HILAND*
PRAIRIE du SAC—*MID*
FENNIMORE—*FENWAY*
PLATTEVILLE—*AVALON*
MARSHFIELD—*NEW AD*
MERRILL—*BADGER*
NEILLSVILLE—*ADLER*
COLUMBUS—*RUDALT*
EPHRAIM—*SKYWAY*
REEDSBURG—*BADGER*
TOMAHAWK—*PALACE*
WAUPACO—*LYRIC*
PORTAGE—*PORTAGE*
DARLINGTON—*TOWN*
EAST TROY—*TROY*
MANISTIQUE—*CEDAR*
GRAFTON—*PORT*
VICTORIA—*UPTOWN*
BAY CITY—*STATE*
EL CAMPO—*NORMAN*
WHARTON—*RIO*
YORKTOWN—*YORK*
GOLIAD—*GOLIAD*
NIXON—*NIXON*
VALLEY MILLS—*VALLEY*
ODESSA—*LYRIC*
DUBLIN—*MAJESTIC*
HAMLIN—*HAMLIN*
DE LEON—*WEEPING O*
MERKEL—*PIONEER*
BROWNFIELD—*RIALTO*
BUFFALO—*RIO*
COLEMAN—*RANCHO*
SEATTLE—*COLISEUM*
BELLINGHAM—*AMERIC*
SPOKANE—*ORPHEUM*
BRUNSWICK—*CUMBERL*
LEWISTON—*LISBON*
CINCINNATI—*GRAND*
DAYTON—*COLONIAL*
ATCHISON—*FOX*
SPRINGDALE—*APOLLO*
NEVADA—*TRAIL*
WAKEENEY—*KELLY*
BUTLER—*DRIVE*
FAREWELL—*BORDER*
WAMEGO—*GARRONSO*
LAWRENCE—*JAYHAWK*
LYONS—*STAR*
HIGGINSVILLE—*DAVIS*
VALLEY FALLS—*RIO*
MARSHALL—*MARY LO*
ELDORADO—*ROXY*
SHERIDAN—*SHERIDAN*
WAYSHIRE—*BROOKSHI*
VICTORIA—*TEJAS-AZTL*
EL CAMPO—*RICE*
BAY CITY—*BAY DRIVE*
REFUGIO—*RANCHO*
NEW BRAUNFELS—*BRA*
CUERO—*CUERO*
MERCEDES—*STATE*
SAN BENITO—*RIVOLI*
WESLACO—*RITZ*
MCALLEN—*PALACE*
BROWNSVILLE—*MAJES*
HARLENGEN—*RIALTO*
EDINBURG—*CITRUS*
CORPUS CHRISTI—*RITZ*
AUSTIN—*QUEEN*
ALICE—*REX*
ARANSAS PASS—*RIAL*
BEEVILLE—*REX*
KENEDY—*RIALTO*
KERRVILLE—*RIALTO*
KINGSVILLE—*TEXAS*
SACRAMENTO—*ESQU*
CLEVELAND—*HIPPODI*
SAN FRANCISCO—*PA*

ATING IN COLUMBIA HISTORY—PRIOR TO RELEASE!

HERE IS A PARTIAL LISTING OF THE THOUSANDS OF THEATRES ALREADY DATED!

CITY—*DEL CITY*
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CKFOOT—*ROXY*
RREN—*HARRIS*
UBENVILLE—*GRAND*
ITON—*KENTON*
ANTON—*CAPITOL*
OMSBURG—*COLUMBIA*
ICASTER—*GRAND*
HLEHEM—*GLOBE*
RMONT—*FAIRMONT*
OGEVILLE—*EL RANCHO*
CKLEY—*BROOKSIDE*
AS—*PRAIRIE*
NDEE—*DUNDEE*
RCELLUS—*MARCELLUS*
TON—*CLINTON*
SBURGH—*STRAND*
OPERAS COVE—*COVE*
RMAN—*PLAZA*
MORGAN—*VALLEY*
DRON—*PACE*
NAL—*MAIN*
RISBURG—*COLONIAL*
ISFORD—*PALACE*
ARMEL—*STATE*
DING—*EMBASSY*
ENTUM—*HARRIS*
SBURGH—*BELMAR*
OONA—*OLYMPIC*
NSTOWN—*EMBASSY*
KLAND—*STRAND*
RIDGE—*AMBRIDGE*
IRTON—*CAPITOL*
I CASTLE—*SUPER CASTLE*
E VERNON—*SUPER 71*
RLAND TWP.—*RENALLI'S*
SHINGTON—*WASHINGTON*
SBURGH—*ARCADE*
RRINGTON AVE.—*CAPITOL*
SBURGH—*CAMP HORNE*
SBURGH—*COLONIAL*
CKEESPORT—*BLUE DELL*
SBURGH—*SOUTH PARK*
PLEASANT—*PENN*
FTON—*DIXIE*
ANGELES—*HILLSTREET*
NDALE—*CAPITOL*
LYWOOD—*HAWAII*
ADENA—*UNITED ARTIST*
S ANGELES—*UNITED ARTIST*
DIEGO—*SPRECKELS*
RSIDE—*DE ANZA*
LUIS OBISPO—*OBISPO*
ENIX—*PARAMOUNT*
ERSFIELD—*CALIFORNIA*
VEGAS—*PALACE*
ENIX—*RIALTO AND INDIAN*
WA—*PLAZA*
RAL—*PLAZA*
HITA—*WICHITA*
IN—*PARAMOUNT*
S—*FOX*
NEAPOLIS—*RITZ*
CUSE—*RANCHO*
—*IOLA*
LSIOR SPRINGS—*BEYER*
LIA—*UPTOWN*
NGTON—*MAINSTREET*
GE CITY—*DODGE*
EYVILLE—*TACKETT*
SVILLE—*PRINCESS*
NGFIELD—*FOX*
MOND—*FARRIS*
WELL—*MAXINE*
—*YALE*
NGTON—*CAPITOL*
OIT—*BROADWAY CAPITOL*
WAS—*FAMILY*
—*STRAND*
NING—*TOWN*

FRANKFORT—*GARDEN*
MIO—*DAI RAY*
ALBION—*BOHN*
MARSHALL—*BOGAR*
CHELSEA—*SYLVAN*
LINCOLN—*LINCOLN*
ELKS RAPIDS—*STATE*
MACKINAW CITY—*CHIEF*
HILLSDALE—*DAWN*
BIG RAPIDS—*BIG RAPIDS*
HOLLAND—*PARK*
CADILLAC—*LYRIC*
GREENVILLE—*SILVER*
ALLEGAN—*REGENT*
GRAND HAVEN—*GRAND*
IONIA—*IONIA*
LUDINGTON—*LYRIC*
MANISTEE—*VOGUE*
MONROE—*FAMILY*
NILES—*READY*
OWOSSO—*CAPITOL*
SOUTH HAVEN—*MICHIGAN*
THREE RIVERS—*RIVIERA*
TRAVERSE CITY—*STATE*
GALESBURG—*SALE*
ALPERIA—*MALTZ*
ADRIAN—*CROSWELL*
PINCONNING—*WHYTE*
SANDUSKY—*SANILAC*
DECKERVILLE—*THUM*
ELGIN—*RIALTO*
GALESBURG—*WEST*
YOUNGSTOWN—*PALACE*
OSHKOSH—*OSHKOSH*
GREENSBURG—*STRAND*
McKEESPORT—*CAPITOL*
ELKO—*RAINBOW*
CEDAR CITY—*HYLANDER*
HAZLETON—*GRAND*
POTTSVILLE—*HOLLYWOOD*
LOS ANGELES—*NINE THEATRES*
APPLETON—*APPLETON*
RACINE—*RIALTO*
SHEBOYGAN—*REX*
SHENANDOAH—*CAPITOL*
SHAMOKIN—*CAPITOL*
LEBANON—*STATE*
WAUKESHA—*PIX*
KENOSHA—*GATEWAY*
BELOIT—*ELLIS*
LINCOLN—*STATE*
PHILADELPHIA—*STANTON*
TRENTON—*CAPITOL*
PORTLAND—*ORPHEUM*
MT. PLEASANT—*KINEMA*
PLYMOUTH—*PLYMOUTH*
SENACA—*SENACA*
MARYSVILLE—*IRIS*
CLAY CENTER—*STAR*
COUNCIL GROVE—*CHIEF*
OSAGE CITY—*HILLCREST*
BROOKFIELD—*CIVIC*
STERLING—*ROYAL*
KALKASKA—*KAL*
ALMONT—*ALMONT*
OAK HARBOR—*ROYAL*
COLORADO SPRINGS—*8th St.*
PUEBLO—*MESA*
BOULDER—*BOULDER*
FT. COLLINS—*LYRIC*
NORTH PLATTE—*FOX*
GREELEY—*CHIEF*
CANON CITY—*SKYLINE*
LOVELAND—*MOTORENA*
ROCKY FORD—*STARLITE*
CRAIG—*SUNSET*
WICHITA FALLS—*STATE*
LAS CRUCES—*FIESTA*
FORT MORGAN—*VALLEY*
BUFFALO—*LAFAYETTE*
NIAGARA FALLS—*STRAND*

BINGHAMTON—*CAPITOL*
ARDMORE—*PARK*
BOVINA—*MUSTANG*
LANCASTER—*GRANTLAND*
CLINTON—*CLINTON*
STOUGHTON—*BADGER*
LAKE MILLS—*LAKE*
EDGERTON—*RIALTO*
PARMA—*PARMA*
NYSSA—*NYSSA*
CAREY—*INDIAN TRAIL*
AFTON—*RITZ*
CANADIAN—*CANADIAN*
CORDELL—*WASHITA*
CYRIL—*GUSHER*
HARRAH—*STATE*
LONE WOLF—*WOLF*
RINGLING—*EL RANCHO*
TEMPLE—*MAJESTIC*
WALEETKA—*AVON*
MITCHELL—*NILE*
BRIDGEPORT, NEB.—*CENTRAL*
ELKINS—*ELKINS*
E. LIBERTY—*LIBERTY*
PITTSBURGH—*SOUTH HILLS*
BRADDOCK—*PARAMOUNT*
McKEESPORT—*ROXIAN*
CHARLEROI—*STATE*
GREENSBURG—*STRAND*
PUNXSUTAWNEY—*JEFFERSON*
MARION—*SUN*
E. PITTSBURGH—*RIVOLI*
N. S. PITTSBURGH—*GARDEN*
LEMOORE—*LEMOORE*
STOCKTON—*ESQUIRE*
BEAR LAKE—*CUB*
BERKELEY—*OAKS*
OAKLAND—*T & D*
MERIDIAN—*CAPITOL*
STEVENS PT.—*FOX*
JONESVILLE—*JEFFRIES*
RANDOLPH—*RANDOLPH*
GAYS MILLS—*KICKAPOO*
ANTIGO—*PALACE*
ESCANABA—*DELFT*
SAULT ST. MARIE—*SOO*
RHINELANDER—*ROMAN*
MANITOWAC—*MIKADOW*
CASSVILIE—*CASS*
KIEL—*KIEL*
SHAWANO—*SHAWANO*
BRILLION—*BRILLION*
MONROE—*GOETZ*
STAMBAUGH—*PERFECT*
STURGEON BAY—*DOOR*
ISHPEMING—*ISHPEMING*
WHITEWATER—*STRAND*
WILSON—*DERRICK*
WAUSAU—*GRAND*
SPARTA—*SPARTA*
WESTBY—*WESTBY*
ADAMS—*ADAMS*
NEW LISBON—*HOME*
FREDONIA—*FREDONIA*
NEWTON—*ROXY*
FT. SCOTT—*MO. KAN*
AUGUSTA—*AUGUSTA*
JEFFERSON CITY—*STATE*
NORTON—*SUNSET*
E. LIVERPOOL—*CERAMIC*
NAPOLEON—*STATE*
BRYAN—*BRYAN*
ALVA—*PIX*
PENTWATER—*PENTWATER*
SHELBY—*SHELBY*
ADRIAN—*SKY*
BUHL—*ROMONA*
HAILEY—*LIBERTY*
SALT LAKE CITY—*AUTORIUM*
ANTLERS—*COOPER*
CHECOTAH—*69*

COALGATE—*SKY VUE*
DAVENPORT—*GEM*
EUFAULA—*CHIEF*
FORGAN—*FORGAN*
GARBER—*GARBER*
LINDSAY—*HILLCREST*
NOWATA—*REX*
PERRY—*PERRY*
SHAMROCK—*LIBERTY*
STROUD—*COZY*
WAGONER—*CHEROKEE*
WAIONGA—*ROCK*
WOODWARD—*TERRYTIME*
FT. COBB—*RIALTO*
FRIONA—*CHIEF*
GUYMON—*AMERICAN*
LAVERNE—*LAVERNE*
MAYSVILLE—*TREND*
PRAGUE—*SAVOY*
WYNNEWOOD—*DEAL*
ROCK SPRINGS—*RIALTO*
LARAMIE—*FOX*
COLEMAN—*SANDRA*
STURGIS—*STRAND*
CASEVILIE—*BAY*
BRECKENRIDGE—*GRATIOT*
UBLY—*HURON*
SWARTZ CREEK—*CREEK*
ST. CHARLES—*ROXY*
WATSONVILLE—*CENTRE*
VALLEJO—*RITZ*
VISALIA—*VISALIA*
SALINAS—*EL REY*
SONORA—*SONORA*
FIREBAUGH—*DRIVE IN*
PETALUMA—*STATE*
ANTIOCH—*STAMM*
SAN JOSE—*STUDIO*
DALLAS—*RIALTO*
FT. WORTH—*PALACE*
EL PASO—*STATE*
WACO—*IMPERIAL*
SAN JOSE—*STUDIO*
CORSICANA—*IDEAL*
DENISON—*STATE*
DURANT—*PLAZA*
MUSKOGEE—*ROXY*
MUSKOGEE—*GRAND*
AMARILLO—*STATE*
McALESTER—*OKLAHOMA*
PARIS—*MAIN*
ABILENE—*QUEEN*
VERNON—*PIC*
EASTLAND—*MAJESTIC*
TEMPLE—*TEXAS*
MEXIA—*PARKWAY*
MILWAUKEE—*ALHAMBRA*
LAWTON—*RITZ*
OKLAHOMA CITY—*STATE*
McCOOK—*BISON*
TORRINGTON—*WYOMING*
LEAD—*HOMESTAKE*
SIDNEY—*PLAINS*
COLOMA—*LOMA*
E. JORDAN—*TEMPLE*
BRONSON—*BRONSON*
PAW PAW—*STRAND*
BANTON HARBOR—*STATE*
ST. JOSEPH—*ELECTRIC*
TOLEDO—*RIVOLI*
LITTLE ROCK—*ARKANSAS*
TULSA—*TULSA*
TULSA—*PLAZA*
FREMONT—*PARAMOUNT*
BELLEVUE—*STATE*
STERLING—*LOGAN*
PETOSKY—*HOLLYWOOD*
HESPERIA—*STAR*
SUNRAY—*BUCKAROO*
VELMA—*V. D.*
WALTERS—*OKLA.*

CHEYENNE—*PARAMOUNT*
BAY CITY—*WASHINGTON*
GRAND RAPIDS—*REGENT*
LAKE ODESSA—*LAKE*
DURAND—*DURAND*
HASTINGS—*STRAND*
FOWLERVILLE—*ORR*
REED CITY—*REED*
LESLIE—*ARCADE*
WHITEHALL—*PLAYHOUSE*
DENVER—*DENVER*
ANN ARBOR—*MICHIGAN*
BATTLE CREEK—*BIJOU*
FLINT—*PALACE*
JACKSON—*CAPITOL*
KALAMAZOO—*CAPITOL*
LANSING—*GLADMERE*
MUSKEGON—*MICHIGAN*
PORT HURON—*FAMILY*
SAGINAW—*FRANKLIN*
CHARLOTTE—*MAPLE CITY*
CLARE—*NORTHLAND*
MANISTIC—*CHIPPIWA*
REMUS—*BRYCE*
LAKE CITY—*SAUKEE*
DAVISON—*MIDWAY*
VANDERGRIFT—*MANOS*
MARLETTE—*CENTER*
SEBEWAING—*LINCOLN*
CASS CITY—*CASS*
CASPER—*REX*
ALBUQUERQUE—*STATE*
LUBBOCK—*CLIFTON*
MIDLAND—*RITZ*
BURLEY—*ORPHEUM*
EMMETT—*IDEAL*
RUPERT—*WILSON*
JEROME—*RIO REY*
EVENSTON—*STRAND*
MONTPELIER—*RICH*
SUNNYSIDE—*NU STAR*
KALISPELL—*STRAND*
SALT LAKE CITY—*LYRIC*
GARLAND—*MAIN*
TWIN FALLS—*ROXY*
IDAHO FALLS—*RIO*
PRICE—*CROWN*
ALAMEDA—*CREST*
SIDNEY—*MOTOR VU*
CALDWELL—*FOX*
GREAT FALLS—*LIBERTY*
LEWISTOWN—*JUDITH*
PROVO—*UINTA*
LOGAN—*ROXY*
WALLACE—*WILMA*
KELLOGG—*RENA*
TRINIDAD—*STRAND*
BUTTE—*RIALTO*
BILLINGS—*BABCOCK*
MISSOULA—*FOX*
OGDEN—*EGYPTIAN*
MILES CITY—*PARK*
COEUR D'ALENE—*DREAM*
BOZEMAN—*RIALTO*
TOOELE—*STRAND*
ST. GEORGE—*DIXIE*
BOISE—*RIALTO*
PAYETTE—*CHARM*
HAVRE—*ORPHEUM*
SPANISH FORK—*ARCH*
HELENA—*MARLOW*
CANTON—*PALAC*
SANTA FE—*SAN*
ALLIANCE—*MO*
FOSTORIA—*FO*
FINDLAY—*RO*
OTTAWA—*R*
HOLLIS—*LA*
BINGHAM—*P*
FAIRFIELD—*S*
CRESCENT CIT

LONGMONT—*STARVUE*
SCOTTSBLUFF—*BLUFFS*
LIMA—*QUILNA*
MARION—*OHIO*
MANSFIELD—*MADISON*
MASSILLON—*WESLIN*
HOUSTON—*KIRBY*
SAN ANTONIO—*TEXAS*
LINDEN—*LINDEN*
DOWAGIAC—*CENTURY*
LOWELL—*STRAND*
ASHTABULA—*BULA*
RAPID CITY—*SIOUX*
YUMA—*SILVER SPUR*
CONNEAUT—*STATE*
GENEVA—*SHEA*
CORNING—*RODGERS*
MALAD—*STAR*
BRIGHAM CITY—*ROXY*
WENDELL—*ACE*
HUNTINGTON—*CASTLE*
DALHART—*EL RANCHO*
LAS VEGAS—*VEGAS*
MONTROSE—*STAR*
DURANGO—*KNOX*
BOWLING GREEN—*CLAZEL*
ADA—*McSWAIN*
ALTUS—*PLAZA*
BARTLESVILLE—*ARROW*
BLACKWELL—*RIVOLI*
BORGER—*REX*
CHANDLER—*H & S*
CHEROKEE—*RITZ*
CHICKASHA—*RIALTO*
CLAREMORE—*YALE*
CLINTON—*REDLAND*
CUSHING—*DUNKIN*
DRUMRIGHT—*TOWER*
DUNCAN—*RITZ*
ELK CITY—*WESTLAND*
EL RENO—*CENTRE*
ENID—*CHIEF*
SARANAC—*SARANAC*
FREDERICK—*RAMONT*
GEARY—*GEARY*
GUTHRIE—*MELBA*
HARTSHORNE—*OAK*
HENRYETTA—*BLAINE*
HOBART—*OKLAHOMAN*
HOLDENVILLE—*GRAND*
HOMINY—*PETTIT*
HUGO—*EIRE*
MANGUM—*TEMPLE*
MIAMI—*MIAMI*
NORMAN—*UNIVERSITY*
OKLAHOMA CITY—*JEWEL*
OKMULGEE—*ORPHEUM*
PAMPA—*LA VISTA*
PAULS VALLEY—*ROYAL*
PAWHUSKA—*KI HE KAH*
PICHER—*PLAZA*
PONCA CITY—*KAY*
PRYOR—*ALLRED*
SAPULPA—*STATE*
SAND SPRINGS—*HARMONY*
SAYRE—*STOVALL*
SEMINOLE—*SEMINOLE*
SHAWNEE—*RITZ*
STI... AGGIE

NEW ENGLAND!
NORTHWEST
MIDWEST
SOUTH
WEST COAST!

WATCH
THE SMASH
OPENINGS...
RADIO...TV...
BALLYHOO...
TOURS...
THE WORKS!

Five Year Production Record Reached at M-G-M Studios

HOLLYWOOD.—A five-year production peak at M-G-M will be reached within the next seven weeks, with thirteen important productions either now before the cameras or scheduled to start before the end of July, according to Studio Head Dore Schary.



DORE SCHARY

To meet the material demands for the extraordinary production upsurge the studio has launched a huge construction program, expanding the facilities of numerous departments in some instances to more than double their present capacities.

"The current production upswing is a forecast of M-G-M's plans for the remainder of 1955," Schary stated. "We expect this accelerated schedule, with its accompanying vast increase in employment, will continue without interruption through the remainder of the year."

Launching the program is one of the biggest location ventures in the history of the company, "Tribute to a Bad Man," in the wilds of the Colorado Rockies, starring Spencer Tracy, Irene Papas, with Robert Francis, Vic Morrow and Stephen McNally. "Tribute" is being produced by Sam Zimbalist and directed by Robert Wise, from a screen play by Michael Blankfort. "The Last Hunt," to be filmed in the buffalo country of South Dakota, starring Robert Taylor, Stewart Granger, Lloyd Nolan and Russ Tamblyn, will be directed by Richard Brooks from his own screen play.

Ten in Cinemascope

All the pictures now filming and five of the eight starters will be in CinemaScope and color, the exceptions being "I'll Cry Tomorrow," "Fearful Decision" and "The Rack."

Starting this month and next are "I'll Cry Tomorrow," the best-selling autobiography of Lillian Roth, starring Susan Hayward, with Richard Conte, Eddie Albert, Jo Van Fleet, Don Taylor and Ray Danton, produced by Lawrence Weingarten, directed by Daniel Mann from a screen play by Jay Richard Kennedy.

Also, "The Tender Trap," Broadway stage comedy, starring Frank Sinatra, Debbie Reynolds, David Wayne, produced by Lawrence Weingarten, directed by Charles Walters, from a screen play by Julius Epstein; "Gabby," starring Leslie Caron, with Taina Elg, produced by Edwin H. Knopf, directed by Curtis Bernhardt, from a screen play by Frances Goodrich and Albert Hackett; "Weekend at Las Vegas," starring Cyd Charisse, Liliane Montevecchi, produced by Joe Pasternak from a screen play by Isobel Lennart; "Fearful Decision," suspense drama based on the U. S. Steel Hour TV presentation, to be produced by Nicholas Nayfack; and "The Rack," dramatic story of a World War II hero court martialed for collaborating with the enemy while a prisoner, starring Glenn Ford, to be produced by Arthur M. Loew, Jr.

In addition to the pictures scheduled for the studio, Zanra Productions will start "Forever Darling," to be released by M-G-M, June 14, with Lucille Ball, Desi Arnaz, James Mason and Louis Calhern starring, Arnaz producing and Alexander Hall directing, from a screen play by Helen Deutsch.

The augmented production slate will result in the highest employment at the studio in more than five years.

Now before the cameras are "Kismet," based on the New York musical hit, starring Howard Keel, Ann Blyth, Dolores Gray, Vic Damone and Monty Woolley; "Diane," Lana Turner and Pedro Amendariz, with Marisa Pavan, Roger Moore, Taina Elg, Ronald Green and Henry Daniell; and "Forbidden Planet," starring Walter Pidgeon and Anne Francis.

Two spectacular adventure stories, being produced abroad, are "Bhowani Junction," in Pakistan and Britain starring Ava Gardner and Stewart Granger and "Quentin Durward," starring Robert Taylor, Kay Kendall and Robert Morley, filming in France and London studios, with Richard Thorpe directing and Berman producing from screen play by Robert Ardrey.

Included in the new construction program necessitated by the increased production, now under way is the doubling of the floor space and capacity of the studio's mill and assembly shops, the building of a new paint shop with more than twice the capacity of the old one and a 60 per cent increase in the potential of the plaster and plastics department. Further increase in the use of plastics for sets is planned because of the economy afforded in subsequent use.

AA Begins Peak Shooting Activity

HOLLYWOOD.—Allied Artists entered the biggest six-month production period in its history, with eight important films highlighting the shooting schedule. Of the eight to roll between now and the year's end, at least three will be in CinemaScope, according to Walter Mirisch, executive producer.

With a mid-August date already set for his film, William Wyler now is at work preparing "Friendly Persuasion," much of which will be made on location in the east. The script is by Robert Wyler and Jessamyn West. Gary Cooper will star.

Those to be done in CinemaScope include "The First Texan," which Mirisch will produce with Joel McCrea in the star role; "Legionnaire," which goes before the cameras in October with Richard Heermance producing; "The Lady From Helltown," a Scott R. Dunlap production, scheduled to be launched this summer.

"Mother-Sir," to be made in Japan, is now being prepared by Walter Wanger. Plans call for putting the screenplay before the cameras before summer's end. Late in the year and in Vienna, producer-director Ernst Marischka will begin shooting an English version of "The Girlhood Of A Queen."

At work now on the script for "Ariane," which Billy Wilder will do as his first for Allied Artists, is I. A. L. Diamond, who is basing it on the Claude Anet classic. Late in the summer, Lindsley Parsons and his associate, John H. Burrows, will launch filming of "The Come On," starring Barry Sullivan, and will be made in large part in Mexico.



FCC Told Pay-TV Issue For Congress As Deadline Arrives

(*Continued from page 7*)

ment, the brief charges, would constitute a "moral breach of contract."

It is further pointed out that more than 50 percent of all TV sets are used by families in the under-$5000 a year bracket, and that the great majority of TV sets in the U.S. are purchased on time payments. Therefore, the expense of pay-TV would have to be borne by that segment of the public least able to afford it.

The opposition brief further emphasized that pay-TV "blandly" proposes to use the facilities of a gigantic communications outlet established by others, without contributing "one penny" to the building of this outlet, and yet expects the FCC to "grant them the right to use this system for their own personal profit and to the detriment of the 'public interest' the Commission is duty-bound to protect."

Filed FCC Statement

The position taken by the Committee Against Pay-As-You-See TV is as follows:

"A. The Commission does not have the authority . . . to authorize and regulate subscription TV operations.

"B. Whether or not the Commission does have the authority . . . (toll TV) should not be authorized without further enabling legislation from Congress. The Communications Act was enacted and amended in the light of the existing pattern of an advertiser-supported broadcast industry, and it does not offer an adequate basis for authorizing subscription TV.

"C. The present proposals for subscription TV on broadcast frequencies are not in the public interest, and therefore, pending requests should be denied.

"D. In any event, the Commission cannot conclude that the present proposal is in the public interest without ordering a full evidentiary hearing where testimony will be given under oath and will be subject to cross-examination."

Hazy Promises

It is further pointed out by the Committee that promises of "programs to come" with pay-TV always have been in the haziest of speculative categories. As far as is known, the report argues, no contractual agreements have been entered into with any opera troupe, ballet company, symphony orchestra, Broadway producer or Hollywood film company. Nor have any definite agreements been announced with educational institutions. "Vague promises of 'better programs' are hardly the background for authorization by the FCC of any such drastic upheaval of broadcasting as is contained in the petitions at issue," Marcus Cohn, Committee legal counsel, declared.

A challenge to Zenith Radio to verify its claims that numbers of exhibitors have asked for pay video rights in their territories is contained in the comments filed by the Committee. The group, which states that it represents 75 percent of the nation's theatres, says that it knows of none who have applied, or intend to apply, for any license to participate in toll TV "should it ever come to pass."

Predicting that pay-TV would eventually destroy television as we know it today, the Committee holds that there is only so much top talent available in the entertainment field. "If the Top Ten programs are wooed to home coin-boxes," Cohn asked, "will anyone deny that the 10 programs picked to replace them on free-TV could not possibly equal, or approach in popularity? As the quality drops, the audience drops, and finally the advertisers would find it not to their advantage to play their shows to dwindling audiences. What advertiser would be willing to spend thousands of dollars to develop a star only to see him jump to the pay-TV camp as soon as his popularity had been established?"

Becomes Public Utility

In the final analysis, the opposition brief stated, "once a TV station begins to charge the public directly for its programs, it is a public utility and is in the same position, as far as the public is concerned, as telephone, telegraph, and gas companies. To regulate the rates of one and not the other would be an unjustifiable discrimination against the regulated industry and against the consuming public of the unregulated industry.

Should pay TV become an actuality, the FCC should carefully restrict station eligibility, the number of program hours and also require that every toll TV network "be licensed and subject to the same limitations and control as a station licensee," the Committee Against Pay-As-You-See TV declared.

Richard A. Mack of Coral Gables, Fla. was nominated by President Eisenhower to succeed Frieda B. Hennock on the FCC. Mack, a Democrat, is now second vice-president of the National Association of Railroad and Utilities Commissioners. Miss Hennock, whose term expires on June 30, has been the only woman commissioner to date, and is noted for her vigorous dissents from majority opinions. The nomination, for a seven-year term, is subject to Senate confirmation.

The influential financial newspaper, "The Wall Street Journal," editorially announced its support of subscription television, and urged that the proposed systems be put to the test of public acceptance. The Journal proposed that "the public decide by the simple device of letting some eager entrepreneur try to sell it to them. It will take a good product to sell in competition with one that is free," the editorial stated.

Plans For French Film Center Discussed By Negotiator Flaud



Jacques Flaud, director of the Centre National de la Cinematographie of France, was entertained at a luncheon at the Harvard Club, by MPAA president Eric Johnston, with presidents and heads of the international departments of the Association's member companies present. Left to right: M. Flaud, Nicholas M. Schenck, president of Loew's Inc.; Johnston, and Barney Balaban, president of Paramount Pictures Corp.

(*Continued from first column*)

A plan for a French cinema center to publicize that country's films in the United States was revealed this week by Jacques Flaud, director general of the National Film Center of France. At the same time Flaud revealed that negotiations on the new Franco-American accord will begin in Paris on June 25. The present pact expires June 30.

Flaud, whose organization is the coordinating body of the French film industry, said that he hoped the new cinema-center, a joint government-private enterprise project, would be in operation by September. It would serve strictly as a means of creating an appetite for French product, he stressed, and would not distribute pictures. In stressing the necessity for enlarging the U. S. market, Flaud asserted that the net earnings of French pictures in foreign countries last year amounted to the equivalent of $11,000,000 of which only $140,000 came from the U. S.

The reasons for this, he said, were misunderstandings and some "prejudice" on both sides of the Atlantic. He said that the feeling among American moviegoers was that French pictures were "morbid," a situation which he believed was "not healthy." "Accurate dubbing" and the release of short French documentaries here will be two methods of building the American audience for French pictures, Flaude suggested.

ASCAP Prosecuting Licensing Provisions

Enforcement of ASCAP licensing fee provisions as they apply to movie theatres appears to be in the works, as a suit has been filed for copyright infringement against the Thrift-Drive-In in Mecklenburg County, North Carolina by Irving Berlin and Frank Music Corp., alleging their songs were performed without authorization.

The songs involved are "Love, You Didn't Do Right By Me," by Berlin, and "Hey There," by Richard Adler and Jerry Ross. The plaintiffs asked the court to restrain the defendants from publicly performing the songs in the future, and to award statutory damages of not less than $250 for each unauthorized performance, together with court costs and attorney's fees.

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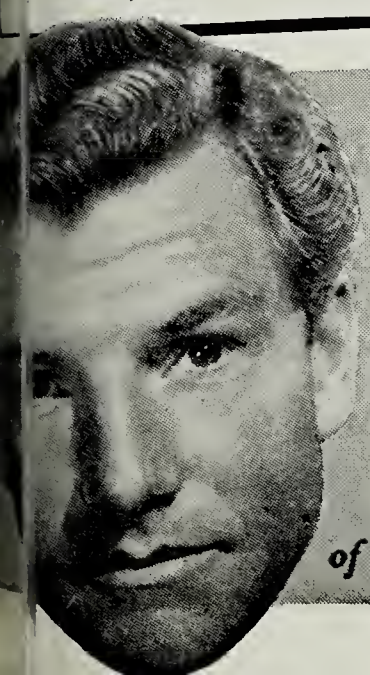
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Realism Stamps Lang's Direction

HOLLYWOOD.—"This is one of the most unusual newspaper stories since 'The Front Page' and 'Five Star Final,'" Director Fritz Land said of Bert E. Friedlob's production. "News Is Made At Night," which he is directing for United Artists release.

"It is the story of how the members of one newspaper compete with each other to trap a criminal and solve a crime," the director, who recently finished the Stewart Granger starrer at M-G-M, "Moonfleet," explained.

The film, screen played by Casey Robinson, from a novel, "The Bloody Spur," by newspaperman Charles Einstein, marks Lang's return to the directing of independent productions.

"This film has the most star-studded cast of any independent," Lang explained, "The cast is headed by Dana Andrews, Rhonda Fleming, George Sanders, Thomas Mitchell, Howard Duff, Vincent Price, Sally Forrest, John Barrymore Jr. and Ida Lupino."

Lang stated that he likes working for both indies and major studios, but added that working on an independent film puts more duties on the director. "He has to use his imagination more," Lang smiled.

Studies Newspapers

"I believe in realism," Lang said, "I visited newspapers and looked them over carefully. I spent a great deal of time watching them operate so that I know the routine of newspaper work. The sets will look like a newspaper office really looks."

Lang pointed out that newspaper dramas have proved to be top box office in the past if they were good. He added that there is a lot of color, adventure and drama in the story of a newspaper and its people and that this screen play has captured it.

"Also the newspaper people are going to act like newspaper people," he added.

Touching on the many names in the cast, Director Fritz Lang said," I think that pictures like this are good for independent production as a whole."

Lang recently purchased "Journey to Nowhere," a story which he, himself, plans to make independently in the future.

"Vitality and realism help make a top film," he concluded, "The realistic locations and sets help the actors and actresses in their parts. They help them get the proper mood for their lines." *R. B.*

HOLLYWOOD ...on the wire

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Herbert J. Yates, president of Republic Pictures, has signed Ray Milland to a new non-exclusive four picture contract whereby Milland will produce, direct and star in three top-budgeted films during the next four years and produce and direct a fourth. Milland recently finished "The Hostage," which he directed and produced and starred in with Ward Bond and Mary Murphy. First production under the new pact will be "Lisbon," based on an original story by Marty Rackin. William Bowers has been signed to do the screen play. . . . Republic also inked a long term contract deal with Steve Sekely, calling for two pictures a year as associate producer-director. Sekely recently returned from Rome, where he made "The Sinner," starring Ruth Roman and Akim Tamiroff.

* * *

Anthony Mann signed to direct the Mario Lanza starrer, "Serenade" at Warner Brothers. Nicholas Brodzky will write the musical score of the feature, based on the James M. Cain novel of the same name. The film will be produced by Henry Blanke. . . . Sol Lesser will shoot his next Tarzan film, "Tarzan and the Lost Safari" in wide screen and color. Gordon Scott will star and Victor Stoloff will direct. Scott leaves for Africa on July 1 and will safari to all sections of the continent where footage for the feature will be shot by wild animal photographer Miki Carter, who is already shooting in Africa.

* * *

"The Lady From Helltown" has been scheduled as a Scott R. Dunlap production for Allied Artist and will go before the cameras this summer, executive producer Walter Mirisch announced. Screen play is by George Van Marter and George Waggoner and will be filmed in CinemaScope. . . . Rory Calhoun has been set to star in U-I's "Back Trail," which will be filmed in Technicolor. It is the story of a notorious gunman who tries to reform but is unable to do so because of the number of enemies who are trying to kill him. Albert Zugsmith will produce the picture, based on an original story by Lewis B. Patten. Film will roll in mid-June.

* * *

Edmund Grainger announced that he has set a starting date of July 11 for the second of his major productions, "Great Day In The Morning." Grainger's production company has a contract with RKO to deliver six major productions for RKO distribution in the next two and one half years. The third production will be "Oh, Promised Land," by James Street, which will roll Sept. 12. Grainger's first film, "Treasure of Pancho Villa," starring Shelley Winters, Rory Calhoun, Gilbert Roland and Joseph Calleia, was filmed on location in Mexico.

* * *

Writer Elick Moll has been brought from New York by Phoenix Productions to collaborate with Daniel Taradash on the screen play of "The Library," now being given a final polish for star Bette Davis, who will face the cameras in August. This will be Phoenix's initial picture for Columbia with Julian Blaustein producing and Taradash directing. The story, written by Moll and Taradash, deals with a small town librarian, dismissed for her refusal to remove a controversial book from the shelves, and the result of this action on the life of the town.

* * *

Peter Ustinov has signed for one of the leads in Ponti-de Laurentiis' "War and Peace," which King Vidor will direct. . . . "Reprisal," the picturization of the Arthur Gordon novel, has been set as Guy Madison's first film at Columbia under his recently signed contract with Columbia Studios. The six-picture contract will star Madison in four of the films and he will co-produce the other pair with Helen Ainsworth. Arthur Gardner and Jules Levey are co-producing "Reprisal," which will roll in six weeks with Phil Karlson directing from a screen play by David Harmon.

* * *

U-I acquired three story properties this week and the purchases have been assigned to studio producers. Purchases are "Tammy Out of Time," a novel by Cid Ricketts Sumner, to be produced by Ross Hunter. This is a modern drama set in the South dealing with an improverished minister's daughter, who falls in love with a wealthy plantation owner whom her father has saved from drowning; also, "And No One Answered," a novelette by Ann Head, which will appear in McCall's this summer. Albert J. Cohen will produce. Charles Hoffman is writing the screen play, which deals with the thwarting of the kidnapping of a wealthy woman by her children; and "Cry Innocent," an original story by Irving Dick Hyland, to be produced b Howard Christie. This is about a gambler who pleads guilty to a hit and run charge to provide an alibi for a murder frame-up.

* * *

James Mason has signed at M-G-M to co-star with Lucille Ball and Desi Arnaz in "Forever Darling." The comedy is the first of the Zanra Productions with Arnaz as star-producer. Film starts June 15 with Alexander Hall directing. . . . Motion picture producer Lew Kerner announced the acquisition of the motion picture and television rights to the complete works of famed American author James T. Farrell. Kerner, who originally purchased the screen rights to "Studs Lonigan," plans to film

(*Continued on next page*)



Top industry leaders attended the Beverly Hills Hotel luncheon marking the presentation of awards to the winners of the 11th annual Woman's Home Companion poll. June Allyson, soon to be seen in Universal-International's "The Shrike," and Clark Gable were named the most popular film stars. Above are shown Edward Muhl, U-I v.p. in charge of production; Charles Brackett, president of the Academy of Motion Picture Arts and Sciences and David A. Lipton, U-I vice-president.

Harold Hecht Hopes

Co-Existence Between TV, Films Will Follow Success Of "Marty"

By Richard Bernstein

That outstanding and wholly acceptable pictures are not necessarily tied in with astronomical budgets, top name stars or fabulously pre-sold plays or novels is the belief of Harold Hecht, conceded, along with his partner, star Burt Lancaster, to be among Hollywood's leading independent producers.

That Hecht knows whereof he speaks is no secret. The first two efforts of the vital young company, "Apache" and "Vera Cruz," appear to be heading for a combined world gross of $17,000,000 under the aggressive effective sales handling of United Artists.

The third, "Marty," which has received rave notices from such hardboiled publications as "Life," "Newsweek," "The New Yorker," and "Saturday Review," recently made headlines when it became the first American picture ever to win the Grand Prize at the International Film Festival at Cannes. "Marty" is a prime example of the spirit and courage inherent in this young company. It also goes a long way to prove Hecht's thesis.

"Calculated Risk"

Hecht said that "Marty," at $350,000, was a "calculated risk." Ernest Borgnine, who plays the title role, had been seen before only in a few parts—and at that as a "heavy." Betsy Blair had made one notable appearance before in "Snakepit"—yet her gentility and quality made her ideal for the schoolteacher role.

Hardly a glamourous starring team—but Hecht wisely considered them in relation and balance to the whole—an attempt at a truly different picture. The director, Delbert Mann, had experience in the TV field but this was his first time out as a motion picture director.

The author, Paddy Chayefsky, was likewise a newcomer to films, but with a fine reputation in TV. Hecht and Lancaster backed a portion of the film, and their belief in a special movie, with cold hard cash beyond the loan commitment offered by the banks.

In commenting on the budget, Hecht remarked: "$350,000 doesn't sound like much held alongside the three or four million dollar costs of the super-colossals—but you mustn't lose sight of the fact that about 5,000,000 people have to pay their admission fees at the theatres to get back $350,000!"

"If 'Marty' is at all successful as a motion picture, it promises to lead the way to other projects of a similar nature. Burt and I feel that the public is discerning and that a great segment of it has been maligned with that oft-repeated 'twelve-year-old mentality' tag. It is our hope that 'Marty' appeals not only to the so-called 'intellectual' but to a broad base of movie-goers who might like a little Shakespeare larded into their Spillane."

The results in New York, Chicago and Detroit, where the picture has opened to date, would seem to bear out Hecht's hope.

Lancaster and Hecht also have in the can "The Kentuckian," which was lensed in



BURT LANCASTER AND HAROLD HECHT

CinemaScope. Burt Lancaster made his directorial debut on the film, which is the screen version of the best seller, "The Gabriel Horn," by Felix Holt.

"We're using an international cast on 'Trapeze,'" Hecht stated. "Gina Lollobrigida and Burt will star. Sir Carol Reed will direct. The film will be based on the novel by Max Catto, 'The Killing Frost.'"

Hecht-Lancaster will follow "Marty" up with another film written by Chayefsky and directed by Mann. This will be "The Bachelor Party," which, like "Marty," was produced on TV first.

Hecht hopes that the success of these TV properties will effect a marriage between TV and motion pictures. "A co-existence so to speak," he explained. "You get good material from TV and then add what motion pictures are equipped to add."

18 Months Old

Hecht-Lancaster Productions got underway in January, 1954 and today is looked upon as one of the foremost independent companies in the business. A look at the story properties that the company has is amazing. They are all choice, which can be traced to the fact that prior to becoming a producer, Harold Hecht was a literary agent.

The company has "The Way West," by A. B. Guthrie, Jr.; "Until They Sail," by James Michener of "South Pacific" fame; "Elephant Bill," by James Webb; "Tell It On The Drums," by Robert W. Krepps; "The Tall Dark Man," by Anne Chamberlain; "The Lost Chukker," by Jack Shaefer, who wrote "Shane," and "Too Much Man."

"We're still looking for material," Hecht said. "We like to make films of distinction and you can't get too many good stories. The crux of production is good story material."

Hecht-Lancaster plans to do three to four films a year. The boys both believe that the exhibitor is a much maligned guy, who has a problem today and is rising to meet it. He has to sell pictures and he uses vigorous exploitation and top-notch selling to do this.

HOLLYWOOD...

(*Continued from preceding page*)

this novel for United Artists release.

* * *

Victor Saville and United Artists have bought the rights to Samuel Grafton's book, "A Most Contagious Game," published last fall by Doubleday. The novel deals with a reporter assigned to cover underworld gambling and who becomes enmeshed in the racket. Joe Pasternak will produce "Opposite Sex," scripted by Michael and Fay Kanin, as an Esther Williams starrer. The vehicle deals with merry widows and philandering males in Reno.

* * *

John Gilling will direct "The Gamma People," for producers Irving Allen and A. R. Broccoli, a science fiction story with a background in the Alps. The film will star Paul Douglas. Robert Aldrich wrote the screen play from an original story by Louis Pollack. Warwick also signed Adrain D. Worker as producer on "Safari," and Phil C. Samuel as producer on "Zarak Khan," to star Victor Mature with Terence Young directing.

* * *

Story Properties Inc., formed by Josef Shaftel, with its first completed feature, "No Place To Hide," has as president, Shaftel, vice-president, Chicago attorney Arthur B. Sachs, and secretary-treasurer, Edward Mosk. "No Place To Hide" stars David Brian and Marsha Hunt in a script by Norman Corwin. The company also has purchased a Helen S. Bilkie original, "The Four Seasons," with screen play by producer-director Shaftel, which they plan to start in late spring. . . . New national release date for "Simba," J. Arthur Rank color feature to be distributed by Lippert in the U.S., has been set for July 22. . . . Richard Heermance will produce "Legionnaire," as a CinemaScope production. It will roll in Oct. . . . Jennifer Jones has been set for the lead in 20th Century-Fox's "Good Morning, Miss Dove," which Henry Koster will direct with Samuel G. Engel producing. . . . Margaret O'Brien will star in "Glory," which David Butler will produce and direct for RKO release in SuperScope and Technicolor.

* * *

Charles Watts landed the role of the judge in "Giant," George Stevens' Warner Brothers productions starring Elizabeth Taylor. . . . Rodney Bell inked for a role in "Trial" at M-G-M. . . . Allied Artists has closed a distribution deal with producers Samuel Bischoff and David Diamond for "Screaming Eagles," a paratrooper story by Virginia Kellog, it was announced by the studio. David Lang has been signed to do the screen play for the picture, which will roll July 15 in Fort Benning, Ga. This film is in addition to the three-a-year from Bischoff and Diamond which Allied Artists will handle. The producers are now completing "The Phenix City Story," filmed several weeks ago in Alabama.

* * *

Paramount executives are so excited about Mitzi Gaynor's performance in "Anything Goes" that they have just handed her the acting plum of the year—the co-starring role with George Gobel in the television comedian's first movie, "The Lady Eve." A complete departure from her song and dance roles, the star will play a comedy assignment.

"Crockett" Spurs Merchandise Sales At Lobby Trading Posts

An unusual movie-merchandising trend is being pioneered with the national release of Walt Disney's "Davy Crockett," as theatre houses will shoot for substantial subsidiary income through the sale of tie-in merchandise at lobby displays and sales counters. Indicative of the trend is Brandt's Globe Theatre, of Times Square, now premiering "Crockett," while similar merchandising is planned for Brandt's New Jersey theatres beginning with the release of Crockett in that state on June 22. Disney's next feature-length cartoon feature, "The Lady Is a Tramp," will be accompanied by similar in-theatre sales at the Roxy Theatre, New York, the Trans-Lux, Philadelphia, and others.

The astonishing success of Disney's tie-ins with department stores, retail chain outlets, and music and record shops is becoming industry history, with some estimates of Disney's royalties on licensed merchandise by the end of 1955 exceeding $3,000,000. The Globe has "high hopes" for Crockett sales, according to Sam Kantor, Brandt executive in charge of merchandising, who predicts that small town operators can also "reap a harvest" with Crockett merchandise, especially if they advertise their forthcoming sales in advance of the picture's opening.

Attractive Display

The Globe's display is colorful and attractive. At either end of the counter stands a life-sized cutout of Fess Parker as Davy Crockett, while a large peg-board on the wall behind the counter holds samples of the various products offered. Book and record racks, plus neatly arranged displays of merchandise, are on the counter, and over the entire project is a large rustic placard calling attention to "Davy Crockett's Trading Post."

The theatre stocks only about 20 items of more than 70 Disney-licensed products, partly because of space limitations and partly because some of the items were temporarily unavailable. The Crockett boom has apparently swamped some manufacturers; also, priorities are being given to outlets in cities where Fess Parker and Buddy Ebsen are now making a personal appearance tour. The tour started in Oklahoma City on May 19 and will swing through the Southwest, the South, the Middle West and the Atlantic seaboard, ending in Philadelphia on June 19. Theatres to play "Crockett" later on, Kantor predicted, will have a "better chance" to get whatever merchandise they want.

Best-sellers at the Globe, according to Kantor, are—in the high-priced line—rifles and powder kegs and a gun set; other popular items are the coon-skin hats, jig-saw puzzles, wallets, music books and belts. Charm bracelets and washcloth mits sold out during the first weekend of the experiment. Other items on sale range from balloons through tee shirts, story books, towels, tie pins with Davy's photograph attached, lunch boxes, recordings and song books.

Sales of the recordings and books were "not up to expectations," said Kantor, who surmised they were "probably not a novelty anymore." He wanted to stock bows-and-arrows and Davy Crockett dolls but couldn't obtain them. Kantor also wanted to stock moccassins, but he felt the official versions were too expensive for his counter (about $5.00) and in addition would have had to wait for the shipment.



An unusual merchandising trend is being pioneered with the sale of official "Davy Crockett" merchandise in theatre lobbies throughout the country, in conjunction with the film's showing. Shown here is the "trading post" at Brandt's Globe Theatre, New York. On sale are many varieties of clothing, toys, and "shootin' irons."

Other official Disney merchandise includes: Felt hats, shirts, pants; underwear; gloves; pajamas; leather, suede, vinyl and wool jackets; sweaters; bathing suits; socks; suspenders; raincoats; printed synthetic fabrics; boots, shoes; wallets & key cases; "Magicpaint" with water pictures; covered wagons; party favors; jointed figures and string puppets; costumes; curtains, drapes; canteens; costume jewelry for children; tents; glitter paint set.

Deciding on Stock

Frontierland construction kits in the form of wooden logs; pencil boxes and color by number sets; electric quiz games; Indian peace pipes with whistles; inflatable tomahawks; stockades with plastic figures; school bags; children's luggage; board games; guitars; interlocking building block construction sets; leathercraft kits; stamp books; picture projectors with toy-length film strips; stage coach model kits, horse & rider wooden push toys; picture cards for use in stereoscopic viewers; watches, and cardboard huts.

How does an exhibitor decide which of these imposing products to stock? "Since you can't buy them all," Kantor advises, "pretend that you're a father, and decide accordingly." Most of the merchandise—two exceptions are books and records—are not returnable.

Kantor has had a few surprises during the brief experiment. Many people buy high-priced items, he says, including $5 guns and $4 hats. One man—the ideal customer, one would say—bought one of everything on the counter, running his bill to $32, plus the cost of his movie ticket, of course.

The Brandt executive has three suggestions for exhibitors planning to open similar "Trading Posts": (1) Have a good-looking display; (2) Stress the phrase "official Disney merchandise" in all sales material; (3) "Give the crowd a spiel, the louder the better. Don't expect your merchandise to sell itself, and get behind the counter yourself if you have to. (Kantor did.) Most of your business will come at the "break"—only a small percentage buy on the way inside the theatre, probably afraid the youngsters will lose or damage the products—and in the confusion of the break you'll have to get their attention and make the sale quickly."

With proper handling, it looks like a few more dollars in the till for some enterprising exhibitors.

Saturation Booking Set For Columbia Science-Fiction Duo

Giant saturation campaigns will be launched beginning June 22 for Columbia's science-fiction feature, "It Came From Beneath the Sea." When completed, 27 exchange areas will have had huge multiple openings involving more than 2200 large and small theatres, backed by area-by-area newspaper, television and radio advertising. In every territory, advertising will develop on a radial plan, with sales messages beamed out from key cities to blanket entire market areas. According to a company spokesman, the campaign will enable the smallest situations to ride along with key cities on this large campaign.

Double-billed in most playdates with Columbia's "The Creature With the Atom Brain," "It" is scheduled to open in upwards of 600 theatres in eight branch areas. Leading the initial parade are Oklahoma City and Detroit, with Denver, Salt Lake City, Pittsburgh, Philadelphia, San Francisco and Los Angeles to follow. With an augmented supply of over 350 prints, "It" will follow the same pattern in 19 other sections of the country.

Pine-Thomas-Shane Ready First For UA

The independent production company originally established by William C. Thomas and the late William H. Pine formally assumed the name of Pine-Thomas-Shane Productions when it opened its offices at the Samuel Goldwyn Studios in Hollywood, according to an announcement by Maxwell Shane, vice-president. Howard Pine, son of William H. Pine and himself a producer at Universal-International, is severing his affiliation there on July 10 to join Pine-Thomas-Shane as an equal partner. Shane also announced that purchase of "The Big Caper," suspense novel by Lionel White, for United Artists release.

New SuperScope Bonus

HOLLYWOOD.—Joseph Tushinsky, President of Superscope, this week disclosed a bonus plan to exhibitors who purchase a pair of Superscope lenses. Beginning June 6, any theatre that purchases a pair of lenses at the regular price of $395 per pair is eligible for a $100 bonus to be paid to them by Superscope and to be applied toward the booking of a Superscope print.

Wide-Screen, Color Make Locale Lensing Imperative: Grainger

"Two recent Hollywood developments," says Producer Edmund Grainger, "make it more than ever imperative that whenever a story is laid in a colorful locale, the picture should be filmed there. The developments are: The new wide-screen processes which give the camera an almost unlimited canvas on which to tell a story; and the virtually standard use of color in today's movies."

Producer of a long list of box office hits, Grainger has just completed filming "The Treasure of Pancho Villa" in Cuernavaca, Mex., with a company headed by Rory Calhoun, Shelley Winters and Gilbert Roland, and is eminently happy with the results he's getting on his Mexican location.

"The wide screen and color give us range, flexibility and depth to tell our story more effectively," Graineger points out, "and they make obsolete the tricks of the trade which served for so long—and so well—as substitutes for real backgrounds and genuine locales."

Mexico Cooperative

Most of the problems which used to go with making pictures in Mexico no longer exist, the producer states. "We couldn't have had more understanding and cooperation than we've had on this picture if we'd made it in or near Hollywood," says Grainger.

"We've found the Mexican censorship authorities most cooperative, interested chiefly in helping make our picture accurate and authentic."

Grainger is equally pleased with two other Mexican factors—the competence and enthusiasm of Mexican picture crews and the helpfulness of governmental authorities.

UK Pay-TV For Korda; Sells Us TV First Run

Sir Alexander Korda, leading British film producer, has signed contracts with Zenith Radio Corp. leading toward the establishment of subscription television in the United Kingdom, Ireland, and the Channel Islands, according to an announcement made in Chicago by Commander E. F. McDonald Jr., Zenith president.

According to Zenith officials, Korda plans to seek permission of his government to broadcast pay-TV programs and make manufacturing arrangements to produce the necessary devices. The British producer, it was announced, would launch and operate the service under a contract which in general terms is similar to the one that Zenith concluded last year with the Rola Company of Melbourne, to establish subsription TV in New Zealand and Australia.

Korda last week announced a pioneer showing of a "The Constant Husband," a full-length color film produced in England and starring Rex Harrison, on one of NBC TV's "Color Spread" spectaculars next Fall prior to its theatrical release in this country. This would mark the first time that an entire picture designed for theatrical release will have been given a television premiere. American distribution rights have not yet been arranged.

"Itch" Causes Box Office Swell



Advance publicity, before and after: One instance of the tightly integrated publicity campaign for 20th-Fox's "Seven Year Itch," starring Marilyn Monroe and Tom Ewell, was a giant 52-foot, four-story high likeness of Miss Monroe, above Loew's State Theatre, where the film premiered. Short-lived first version, left, was removed due to "pressures," giving way to the present incumbent, right.



"Sneak" preview: A gala turnout of stars appeared at a preview that captured the gala atmosphere and glamour of a play opening along the Gay White Way. Thousands filled the Times Square area to see luminaries entering the kleig-lighted theatre, receiving newspaper, radio, TV and newsreel coverage. Left to right: Joe DiMaggio and Miss Monroe; W. C. Gehring, 20th-Fox executive assistant general sales manager and star Judy Holiday; famed songwriter Harold Arlen and Margaret Truman.



Opening Day: Lines formed at the Loew's State box office as early as 7:30 a.m. for the 9 a.m. opening of "Itch," with lines extending from Broadway and 45th Street, around the corner toward Sixth Avenue. Opening week business was estimated at a smash $80,000. Evelyn Keyes, Sonny Tufts, Robert Strauss, Oscar Homolka, Marguerite Chapman and Victor Moore are featured in Billy Wilder's comedy from Charles Feldman Group Productions.

REGIONEWS

ALBANY

Jules Perlmutter added to his multiple operations by leasing the long-closed Paramount in Albany from Neil Hellman and reopening the neighborhood house without newspaper advertising and without union projectionists. IATSE Local 324 picketed—the first time in many years it had done so at a local theatre. . . . Alvin Kosoff, former student salesman in Philadelphia, is now a salesman here for 20th-Fox, succeeding Clayton Pantages who was upped to mgr. John Wilhelm is the other local Fox salesman. . . . A daughter was welcomed by Frank Lynch, chief booker and office mgr. for Paramount.

John Gardner installed the first area theatre automatic telephone-answering service at the Turnpike Drive-In, Westmere. . . . Nancy Watkins, daughter of Claude E. Watkins, chief projectionist at the Strand, Albany, was graduated magna cum laude from Syracuse University. . . . John Capano resigned as booker for U-I to join the staff of Upstate Theatres of Albany. He also operates the State in Troy. . . . Wm. J. Jarvis, chief projectionist at the Troy in Troy for many years, passed away after a long illness. . . . Jack Goldberg, asst. chief Barker of the local Variety Club and Metro mgr., submitted a report on the recent Variety International convention in Los Angeles at the dinner ending Tent 9's annual golf tournament at Shaker Ridge Country Club.

ATLANTA

Norton Tune, Shelbyville, Tenn. theatre owner, was elected pres. of Tenn. TOA, succeeding Stacy Wilhite. Also elected: W. R. Holder, v.p.; Aubrey Couch, secy.-treas.; Alfred Starr and Kermit Stengel, directors. . . . Dr. T. A. Cochran and John P. Edge opened their new 400-car Blue Sky Drive-In at Lafayette, Ga. . . . Ralph B. Mann, mgr. of the Monroe Theatre, Monroeville, Ala., conducting a contest in cooperation with local merchants to select a "Movie Queen of 1955," who will receive an all-expense trip for two to Florida. . . . Improvements at 78 Drive-In, Jasper, Ala., include CinemaScope, paved parking areas and driveways, and a free playground with airplane and train rides. . . . Sky Vue Drive-In at Oneonta, Ala., formerly known as the Blount, reopened after extensive remodeling.

With the provision that construction be completed within nine months, Florida's Dade County commissioners approved permits for ozoners by George C. Hoover, Variety International chief barker, and by George Wilby. . . . Wometco started on a 750-car ozoner on Davie Blvd. in Ft. Lauderdale, Fla., which they hope to complete by Labor Day. . . . P. L. Taylor, owner of the Dixie Theatre and editor of the Columbus World, welcomed twin daughters; the Roy Martins of Martin Theatre, Columbus, have a new arrival also. . . . Stelle Poulnot of Republic was elected to succeed Betty Rary as pres. of the Atlanta WOMPI's and will represent them at the National Convention in New Orleans Sept. 30-Oct. 1. . . . Wilby-Kincey's Roxy Theatre, Atlanta, booked "Killers All," a Toddy Picts. release, for the third time within three years.

A federal gift tax claim against Mrs. Nettie E. Sudekum, widow of the founder of Crescent Amuse. Co., has been settled out of court for $84,307. . . . Recent Ala. incorporations include Avon Art Theatre, Inc., Birmingham, and Cullman Amusement Co., Cullman. . . . Edward Hayes, former office mgr. for Realart, returned to the Row as sales rep. for UA. . . . Sam George, former mgr. of the Paramount, Atlanta, now in the home office of Bailey Theas. . . . R. C. Mullins acquired the New Drive-In at High Springs, Fla. from Carlos Gutschlag. . . . Norris Hadaway, mgr. of the Alabama Theatre, Birmingham, is new pres. of Birmingham Advertising Club.

One dollar buys a pre-teenager an identification card and a full year of bargain prices at the Levy and Ritz theatres in Enterprise, Ala. . . . Ernest Ingram installed a new wide screen in his Lineville Theatre, Lineville, Ala. . . . Tamiami Theatre, Naples, Fla., installed CinemaScope. . . . Al-Dun Amuse Co. celebrating its 25th anniversary. . . . R. B. and Mrs. Wilby back after a world cruise. . . . Alpha Fowler, theatre owner in Douglasville, Ga., purchased a site in Villa Rica, Ga. for construction of an ozoner to be named Rock Drive-In. . . . Shell Theatre, Shellman, Ga., and the York at Red Boiling Springs, Tenn. closed.



Dore Schary (left), Metro production chief, headed the entertainment committee at the M-G-M Studio Club's annual spring dinner-dance at Hollywood's Moulin Rouge, which attracted 750 members. He is shown here with Dolores Gray, star of the show, and George Murphy, who acted as emcee.

BOSTON

Boston City Council adopted a resolution which would establish bundle checking desks at all theatres and a reserved section "for the exclusive use of female patrons during and for some time after shopping hours." Proposal came from Councilman Wm. J. Foley, Jr. among others designed to make Boston more attractive as a place of entertainment. . . . The Bowdoin Square Theatre, Boston, was closed and building will be razed to make room for a parking lot which owner Ben Williams will operate. . . . Herman Rifkin left for the west coast to take in the Allied Artists board meeting. He and Mrs. Rifkin will stay on to attend the wedding of Eleanor Broidy, daughter of AA prexy, Steve Broidy.

Variety's Great Heart Award banquet, honoring Rudolph F. King, Registrar of Motor Vehicles, will be held June 20 in the Imperial Ballroom of the Hotel Statler. Robt. J. O'Donnell, gen. mgr. of Interstate Theatres of Texas, will come on to be toastmaster, and Dr. Sidney Farger of the Children's Cancer Research Foundation will present the award to King. . . . C. Edwin Compton has taken over the Altec service in the Worcester area, replacing the late Phil Gruen. . . .Rex Reason, star of U-I's "This Island Earth," was in town to publicize the film which opens June 15 at the Memorial Theatre in its New England premiere. He was introduced at a press luncheon arranged by Johnnie McGrail, U-I publicist.

John Scully, Jr. was appointed dist. mgr. of E. M. Loew Theatres, replacing Nick Lavidor who is now mng. dir. of the University Theatre, Cambridge. . . . Mack C. Paul, co-owner of Major Thea. Equip. Co., was married to Marilyn Bloom. . . . Elizabeth Stoddard, daughter of the Chester Stoddards of New Eng. Theas., is engaged to marry Paul Sutton of Marblehead. . . . William Cuddy of RKO was reelected pres. of the Cinema Club of Boston. . . . George Roberts, Rifkin circuit, will represent the Grand Lodge of Dist. 1 at the International triennial convention of B'nai B'rith in 1956, to be held in Washington.

Portland, Me. will have its first film premiere when "The Virgin Queen" is presented at the Strand Theatre on July 22, arranged through the efforts of Bette Davis, star of the film and a resident of Cape Elizabeth, Portland. 20th-Fox stars who will attend the world premiere in Raleigh, N.C., will be flown in for the occasion and Strand mgr. Nat Silver reports proceeds will be turned over to Miss Davis's pet project, the Children's Theatre of Portland.

BUFFALO

The old Academy Theatre in lower Main St. has been purchased by Marine Trust Co. of Western N.Y. from Michael D. Perna for a reported $135,000. They will erect an office building on the site. Closing of the Academy leaves only two theatres in the vicinity, the Little Hippodrome and Keith's. . . . Aero Drive-In on Union Rd. near George Urban Blvd., installed a new playgound complete with swings, slides and merry-go-round, also a giant screen. Mgr. Ronald Hoelcle is urging parents to come early so the kiddies can enjoy the playground. . . . Robt. T. Murphy, mng. dir. of the Century, announced the forthcoming "Seven Year Itch," in which Robert Strauss, who used to run a women's wear shop in Buffalo, is cast.

Edward F. Meade, Shea Circuit ad head, sent postcards to a long list of local music lovers in connection with presentation of "Interrupted Melody" at Shea's Buffalo. . . . The Commodore Theatre, East Side nabe, has been put on the market by David Krieger. It was last operated by William Brett, now pres. of Skyway Drive-In Theas. . . . The Colonial, a link in the Gammel community chain, closed for the summer. . . . Edward L. Hyman, v.p., will be in Buffalo June 14-15 to look over UPT operations here and in Rochester. . . . Reported that Common Council pres. Elmer F. Lux, who also heads Elmart Theas., may become a candidate for city comptroller.

CHARLOTTE

The Florence S. C. County delegation to the State Assembly cleared the way for Sunday night showings with introduction of a bill which would make it legal to start after 9 P.M. . . . W. F. Harris, Harris Theatre Sales, nominated Bob Turnbull to succeed him as chairman of Equipment Dealers Assn. and he was unanimously elected. . . . CinemaScope installed by Harris Theatre Co. in the Carver Theatre, Rock Hill, S.C. . . . Carl Eugene Hargett, UA booker, married Virginia Todd. . . . Meiselman Theatres acquired the Danaca Theatre, Wallace, N.C. from Cary Caudell. . . . Rufus Stewart, Universal booker, resigned. . . . Louis F. Turner is on leave of absence from 20th-Fox. . . . RKO booker Charles Dean Lynch moved up to student sales rep. . . . Betty Patterson, IFE office mgr., back after an operation.

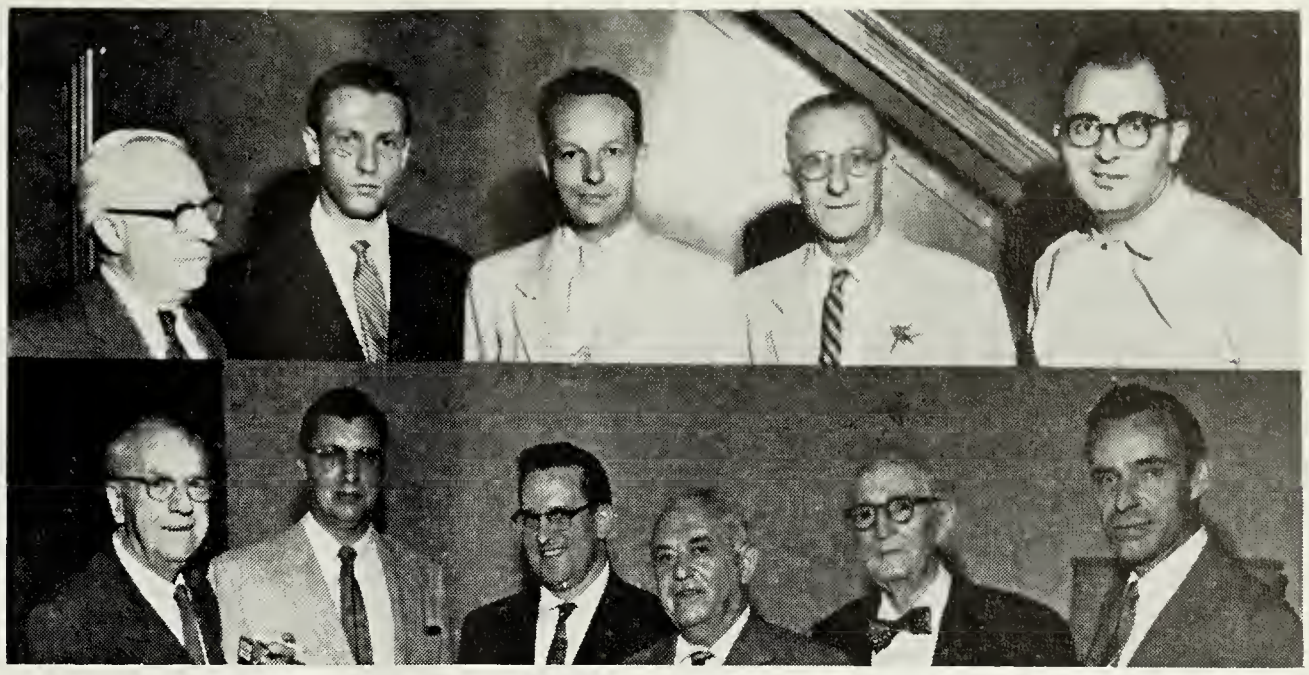
CHICAGO

The modernized Stadium in Evanston will be reopened as the Evanston Theatre early in July by owners Julius and Jack Kaplan, with Lester Stepner as mgr. Sil Greiver agency will book. . . . Marks Bros. will shortly start on a 2500-car ozoner at 31st and Cicero Ave., which they will call the Belair. . . . Drive-In theatres in Ill. will have competition from 99 county fairs in the state and the big State Fair in Springfield Aug. 12-21, with more than $600,000 designated for prizes. . . . Paramount's "Seven Little Foys" going into Chicago Theatre June 24, to be followed by "We're No Angels" on July 8. . . . Film theatres amusement tax for May down $1500 from May of last year—first month this year to show decrease over last. . . . Klopp Engineering Co. has developed a coin changer for the theatre trade.

Five weeks run of "Blackboard Jungle" at Essaness' Woods Theatre broke this year's house records. Expected to run three weeks more. . . . Despite lack of permit to show "Son of Sinbad" in this city, film was heavily advertised by RKO. . . . Coronado Theatre will use stage acts from time to time, booking through Paramount Attractions, Roy Davis agency in Chicago. . . . UA will need 40 prints to supply subsequent runs on "Marty," which gets under way in this territory July 1. . . . Norman Pyle, M-G-M pub. dir. preparing strong ad campaign for "Love Me or Leave Me," going in singly at independent McVickers on July 8. . . . Arrangements have been completed by Marshall Migatz to establish a summer theatre at Edgewater Beach Hotel.

Phil Sears named pub. dir. for Sunset and Double Drive-In theatres. . . . Eli Fink, former law partner of Leo Spitz, organized the law firm of Fink and Miller at 231 S. LaSalle St., with Byron S. Miller and Harry Golter as partners. . . . Chester Reid reopened his Aloha Theatre in Clifton, Ill. after installing new projection equipment and a wide screen. . . . Town Theatre, Lovington, Ill., recently closed because of a booth fire, will be repaired for reopening in the fall. . . . Spiro Papas, v.p. Alliance circuit, named IPA gen. chairman for Nov. convention. . . . Ralph Smitha, gen. mgr. Essaness circuit, flew to Hollywood to preview "Phenix City," which Allied Artists will distribute. . . . Harry Goldman, UA div. mgr., won the Ford raffled off by Variety.

"7110 Ocean Drive," first film produced by Essaness prexy Eddie Silverman, will be distributed by Columbia. . . . Recent managerial appointments: Stanley Lesritz, Esquire Theatre; Phil Higgins, Harper; Marty O'Brien, Halfield; J. Nassos, Vision; Alford Blanchard, Armitage; Nicholas Simios, Piccadilly; Robert Deimel, Gold Coast. . . . George Nikolopulos, Van Nomikos circuit exec., celebrated 25 years with the company. . . . Alliance started a kiddie birthday club in all key cities of the circuit which gives celebrants two tickets of admission on their birthdays.



Warner Bros. introduced Leland Hayward's "Mr. Roberts" at a series of "In-The-Theatre" trade slowings in 32 exchange cities across the country. Shown at the Des Moines Theatre in Des Moines, Ia. (l to r) top: Herb Blass, WB branch mgr.; Gary Sandler, Sandler Circuit; Don Bloxham, Iowa United Theatres; Nathan Sandler, Co-Ed Theatre; Dwight Hanson, Golden Buckle Theatre; and bottom, at the Valley Theatre, Cincinnati, Ohio: William and Bob Keyes, Dayton Victory Theatre; Dale Stevens, drama ed. of Dayton Daily News; J. S. Abrose, WB branch mgr.; Elmer Redille, veteran showman, and Louis A. Wiethe, Cincinnati exhibitor.

Watch These Dates!

June 16: Richmond—Virginia Motion Picture Theatre Assn. convention.

June 20: Boston—Variety Club of New England's Great Heart Award banquet, Hotel Statler.

June 21-23: Kiamesha Lake, N. Y.—Allied Theatre Owners of New Jersey annual convention—Concord Hotel.

June 26-28: Biloxi — Mississippi Theatre Owners Assn. annual convention—Edgewater Gulf Hotel.

Oct. 6-9: Los Angeles—Theatre Owners of America national convention — Biltmore Hotel.

Nov. 6-9: Chicago—International Popcorn Association convention, Hotel Morrison.

Nov. 13-15 Jacksonville — Motion Picture Exhibitors of Florida convention.

Nov. 13-15: Charlotte—Theatre Owners of N. & S. Carolina annual convention—Hotel Charlotte.

Nov. 21-22: St. Louis — Missouri-Illinois Theatre Owners annual convention — Hotel Chase.

CINCINNATI

W. Va. and some Ky. exhibitors are deploring business conditions in their communities and a number of houses have closed until there are signs of improvement. Among those closed are Earl Hale's Waco at Huntington; Malcolm Loew's Burwell, Parkersburg; Hyman Circuit's Ferguson, Charleston; Hyman Bank and Louis Shor's Mingo, Williamson; Rupert, Rupert, W. Va., and houses in Hitchins and Warsaw, Ky. . . . Grading started on the new Starglow D-I to be built on Rt. 25 north of Monroe, O. by Charles Purvis and James Stamper. . . . The new all-steel screen tower on the Cruise In Theatre, Miamisburg, O., owned by Lou Clemmer and first of its kind in the area, is said to be able to withstand winds of great velocity.

Effective June 20, Mrs. K. R. Weigel, who owns the theatre in Deer Park, O., will take over the Kentucky in Latonia, Ky. from Louis Wiethe. . . . Mid-West Theatre Supply installed wide screens and CinemaScope in the theatres of J. W. Thomas in Fayette and Oak Hill, W. Va. . . . Jerry Shinbach and Morris Holleb opened their new 900-car In-Town Theatre, Whitehall, O., with Lou Holleb as mgr. . . . The

CINCINNATI (cont'd.)

Sherwood Twin, North Screen, Dayton, owned by Sam Levin, had its formal opening May 27. This is a twin to the former Sherwood D-I, now called Sherwood Twin, South Screen, and is equipped with wide screen, CinemaScope and in-car heaters. . . . Dick Johnson, owner of Family D-I, Lexington, Ky., acquired a private plane in which he commutes between his home in Hazard and the theatre.

National Theatre Supply, which equipped the recently opened 350-car Mc's 33 D-I, Lancaster, O., is doing the same for Ace-Hi, McConnelsville; the 600-car Marietta, Marietta, under construction for M. E. Rose; and the new ozoner on Rt. 25, Blue Ball, O., a suburb of Middletown. . . . Other new drive-ins, open or about to open in the area are Foster Lane's Dixie, Williamsburg, Ky.; G. D. Saylor's at Manchester, Ky.; New Valley, Hamilton, O., owned by Geo. Turlukis and associates; Sunset, Beattyville, Ky., owned by McHaffey and Mcintosh. . . . William Blum, who resigned as Columbus salesman for U-I to manage the Park Swim and Cabana Club, is succeeded by Stuart Jacobson formerly Ky. salesman, who is replaced by booker Robert Doppes.

Allan S. Moritz opened a distribution office on the 4th floor of the Film Bldg. and is specializing in exploitation pictures and roadshow attractions. . . . Frank Schreiber, U-I branch mgr., became a grandpa for the third time. . . . Mr. & Mrs. Charles Mikeseel are new owners of the Majestic, Camden, O., which they took over from Mr. & Mrs. Wingate. . . . Senator Mosher, chairman of the Education Committee of the Senate, will hold four hearings prior to the June 23 adjournment in connection with the pending censorship legislation.

CLEVELAND

Ray Zeller was appointed the Palace's new asst. house mgr., succeeding William Schroeder who resigned because of ill health. . . . "To Paris With Love" is hitting an all-time high at the Heights-Art Theatre. . . . Sam Barck has taken over the 570-seat Lincoln Theatre in Lisbon, formerly operated by George A. Rogers and closed for several years. . . . Charles Mack installed CinemaScope lenses, a wide screen and other new equipment in his Strand Theatre, Sebring. . . . Ann Walker, Columbia office mgr., will shortly marry Virgil Jones, Warner booker. . . . S. P. Gorrell and Leonard Mishkind took over the Olympia Theatre here from L. C. Glaab. . . . New ozoners recently opened include George Mano's Elm Land, Goshocton; John Dempsey's Starlite, Toledo and Joseph Binder's Skyway, Fremont.



Ernesto Rufino, leading Philippines exhibitor, is greeted at Columbia Pictures home office by executive v.p. Jack Cohn.



Producer Edmund Grainger and his company threw a Hollywood party in Cuernavaca, Mexico, where they filmed "The Treasure of Pancho Villa," with Gen. Rudolfo Lopez de Nava, Governor of the State of Morelos, as guest of honor. L to R: Grainger, Gilbert Roland, Lita Baron (Mrs. Rory Calhoun), Rory Calhoun, Gov. de Nava and two unidentified aides, Shelley Winters is co-starred with Calhoun and Roland in the Superscope-Technicolor RKO release.

DALLAS

Joe S. Jackson, asst. chief booker at Interstate, has been named head booker, replacing Ray Jones, who resigned effective July 1. Jones will head his own company, TV-Southern Buying Service. A. D. Deason, asst. city mgr. in Houston, will be brought to Dallas as Jackson's asst. . . . Alfred N. Sack, Coronet Theatre owner, was named "Dad of the Year" by the Central Dad's Club and received the annual Arthur A. Everets award—an engraved wrist watch. . . . Robert Allen Gill, 63, Carthrage, Tex. exhibitor, who with his son-in-law, Jack Walker, owned and operated the Esquire and Cortex theatres, passed away. . . . Roy K. Ashburn installed wide screen and CinemaScope in his Strand Theatre, Chillicothe. . . . CinemaScope was installed in Eph Charninsky's Prince Theatre, San Antonio.

DENVER

Despite heavy rain, a good crowd showed up at opening of the new 600-car Mile High Drive-In at Lead, S. D. The ozoner is equipped with the latest in projection and sound and was furnished by Minneapolis Theatre Supply. Partners in the project are Lenard Steele, Jr., who is mgr., C. C. Creamer, Robt. Lahti and Robert Lundquist of Mpls. Jack Rose, booker-buyer, flew in for the opening. . . . Wm. Dollinson opened his new 450-seat Dolly at Billings, Mont. . . . Mitchell Kelloff bought the Valley at Fowler and the Ord, Ordway, Colo., from Schumour Theatres. . . . Florence and Paul Allmeyer bought the Lake at Grand Lake, Colo. from R. D. Ervin.

John Wolfberg has taken over the Vogue and will continue to operate it as an art theatre. . . . Mr. and Mrs. Dorrance Schmidt opened their 250-car drive-in at Bridgeport, Neb., where they also operate the theatre in town. . . . A $20,000 fire hit the closed U.S.A., Ft. Morgan, Colo. . . . Tillie Chalk, Paramount office mgr., entered a local hospital for a checkup. . . . 69 theatres in the Denver area took up a collection for the Korean fund and theatre men are being urged to take up collections for the Will Rogers Memorial Hospital. Jack Felix, Allied Artists branch mgr., is chairman of both drives.

Atlas Theatres started extensive remodeling of the Unique at Gunnison, Colo., where they will add CinemaScope and stereophonic sound. . . . Albert McCormick, son of the late B. P. McCormick, Canon City, Colo. and Hot Springs, N.M. theatre owner, is seriously ill in a New Orleans hospital. . . . E. H. Bennington will open a new 320-car ozoner, to be named the Island Acres, at Gunnison, about July 15. . . . Quincy Lamar and L. M. Peterson open their new 350-car drive-in at Hotchkiss, Colo. about July 1.

Robt. and Facion Beck plan a July 15 opening of their new 500-car Starlight at Sheridan, Wyo. . . . Harold E. Brown is rushing construction of the Cactus, a 250-car project at Shoshone, Wyo., for a July 1 opening. . . . Ralph Gwynn is installing complete new Motiograph projection and sound equipment, CinemaScope with magnetic pickup, and other improvements in his summer-operated Park at Estes Park.

DES MOINES

Dr. J. F. Hardin leased the newly-rebuilt theatre building in Bedford to E. W. Kerr of Colorado, who was operating the theatre when fire destroped it recently. . . . I. R. Clesne and Mrs. Lily Johnson reopened the Swan Theatre in Mediapolis, which had been closed since March, 1954. . . . Everly Theatre raised admission prices to 15¢ for children under 12 and 35¢ for all over 12. . . . Mrs. F. L. Miller remodeled the entrance of the Cedar Theatre in Mechanicsville, putting in a composition stone front with a large window at either side of the door. . . . Vogue Theatre in Remsen announced it will be open only four nights a week until Fall.

Mrs. Anaceta Anderson sold her interest in the King Theatre in Ida Grove to Robert L. Fridley who also owns and operates the Varsity and Easttown Theatres in Des Moines and the Golden Buckle in Rockwell City. Improvements and installation of new equipment are planned for the King and the theatre will be closed about 10 days to allow for necessary work. Jerry Crawford, Des Moines, has been appointed mgr. . . . Mr. and Mrs. C. A. Tuey decided to keep the Exira Theatre in Exira open after many requests from people of the community. They had planned to close the house on May 25 but will give it a two-month "try" again.

DETROIT

Paul Broder, head of Realart, sold out his interest in the Sterling Theatres group to his partner Arthur Weisberg, who thus becomes sole owner of the 12 houses operated by both Sterling and A&W Theas. Weisberg is introducing something new—trading stamps for theatre patrons. . . . Henry Carley, operator of three theatres at Holland in partnership with Butterfield Circuit, is taking over the Starlight Drive-In there, formerly operated by Jack Loeks Ents. . . . Bernard Kilbride's Beverly Theatre suffered a wrecked screen when some youths tossed a beer bottle through it. Malicious destruction charges were issued against the leader, who was tracked down by mgr. Jack Tenny. . . . Hyman Gordon, former owner of the Shores Theatre, is now an "expectant grandfather."

Big Pavilion Theatre at Saugatuck, summer resort house operated by Shutter, Byfield and Constantine, is joining Cooperative Theas. and Mrs. Evelyn Phillips will be in charge of booking. . . . Stuart L. Gorelick has taken title to the firms of S. L. Gorelick Ents. and Concessions by Gorelick, both headquartering at the Apollo Theatre which he recently took over. . . . Mitchell Victor, who has run the north end Astor Theatre since he built it in 1922, finally decided to put up the shutters. . . . Louis Spann, Jr., son of a pioneer colored exhibitor, has closed the Arcade, on the fringe of the downtown district.

Wesley Benac and J. Totten, who run the Hillman Theatre at Hillman, opened the new 500-car Thunder Bay Drive-In near Alpena, with Floyd Chrysler handling the bookings. . . . Ben J. Robins, owner of the Alhambra in Detroit, opened his new 1000-car General Custer Drive-In at Monroe, with Paul Field as house mgr. . . . Joseph Dennison is building another drive-in, to give Monroe three airers within a half mile. . . . Frank J. Downey, who was M-G-M mgr. here for 31 years until his retirement last Sept., passed away in Los Angeles.

Bert Penzien, owner of the Shores at St. Clair Shores, cooked up an 11-day "Nickelodeon Days" promotion, with 20 local merchants participating. . . . Bell Wetsman of Wisper and Wesman Theas. is arranging a special matinee for underprivileged children on June 30, under sponsorship of Variety Club. Milton Zimmerman heads the committee for the club's annual golf outing at Tam O'Shanter Club on June 27.

HOUSTON

After 13 years as asst. city mgr. in Houston, A. D. Deason has become Interstate's head booker in Dallas for 31 nabes in Houston, Dallas, San Antonio and Ft. Worth. Russell Rindy steps up from mgr. of the Tower to asst. city mgr. and Ross Vallone moves from the Eastwood to the Tower. Hank Hannington goes from the Santa Rosa to the Eastwood and is replaced by John Ellis from the Wayside Theatre, with Oliver Klaus upped from asst. at the downtown Majestic to mgr. of the Wayside. . . . Lone Star Theatre has a free swimming pool which opens at 5:30.

A clock radio is to be drawn at Loew's State from cards patrons fill out telling which films they would most like to see. Prizes for the "Name the Star" contest include a home, automobile and many other items, including cash, all presented by Armour. . . .Boulevard Theatre has come out with a discount card for teen-agers at 50¢ which entiles kids from 12 to 17 to be admitted for 30¢ instead of 50¢. Franke Wilke is owner; Lowell Bullpit, mgr. . . . E. W. Buckalew has installed RCA 60-projectors in his Edgewood Drive-In, St. Augustine.

A bicycle is to be the grand prize at each of 11 Interstate theatres after four weeks of giving eight weekly prizes. Carnation Milk Co. is sponsor of contest in which kids exchange bottle caps for theatre tickets. Cost is all Carnation's. . . . Reports from Boulevard Theatre are that after using theatre ads in only one of the three dailies, business has not changed. Mr. Bullpit took a poll before deciding which paper was most widely read by his patrons. . . . Alamo Theatre has a new snack bar.

KANSAS CITY

As a memorial to the late Sam Abend, a shelter cottage is under construction at Camp Santosage, where the M.P. Assn. of Greater K. C. sends underprivileged boys in summer. Contributions from industry friends financed the project. . . . A 1000-car ozoner is going up in Lincoln, Nebr. with Herman Gould and Russell Brehms of Lincoln and Senator Roman Hruska of Omaha as owners. Ozoner will occupy 7 acres of a 53-acre tract and will have a 120x60′ screen, 3 exits and hard-surfaced ramps. Owners have another Lincoln drive-in.

Dickinson Theatres engaged John Gregg as mgr. for the Trail at Olathe to replace Leo Colvin, sent to the Dickinson at Topeka to succeed Jas. Ferrell, transferred to the Glen at Joplin. . . . RKO screened safety short, "Devil Take Us," for traffic and safety representatives of Greater K. C. communities. . . .Frank Thomas is mgr. at Allied Artists, replacing Ray Copeland, retired. Thomas had been in the sales dept. . . . Bev Miller, pres. Kans.-Mo. AITO, attended N.Y.C. natl. board mtg. . . . Cozy Theatre, Genesco, Kans. reopened under mgmt. of Emery Duncan, a local business man, as a community project to hold week-end trade. . . . Commonwealth sold the Plaza at Lindsborg, Kans. to Elvin Lambert, owner of the Pic at Lebanon.

Avenue Theatre, K. C., Kans., has new panels running width of bldg. and new marquee letters. . . . New equipment has been installed in Mrs. Olive Travis' Avalon at Sarcoxie, Mo., Mrs. Mabel McCormick's Car-Vue ozoner at Reed Springs, Mo. and in the Paramount, K. C. . . . Grand opening for K. C.'s new 63rd St. Drive-In featured free admission for youngsters. Ozoner has 50x120′ screen and 500 patio seats with parking lot for patrons wishing to sit there. . . . Recent action by Jackson County Court on amusement taxes raised fee for ozoners from $50 to $500. . . . Deaths in the industry are Mason Hall, 53, asst. mgr. at Hall Theatre, Columbia, Mo., Mrs. Catherine D. Prosser, 65, former film ed. of K. C. star.



Frankie Laine greets John Cusack, managing director of the Victoria Theatre in Times Square, where Laine personally presented patrons with autographed Columbia recordings of "Strange Lady in Town," which he sings as part of the score in the Warner CinemaScope drama, starring Greer Garson and Dana Andrews.

MIAMI

Oran Cohen's Cameo Theatre goest first run for the July 1 opening of "Interrupted Melody." . . . Alice Torrell, asst. mgr. at the Grant, is recuperating at home from surgery. . . . Capacity of the 27th Ave. Drive-In is being increased to 870 and 120 speakers are being added. . . . Mrs. Lillian Claughton, head of the Claughton chain, will present a pass to each of the graduates of Junior and Senior Grade High Schools in Miami, numbering some 2,000. . . . New asst. mgrs.: James Husted at the Circle and Henry Chueta at the Normandie. . . . Frank Meyer, who suffered a heart attack, is out of the hospital and convalescing at home. He is purchasing executive for Wometco.

MILWAUKEE

Earl Fischer has taken over operation of the Alamo Theatre here after being out of the business for 10 years. It had been leased during that time to M. Chesnick and A.



Rex Reason, who co-stars with Jeff Morrow and Faith Domergue in U-I's Technicolor science-fiction thriller, "This Island Earth," visits with Universal execs while in N.Y. for advance promotion of the film. L to R: F. J. A. McCarthy, southern & Canadian sales mgr.; Reason; P. T. Dana, eastern sales mgr.; Ray Moon, asst. sales mgr., and Foster M. Blake, western sales mgr.

MILWAUKEE (cont'd.)

Provinzano. CinemaScope will be installed in the near future. . . . Among guests at the closing session of the Better Films Council of Milwaukee County were Col. Robert Haynes, Gordon Hewitt, Fox-Wisconsin Theas.; Al B. Meskie, Warner Theatre; Andrew Spheeris, Towne Theatre, and Estelle Steinbach, Downer Theare.

Henry J. Claudius, 65, theatre electrician with FoxWisconsin, passed away after suffering a stroke recently. . . . Film clip of motion pictures scheduled for downtown Milwaukee are being shown on a local TV program to interest advertising houses in promoting such a program.

MINNEAPOLIS

N. R. Madsen is building a drive-in at Hector, Minn. to replace his conventional Palace which burned March 20. Slated to open the end of June, it will accommodate 350 cars and be equipped for all wide screen processes. . . . Erling Utoft opened his new 250-car Lincoln at Tyler, Minn. . . . Work is starting on Leo Aved's new drive-in at Coon Rapids, Minn. . . . New ozoners in the territory which opened recently include the Lucky Twin south of Mpls. and two other projects at New Ulm and Montevideo, operated by the Welworth circuit. Work is also progressing on Welworth's new drive-in at Devils Lake, N. D. Welworth operates conventional theatres in the three towns.

The Lake Pepin area will get its first airer sometime late this month when Gordon Sties finishes a 400-car stand at Wacouta, Minn., just outside Red Wing. . . . Plans have also been announced for a 650-car outdoor stand at Faribault, Minn. by Drive-In Thea. Co. of Sioux Falls, S.D., which John Watters will manage. . . . Arnold Shartin, former office-booking mgr. at Paramount, has been transferred to Los Angeles as salesman. Replacing Shartin is Joe Rosen, upped from booker. Bonnie Lynch, branch mgr.'s secy., takes over as booker.

A $40,000 suit brought by Arthur W. Anderson, Warner's prairie dist. mgr., for injuries received about two years ago in a hunting accident on the farm of John Whalen of Clarks Grove, Minn., was settled out of court for $12,000. . . Roxy at Clarkfield and its equipment are being auctioned off, according to announcement by Mrs. Franceil Kereby, owner. . . . Mel Davis, former owner of the State at Red Lake Falls, Minn., has purchased the drive-in at Hibbing, Minn.

The Boulevard, Mpls. nabe, was completely redecorated and has new carpeting and seats. . . . Hal Perlman, Universal exploiteer, was in for "Island Earth," due at Lyric June 17 and the Riviera, St. Paul, June 15. . . . Police are hunting a former employee at the Campus and Varsity theatres, operated by Sol Fisher, following theft of $4,678 from the two houses. . . . Cloquet Theatre Co. sold the Leb, Cloquet, Minn. to Arthur Carter, a business man there.

NEW HAVEN

The Menschell-Calvocoressci interests reopened the Parsons, Hartford, with a policy of "mature films, augmented by presentation of selected stage attractions," and Walter Lebowitz as mgr. They have also named Charles Aaron mgr. of the Victory, New London. . . Ray McNamara, Allyn, Hartford, is local theatre chairman for the 1955 Cerebral Palsy Campaign.

Sperie Perakos, gen. mgr. of Perakos Theas., arranged with Radio Station WKNB, New Britain, to broadcast local cowboy personality Tex Pavel's show from the nearby Plainville D-I on Mondays and Fridays from 7:30 to 8 P.M. . . . Teresa Locatelli of the E. Hartford D-I announced plans to erect a small platform in front of the screen for use by patron talent. . . . Milton LeRoy, Blue Hills Drive-In, Bloomfield, has a tie-in with the Farmers Market for weekly insertion of 5,000 theatre heralds in shopping bags at check-out counters, in return for which the market receives a free trailer on screen. . . . The Stratford Board of Zoning Appeals unanimously upheld the Town Planning Board in denying James Sniffen a waiver of zoning regulations to permit construction of a drive-in there.

State Police Commissioner ruled in favor of an ozoner to be built by John D. Sirica and Fred Quatrano at Watertown after a formal protest by area residents. . . . Sal Adorno, Jr. is handling buying and booking for his new $200,000, 875-car Middletown Drive-In. The theatre has a concession building section called the Diaper Den, where mothers may tend their youngsters. . . . Mike Adorno, asst. gen. mgr. of M&D Theas., Middleton, closed the first-run Middlesex for remodeling. . . . Harry Kaplowitz transferred from buyer-booker for S-W theatres in the Philadelphia zone to this area, replacing Elmer Hirth, who joined the Phila. staff.



Henry Fonda (center) is shown with producer Dino De Laurentiis (left) and the latter's American representative, Ralph Serpe, following the signing for the top male role, opposite Audrey Hepburn, in the Paramount release, "War and Peace."



Robert S. Benjamin (left) United Artists board chairman, and William J. Henieman (right), v.p. in charge of distribution, were among international industry leaders attending the gala world premiere of UA's "Summertime" in Venice, where the Ilya Lopert Technicolor production was filmed. Shown with them are Rossano Brazzi, who co-stars with Katherine Hepburn in the romantic drama, and Luisella Boni, Italian starlet who presided at opening ceremonies as "Miss Summertime."

NEW YORK

A "second-story" drive-in—the first ever to be built completely above ground level will be part of the huge new Dover Shopping Center in Dover, N.J., to be operated by the Walter Reade Theatres on a long-term lease. The Center's parking lot will be double-decked and the 1,000-car ozoner built on the top level, will also serve as a parking area during the day. A fully equipped modern restaurant in the center of the upper deck will be operated day and night. The same building will house the projection booths and a screen more than 100 feet wide, with a kiddie play center at its base. In-car heaters will be installed for year-round operation and the ozoner will have all the latest equipment.

The greatest weekly gross in the history of the Sutton Theatre was rolled up on "Marty" in its eighth week there. . . . Chesapeake Industries, Inc. is taking over the Trans-Lux 85th St. Theatre the evening of June 15, to show its shareholders the expanding products and services of its subsidiaries. Sharing co-billing with "The Magnificent Matador," there will be displays in the lobby from Chesapeake's nine subsidiaries, with officials on hand to answer questions on products and operations.

Majority Leader Joseph T. Sharkey introduced Council Int. 421, which means increased safety to patrons and tremendous dollar savings to theatres since it will eliminate the need for licensed operators on all freon systems up to 90 h.p. and permit wider use of direct air-conditioning systems. An ITOA bulletin urges all theatre owners to write their City Councilmen to support passage of this bill. . . . By a smashing 25-to-1 margin, readers of Newsday, Long Island daily published in Garden City, told the FCC they were opposed to Pay-To-See TV—one of the most convincing demonstrations by "average set-owner" yet received at the Commission offices.

OKLAHOMA CITY

The McKenna Brothers have opened their new Chief Drive-In in Perry, Okla. Bernard will book and buy, and Gene will manage the theatre. . . . Don Abernathy's campaign on "Julius Caesar," which played in his 89'er Theatre, Fairview, Okla., won first prize of a $50 bond from M-G-M for the best campaign by an independent exhibitor

OKLAHOMA CITY (cont'd.)

in the state. J. C. Duncan, Plaza Theatre, Tulsa, won first prize of a $50 bond for best campaign submitted by a circuit mgr. . . . Variety Tent 22 contributed $500 to the Blackwell tornado victims. . . . Sam Brunk is no longer with Buena Vista. His work will be handled from the Dallas office by Sede Miller, who will devote three weeks of the month to servicing Texas and one week to Okla.

PITTSBURGH

All the trappings of a Hollywood opening will herald the premiere of "The Cobweb" on June 15 at the J. P. Harris Theatre. The M-G-M film was chosen by John H. Harris as fitting the celebration of the Golden Anniversary of the Nickelodian in Pittsburgh since the career of one of its stars, Lillian Gish, has spanned the years from early silent pictures. . . . Tony and Don Mungello, Burgettstown exhibitors who are readying their Tri-State Drive-In near Slovan for opening soon, plan to finish the base of the large screen tower building as a half-dozen motel rooms.

Theodore Grance leased his Huntingdon, Pa. ozoner to Wally Anderson, Mt. Jewett circuit exhibitor. . . . The 50-year-old marquee on Shea's Fulton Theatre will shortly be replaced with a modern new one. . . . George Wasko opened his new Bar-Ann Drive-In at Portage, Pa., which accommodates 400 cars.

PHILADELPHIA

The formation of Brian Cartoons, Inc., in conjunction with the operation of Louis W. Kellman Productions of Phila., has been announced. The new organization, headed by Louis W. Kellman, will produce special color theatrical cartoons for national and international distribution and their first release will be ready within 30 days. . . . Variety Tent 13 cancelled its regular film showing last Sunday to make the clubrooms available for members and guests attending the 1955 Humanitarian Award dinner honoring John B. Kelly. . . . Mel Fox has reopened the Penypak Theatre which now has a 40' screen equipped for CinemaScope. . . . July 1-7 has been named United Artists Week with bonuses in the offing for all employees if the drive goes over the top.

Jack Flynn, S-W dist. mgr. is celebrating a double silver anniversary—25 years with Stanley-Warner and 25 years of marriage. . . . Harry Kaplowitz was feted by his coworkers prior to leaving for his new assignment as head film buyer for S-W in New Haven. . . . The former Rialto Theatre in West Chester has been sold for D. Arthur Magaziner to Max Slavitz for $50,000. The lot also contains a restaurant and apartments. . . . Film Exchange Bldg., under lease to RKO, was sold to Marie N. Valentine for $185,000. . . . Ed Gabriel, Capital Film Exch., reports his firm is now distributing reissues of "Home of the Brave" and "Champion."

Frank Blum, former exhibitor and landlord of some theatre properties, bought the three-story Malas Bldg. for $325,000. . . . John Nirenberg, who was with S-W for 25 years and was mgr. of the Strand Theatre, is now managing the Arcadia. . . . John Golder is now associated with his brother Sam in Golder Construction Co., which is doing the Trans-Lux remodeling job. . . . The daughter of independent distributor Jack Weiss, Dorothea, was married to Herbert Weiss, a textile worker. . . . Theatres recently shuttered include the Ritz in Coplay, Andrea in Catawissa, Ritz in Treverton, and York in York, Pa.



Ernest Borgnine (seated), who stars in the title role of United Artists' "Marty," chats with San Francisco area exhibitors during his nation-wide personal appearance tour in behalf of the Hecht-Lancaster production, first American film to win the Grand Prize at the Cannes International Film Festival. Standing (l to r): David Bolton, Bolton Circuit; Roda Harvey, Westland Theatres; Robert Broadbent, mgr., United Artists Theatre; Gerald Hardy, Hardy Theatres; Rotus Harvey, Westland; Homer Tegtmeier, B. F. Shearer Co.; Frank Harris, UA branch mgr., and Frank Harr, branch sales mgr.

PORTLAND

Russ Brown, dist. mgr. for Evergreen Theatres, announced plans for the observance of the golden anniversary of the motion picture theatre at the circuit's theatres in this area, June 15-22. . . . Terry Miller, mgr. of the Liberty Theatre, Oregon City, advises the building will shortly be sold and razed. Long's Star, the only other theatre in the city, was closed several months ago. . . . Free doughnuts and ice cream were served at opening of the Albany Drive-In, Albany, Ore., under management of M. J. Severson.

During April and May, Interstate Theatre Equip. Co. made installations for CinemaScope in the following Oregon theatres: Starlite Drive-In, The Dalles; Motor Vue, Coos Bay; Sunset D-I, Gearhart, Odem Medo D-I, Redmond; Tri-City D-I, Myrtle Creek; Roxy Theatre, St. Helens. . . . Six distributors settled their claims out-of court against the estate of Charles L. McNeil, former owner of the Plaza Theatre, Portland, who committed suicide in 1953.

SALT LAKE CITY

Clyde A. Blasius, local representative for COMPO, announced plans for area participation in the Motion Picture Audience Award Poll, which will be nationwide and conducted Nov. 17-27. . . . Frank H. Smith, of Paramount returned from a Denver meeting with Bob Selig, dist. mgr. for Fox-Intermountain, and put on a preview of "We're No Angels" at the local Rialto Theatre. . . . Paramount salesman Richard Safford was married to a Kansas City girl and will make his home here. . . . H. D. Jorgensen, operator of the Main Theatre at Rigby, Idaho, was in booking some new attractions for his house, also Mr. and Mrs. Van Anderson, who operate the Rich Drive-In and Huish Theatre at Richfield, Utah.

"Day of Triumph," a special release of Selected Picts., is holding over to large crowds at the local Tower Theatre, managed by Karol Tonia. . . . New projectors and sound equipment were installed at the Fortress Theatre, Roundup, Mont. . . . Modern Theatre Supply installed new lamps, a generator and CinemaScope in Jack Holmes' Sunset Drive-In, Miles City, Mont. . . . Sunset Theatre Corp. has been organized by E. R. Munger and Leo J. Kottas, both of Helena, Mont., and B. F. Sautter, Townsend, to build drive-in theatres.

SAN FRANCISCO

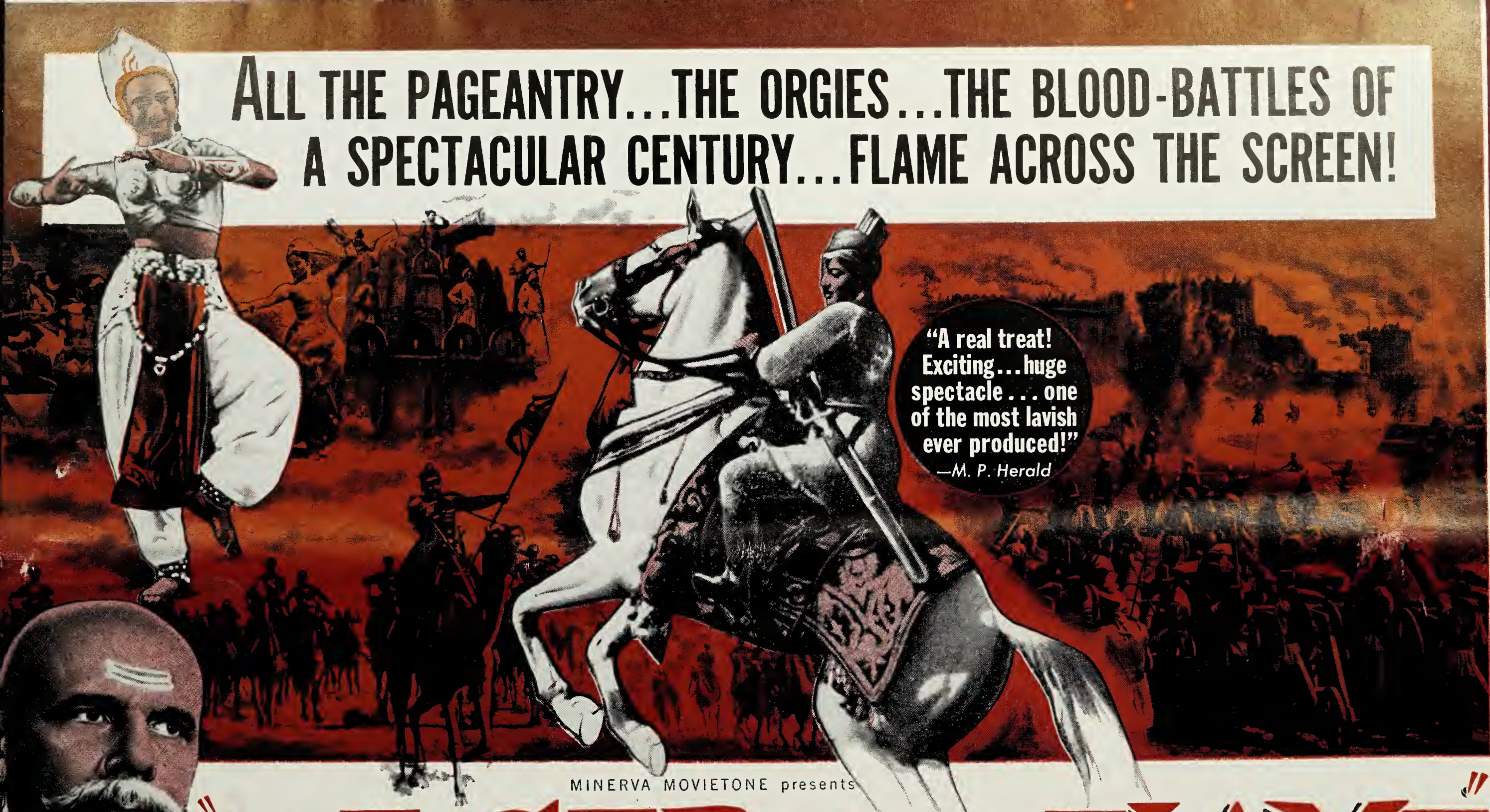
M-G-M Workshop, slated for June 20 at the St. Francis Hotel, is drawing good exhibitor response, according to Ted Galanter, pub. dir. . . . Al Grubstick, chairman of Variety Tent 32's Heart Fund, announced that theatre contributions have been scheduled for August. . . . A new 750-seat theatre is scheduled for the site adjoining the postoffice in Sonora, according to Robert N. Patton, mgr. of the Uptown Theatre there. . . . Bill McCarty, maintenance man at the RKO Golden Gate, who recently celebrated his 80th birthday, is the oldest working stage hand in the union, according to mgr. Mark Alling.

Eight of George Mann's Redwood Theatres in N. Calif. and one at Klamath Falls, Ore. will honor this year's graduating seniors with a film preview and breakfast, involving some 1650 students. School authorities are cooperating with theatre mgrs., and teachers will serve as ushers and waiters. . . . The Suisum Theatre in Suism was taken over by George B. Campbell from William Hayden. . . . Exhibor Jack Hillman of the Grenada Theatre, Morgan Hill, Calif., passed away recently.

SEATTLE

The new Variety Club of the Pacific Northwest and Alaska will get under way with a dinner and cocktail party at the Club Room of the New Washington Hotel on June 15. An organization committee has been formed, comprising Fred Mercy, Jr., Glen Haviland, Fred Danz, Ed Cruea and Bud Saffle. . . . H. L. Plunkett, J. A. Riley and W. C. Stahl of National Theatre Supply were among guests at the press opening of the Big Bear Drive-In, one mile north of Agate Pass Bridge near Poulsbo, Wash. . . . Ben Slowe was planning to open his new Cashmere Drive-In at Cashmere this month. It will have a capacity for 350 cars and complete CinemaScope equipment. . . . B. F. Shearer Co. installed optical CinemaScope at Clayton Finkbeiner's Sunset Drive-In, Othello, Wash.

ALL THE PAGEANTRY...THE ORGIES...THE BLOOD-BATTLES OF A SPECTACULAR CENTURY...FLAME ACROSS THE SCREEN!



"A real treat! Exciting...huge spectacle . . . one of the most lavish ever produced!"
—M. P. Herald

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In Fiery color by TECHNICOLOR

Introducing MEHTAB and SOHRAB MODI
Produced and Directed by SOHRAB M. MODI

On the raging battlefield... In the Silken Boudoir...

A CAST OF 25,000!
10 YEARS IN THE MAKING!
Filmed entirely in

thru UA

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

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No. 12 June 25, 1955

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MEN IN A TUB

THERE is a feeling of calmer seas in trade circles where only a few short weeks ago the waters were turbulent and muddied with name-calling and cop-calling threats. Nor does this appear to be only a calm that precedes the storm.

There is a feeling that our three men in the tub (exhibitor, distributor and producer), by virtue of recent, close-range discussions, are beginning to understand each other's problems and realize their interdependence. Nobody is rocking the boat.

Allied even joined TOA in a statement expressing the hope that these all-out efforts by exhibition to seek intra-industry solutions of their problems will ultimately bring peace and harmony to our industry. Threats of outside intervention have been quieted.

(See Page 3)



★

M-G-M presents in CINEMASCOPE and COLOR

DORIS DAY · JAMES CAGNEY

as song-star Ruth Etting — as "The Gimp"

in

"LOVE ME OR LEAVE ME"

Co-starring

CAMERON MITCHELL

With ROBERT KEITH · TOM TULLY

Screen Play by DANIEL FUCHS and ISOBEL LENNART

Story by Daniel Fuchs · Photographed in EASTMAN COLOR

Directed by CHARLES VIDOR · Produced by JOE PASTERNAK

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BUSINESS IS GREAT!

CINCINNATI–Held Over! First wee neck and neck with sensation: "Blackboard Jungle"!

CLEVELAND–Held Over! Beat "Blackboard Jungle's" happy grosse

MINNEAPOLIS–Held Over! Tops a M-G-M pictures for past 9 month

MEMPHIS–3rd Week!

ST. LOUIS–2nd Week!

NEW YORK–Music Hall in 1st wee set new single weekday record; als new Sunday record; also new Memori Day week-end record. 2nd week gross close to 1st, and 3rd week to ping second at press-time.

NEW ORLEANS–Held Over! Fir week beats "Blackboard Jungle"!

HOUSTON–Held Over! First wee second only to "Blackboard Jungl in past year!

PITTSBURGH–Held Over! First wee second only to "Blackboard Jungle" recent years!

SAN FRANCISCO–Held Over! Fir week biggest in years top "Blackboard Jungle"!

MORE! MORE! MORE!–Held Ove Poughkeepsie, Boston (*2 theatres* Kansas City, Portland, Scranto Wilkes-Barre, Oklahoma City, Mi waukee and more openings every da are terrific!

★

GROWING! GROWING! DAY BY DAY

Acclaimed by Redbook, Coronet, Cosmopolita Look, Time, Newsweek and Winchell's broadca rave! SEE LIFE SPREAD CURRENT ISSUE!

June 25, 1955
Vol. 35 No. 12

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Some distributors have acknowledged justifiable grievances for which remedies may be expected. Progress is in the making.

We hope that when the Joint Exhibitor Committee meetings with distribution heads are completed this same feeling will prevail. There may not be any official pronouncements from some of the parties but a conciliatory attitude could be reflected in policy. However, no one should rightly expect the whole loaf. Both sides should give a little and it will more than substantiate our position that the industry is far better off straightening out its internal affairs rather than resorting to the public press, the courts or legislative halls for that purpose.

"Gasmeter" TV

This week, Rep. Emanuel Celler (N.Y.) introduced a bill in Congress to bar pay-TV from the airwaves with violations subject to criminal penalties. Rep. Frank Chelf (Ky.) proposed a measure making it unlawful for the FCC to decide the question against the public interest. While passage of any such legislation in the closing days of the present session is unlikely, Celler's measure in particular points up the fact that Congress must give the FCC additional direction before that body can make any determination whatsoever on this hotly contested issue.

In so doing, Rep. Celler supported the position of the Joint Committee Against Toll TV and pressed home the arguments that "gasmeter" TV will not guarantee good shows; that it will siphon off the best programs; that it will preempt the peak listening hours; that it will be expensive; that it will reduce listening; that it will divide audiences along economic lines; that it will include advertising anyway; and, of course, that it will not be in the public interest.

Return Your Pledge

Commencing the week of August 15th, theatres around the country will participate in a one day audience collection in behalf of the Will Rogers Memorial Hospital. A two and a half minute trailer featuring Cary Grant will be distributed by National Screen.

This is the industry's own hospital to which all of us can go should the need arise. Its research division is making notable progress in the search for an antitubercular vaccine. Backed by all exhibitor associations, theatre owners are urged to sign and return these pledge cards and extend the collections (as many important circuits are doing) as long as is practicable to turn in a result worthy of the over-all effort.

Generating Showmanship

With a total of more than 7,100 exhibitors from all sections of the country and Canada participating, M-G-M wound up its eight month series of Ticket-Selling Workshops in San Francisco this week. These constructive meetings should not pass into industry history without acknowledgment of their achievement at the grass roots level. Metro is entitled all possible credit for this fine example of customer relations and for generating showmanship at a time when it is most needed.

Pioneer of the Year

The Motion Picture Pioneers have selected Herman Robbins, board chairman of National Screen Service, as Pioneer of the Year and will honor him this fall. Robbins, a distinguished industry leader who shuns the limelight, is nevertheless always in the vanguard of all industry activities clothed in public service. Only those who know him intimately are aware of the many unpublicized services he has performed for charitable and philanthropic causes. The Pioneers can well be proud of their designee for 1955.

* * *

The motion picture industry has joined in the salute to Ed Sullivan on the occasion of his seventh anniversary on television. The Broadway columnist has proven on his program, beyond a question of doubt, that television can serve as a healthy adjunct for motion pictures and vice-versa. A toast to Ed Sullivan!

* * *

The whole town's talking about that Lewis boy (Jerry) and the wonderful manner in which he ingratiated himself with the press during the recent Paramount junket to Brown's in the Catskills for the premiere of "You're Never Too Young."

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Industry Defends Output Before Senate Probers

HOLLYWOOD.—Changes in the industry's output to reduce brutality, sex and sadism in motion pictures will be recommended by Sen. Estes Kefauver's subcommittee on Juvenile Delinquency, according to his announcement following hearings in Los Angeles at which prominent industry spokesmen participated. The subcommittee's purpose was to investigate the possible effects of motion pictures on delinquent behavior.

Industry spokesman stoutly defended their records and Hollywood's Production Code in their testimony, and it was generally agreed that while films portraying sex, violence and crime might have a negative influence on the public, they are not necessarily establishing low standards of juvenile behavior. A psychiatrist, Dr. Frederick J. Hacker, said that "social scapegoat-ism" like to fix responsibility for juvenile delinquency on movies, TV, books, or whatever is handy, but actually none of these have more than a "trigger" role in cases of latent abnormality, and are never their causes.

Recommendations which Kefauver said will be made to the Senate Judiciary Committee include: fewer showings on TV of old films that glorify gangsters; abolishment of scenes which portray excessive sex and brutality; fewer films which show the police in a poor light; fewer films portraying gangsters and teen-age gangs; and possible revisions in the advertising code to play down the emphasis on sex. Kefauver, conducting a one-man hearing, emphasized that his committee did not have industry censorship in mind.

Shurlock Testifies

Geoffrey Shurlock, MPAA Production Code administrator, Roger Albright, director of the MPAA's department of educational services, and Gordon S. White, administrator of the Association's Advertising Code, were among those testifying before the committee.

"In all my years in Hollywood," Shurlock declared, "I have yet to meet a responsible producer who would wish to abolish the system of self-regulation." He added: "I can confidently say that the Code is as strongly supported and as warmly approved in Hollywood today as it has ever been. There are no signs of weakness or wavering." He conceeded that mistakes have been made, but attributed them to "errors of judgment and nothing else."

Albright declared that the industry had resisted the trend toward public acceptance of frank presentations of many facets of human behavior, especially sex, and has "eliminated from motion pictures many types of material which are openly treated in other mass media and entertainment forms."

"We are not at the head of this parade, nor indeed, in the middle of it," Albright said. "We are in fact, far behind, and are rather proud that we are." White strongly defended film advertising approved by the ACA as meeting the "sound test of general acceptability."

Dore Schary, Y. Frank Freeman, Jack L. Warner and Jerry Wald also testified. Schary, vice-president in charge of production at M-G-M, insisted that films reflect public opinion and in some instances "accelerate" the public. He called "The Blackboard Jungle," under attack during the hearing, "an honest report to the nation," pointing out that the film reflects "a rising tide of public opinion against juvenile hoodlumism."

Schary asserted that despite controversies caused by the film, which depicts teen-age terror in a vocational school, it "will do good" in bringing about delinquent correction. It is a proper function of the motion picture producer to make a certain number of films that focus attention on matters of grave concern to the public, Schary said.

Freeman, Paramount studio chief, declared that the industry's Code "safeguards the public, with the assurance that every picture produced will be within the acceptable area." Warner said that it is his belief that delinquency is not due to either films or television, but to the "tough times" in which we have been living.

Metro Enters Video; Fall ABC Show Set

M-G-M has entered the television field, acording to an announcement made this week by Nicholas M. Schenck, President of Loew's Inc. An agreement has been signed with the American Broadcasting Company whereby



N. M. SCHENCK



L. H. GOLDENSON

the M-G-M studios will present a weekly half-hour program entitled "The M-G-M Parade." It will start in the fall.

Schenck made the following statement: "Here at M-G-M we have made a study of television and have in mind the point-of-view of motion picture exhibitors. We are now evolving a type of program which will be good popular entertainment and will serve the mutual interests of our customers and ourselves. A portion of our "M-G-M Parade" will be devoted to information about the studio's forthcoming pictures to be played exclusively in motion picture theatres."

Leonard H. Goldenson, President of American Broadcasting-Paramount Theatres, Inc., which is the holding company of which ABC is a division, made the following comment: "The entrance of M-G-M into television marks an advance in the motion picture as well as the television industry. M-G-M will bring to television, I am sure, an outstanding program consistent with its reputation. By devoting a portion of each program to exciting behind-the-scenes stories on forthcoming M-G-M pictures, the public's interest will be stimulated to see these pictures in motion picture theatres. We are looking forward with enthusiasm to the advent of M-G-M on the ABC-TV network."

Press Book Set In COMPO Pol

COMPO's drive to establish the forthcom ing audience award polling campaign wit the nation's exhibitors received further ac celeration this week as a number of develop ments, highlighted by the distribution of special campaign book, took place.

The booklet, a 12-page affair, is being sen out to 16,000 theatres via National Scree Service exchanges, according to Robert W Coyne, COMPO special counsel. It contain a detailed summary of the audience award plan, together with facsimile formats of th officials ballot and theatre report of vot cast.

Also in the booklet are copies of a sele tion of newspaper ads which National Scree will make available at prevailing prices. I addition, the booklet carries two pages suggested press releases and as many pag devoted to promotion and exploitation idea

Accessories designated in the campaig book include two trailers, for advance an current use; two 40 x 60 posters; a composit mat and ballot box stickers. Prices of ballot it was made known, will be subsequently an nounced.

Judging In Progress

Judging was meanwhile in progress of host of sketches for possible audience award trophies. Selection of five from 58 submitte will be made by the advertising and pub licity directors of the five major film com panies. The full art directors committee o COMPO will then recommend their choice and submit these to COMPO for final ap proval.

Preliminary judging has already take place by a jury of nine of New York's mos well-known art directors. Final selection wil be made in time to have the trophies create for presentation to the poll winners at public awards ceremony in Hollywood earl in December.

The organizational phase of the coming pol drive was steaming foward with the settin up of exhange area meetings of exhibitor and exchange managers for all exchang cities. Elmer C. Rhoden is directing the driv as national campagn chairman.

A Denver meeting took place this week One in New York is set for June 29. Plan call for sessions June 23—New Jersey Allied Kiamesha Lake, N.Y.; June 29—Edgewate Park, Miss.; June 30—St. Louis; July 14— San Francisco; July 25—Charlotte; July 2 —Milwaukee.

(*Continued on page* 14)

RKO-Teleradio Deal Off

General Teleradio's negotiations for pur chase of RKO Radio's extensive film library have apparently fallen through. Home offic spokesman said that while official word wa lacking, it is understood within the com pany that the deal is off. Teleradio control Mutual Broadcasting System and is wholly-owned subsidiary of General Tire Co

Skouras In Africa Talks

Spyros P. Skouras, 20th-Fox president an John Schlesinger, head of the Schlesinge Organization, emplaned together this week to Johannesburg, South Africa. Negotiations between their two companies, expected t continue for possible two weeks, would se Fox acquiring a 90 percent interest in some 120 South African theatres.

TOA, Allied To Release Reports Following Talks With WB, U-I

A special report will be issued by TOA regarding trade practice problems as soon as meetings have been held with all distribution companies, according to TOA president E. D. Martin. Earlier, Allied's Emergency Defense Committee asked the Allied board for an extension until July 1 for the writing of its own final report and recommendations. The report will contain findings of the attitude of each company with regards to problems discussed at the meetings, and will discuss the need for "outside intervention," according to Allied.

The joint TOA-Allied committee met with 20th-Fox several weeks ago, and last week held a round of conferences with Paramount, Columbia, M-G-M and RKO about exhibitor grievances. Additional meetings are scheduled with Universal and Warner Bros. momentarily.

Asked whether the TOA board would meet following completion of the conferences, Martin replied that would depend on their outcome. He stressed that he could not spell out TOA policy at this time, nor draw conclusions.

The meetings, however, were marked by subsequent announcements in conciliatory and friendly terms. George Weltner, head of world-wide sales for Paramount, said he assured the committee that his company would take under "extremely friendly advisement" their presentation of exhibitor problems, particularly in theatres grossing under $1,000 a week.

Montague Disagrees

Abe Montague, Columbia vice-president, while stating he "did not agree" to participate in arbitration of film rentals, and had urged "reconsideration" of Allied's position on both conciliation and arbitration, was "hopeful" and "delighted to sit in constructive session" with the committee members. "It is far better," he said, "that these problems be discussed in the confines of an intra-industry session than in the public press or in the legislative halls."

National Allied and TOA, in a joint announcement, expressed the hope that "this all-out effort . . . will ultimately bring about peace and harmony to our industry." M-G-M and RKO did not comment publicly on the outcome of their meetings.

Weltner's statement added that the exhibitor representatives had outlined their "serious" problems, paricularly those facing the small theatre owner," and the necessity for an honest and sincere effort to arrive at a means of easing these problems and to achieve greater understanding between the fields of distribution and exhibition."

When pressed by the exhibitor spokesmen for specific and immediate changes in sales policy, Weltner replied that he was in no position to comment specifically at that time. Upon his return from a business trip to Europe early in July, he said, he will devote his efforts to exploring possible solutions.

The Paramount executive pointed out that he was not yet completely familiar with the domestic sales situation, having so recently added the domestic field to his world-wide sales duties, but that he is currently in the process of visiting all domestic exchanges to familiarize himself personally with industry as well as company matters on the domestic level.

Montague revealed that many topics of "industry controversy" were discussed in his meeting with the Allied-TOA committee, "On certain topics," he said, "such as national sales policies; continuity of product; the selling to small theatres on an equitable flat rental basis, and the development of new personalities, I was in complete agreement with the committee. I was able to assure them that Columbia Pictures would lend every possible effort to further these policies in complete cooperation with their respective groups."

As to print purchase, Montague said that he explained "the tremendous economic problem" involved. "I respectfully asked for the

(*Continued on page* 8)

TOA, Allied Merge In Oklahoma

As exclusively predicted in THE INDEPENDENT two weeks ago, United Theatre Owners of Oklahoma has been formed in Oklahoma City, after a merger of Theatre Owners of Oklahoma, a TOA affiliate, and Allied Theatre Owners of Oklahoma, a National Allied affiliate. Whether UTO will affiliate with either TOA or Allied has not been determined. Present plans call for attendance at the national conventions of both organizations, with a decision on affiliation to follow.

Earl Snyder, formerly treasurer of ATO, is chairman of UTO, with E. L. Thorne, ex-president of TOO, president of the new organization. Other officers include Bernard J. McKenna, Jr., vice-president; Ray Hughes, secretary; and Claude Motley, treasurer.

Rep. Celler Bill Entry Presages Full Congressional Airing Of Pay-TV Issue

A bill to outlaw pay-television has been introduced in the House of Representatives by Rep. Emanuel Celler (Dem., N. Y.), thereby assuring full discussion of the widely-publicized controversy before Congress. Various quarters have argued that the FCC, which asked for comments about the merits of the various toll-TV systems, does not have the authority to hand down final approval or disapproval.

Another Congressman, Rep. Frank Chelf (D., Ky.) introduced a bill to make it unlawful for the FCC "to decide the question of subscription television against the expressed will and desire of the great American public." Chelf said he is not advocating pay-TV and is not against free television.

The anti toll-TV Committee, Columbia Broadcasting System and the National Association of Radio and Television Broadcasters, requested the FCC this week to move the date for rebuttal of testimony from July 11 to September 9. Zenith, Skiatron and International Telemeter did not participate in the request, but according to reports, do not intend to oppose the move.

"The television spectrum is limited," Celler said. "It is in the public domain and the interest of the public should therefore come first. The interests of the telecasters are secondary." He assailed subscription television as a device which would "reduce listening by blacking out" channels which are now free, siphon off programs which are now free, divide TV audiences along economic lines, and cost the average family between three and five dollars per week.

TV does not suffer from a lack of money today, he argued, but rather from a lack of talent which money can't buy. Pay-TV would take over the best evening hours as well as the most popular free shows, with prices based on what the traffic would bear, he charged. Neither would pay-TV eliminate advertising, since "people like Walter O'Malley of the Brooklyn Dodgers are openly indicating that advertising is a planned part of pay-TV. Thus some of the inane, inept, if not insane TV commercials will still be with us."

Celler asserted: "The proponents of toll TV talk about only what free television has not brought to the public. . . . All it needs is time to grow. Let's not be impatient."

Film producers and MPAA were attacked bitterly this week for their failure to oppose pay-TV in a joint statement issued by Trueman T. Rembush and Alfred Starr, co-chairmen of the Committee-Against-Pay-As-You-See TV. The statement followed a two-day meeting of the Committee, at which strategy was discussed in preparation for filing with the FCC of a rebuttal statement by the exhibitors.

Rembuseh and Starr, in a statement which was often threatening in tone, concentrated mostly on Paramount, whose Telemeter is one of the three competing pay-TV systems. The statement said: "If Paramount is going to sell the output of its studio through its Telemeter exhibition outlet in preference to its long-time theatre customers, exhibitors should now prepare to strengthen and increase in every possible way those sources of supply which can be counted on to deliver its films to the present market."

At another point "distribution" was re-

(*Continued on page* 8)

Pontiff Urges Restraint, Halt To "Unworthy" Films

ROME.—Pope Pius XII this week asked a halt to "unworthy" films and urged that the film industry exercise restraint as an alternative to censorship by public authorities. Speaking in the Basilica of St. Peter's to representatives of the Italian film industry, the pontiff said it is undoubtedly right for public authorities to "exercise due intervention" to check or hinder the most dangerous influences that may derive from improper films."

He said that films, so apt to uplift or degrade man, could not be left alone or dependent on purely economic interests.

Renewed COMPO Tax Fight Seen Possible, McGee Tells Conclave

If the political winds blow in the right direction, COMPO may seek further relief from the federal excise tax, according to Pat McGee, TOA vice-president and co-chairman of COMPO's tax relief committee. Speaking at the annual convention of the New Mexico Theatre Owners Association, in Santa Fe, McGee said that he and Col. H. A. Cole, the other co-chairman of the COMPO tax group, along with COMPO special counsel Robert Coyne, were planning some strategy for the next Congress. There is no definite plan at present, he said, "but several avenues are being explored."

Drive Spurts

Meanwhile, the American Federation of Musicians, in New York, has stepped up a COMPO-styled campaign against the 10 percent amusement tax. The AFM has authorized the Research Co. of America to conduct a study of the effects of the levy in 45 key U. S. communities, following their five-city tax survey already completed and presented at the AFM annual convention in Cleveland this month.

Following the strategy of COMPO's anti-tax battle, the union's local executives will conduct a grass roots campaign this summer, when they will visit their local Congressmen at home. Enlistment of the cooperation of local theatremen, and hotel and cabaret owners will also be sought.

Exhibs Pick Hoffman

Old Point Comfort, Va.—The Virginia Motion Picture Theatre Association has elected Seymour Hoffman as new president. R. G. Flanary Jr., Syd Gates, F. M. Westfall and Morton G. Thalhimer Jr. are vice-presidents; Roy Richardson, secretary; and William Daalke Jr., treasurer.

'Pacific' For Todd-AO

"South Pacific" will be the second Rodgers & Hammerstein production slated for filming in the Todd-AO process. According to present plans, shooting will begin in June, 1956. "Oklahoma," first Todd-AO presentation, is expected to premiere at the Rivoli in late September.

1984?

Tin cups, pencils and dark glasses were distributed to all exhibitors registering at the Virginia Motion Picture Theatre Association's convention at Old Point Comfort, Va. They were told that if the industry continues to move in the present direction, all exhibitors will surely need them.

Backing for any "practical moves" to insure peace within the industry, and the hope for successful negotiations by the joint Allied-TOA committee was unanimously voted by the board of the Association.

Exhibitors Hear Plea For EFFG Support

Santa Fe, N.M.—A plea for the support of the TOA-sponsored Exhibitors Film Financing Group (EFFG) was made by Pat McGee, TOA vice-president, speaking before the New Mexico Theatre Owners Association. If 24 good pictures a year can be added to the regular flow of product coming from distributors, the industry can realize an additional $300 million in box-office gross, McGee asserted. He said that the estimate had been determined by Sindlinger & Co., business analysts, who say that the industry will lose $18 million in potential revenue in June because of the lack of two additional pictures of box-office merit.

McGee revealed that the trustees of the Cooper Foundation Theatres have authorized him to subscribe for $10,000 in EFFG stock and that he, along with Ed Kidwell and Russell Schulte, have assumed the responsibility of raising a quota of $50,000 in the Denver exchange area.

Theatremen Elect Bullpit

Houston.—Lowell Bullpit has been elected president of the Houston Theatre Owners Association, succeeding Richard Wygant. Bullpit manages the Boulevard Theatre here. James Harris was elected secretary-treasurer of the organization, replacing Jack Groves.

Possibility Of New Schine Trial Looms As Judge Dies

Buffalo.—Because of the death on June 15 of Federal Judge John R. Knight, who presided at the three-month criminal contempt trial of Schine Chain Theatres and 14 other defendants, there is a possibility that the Schine case may be re-tried unless Schine "stipulates" all the evidence in the previous trial, or some sort of settlement is made between the circuit and the Government. Officials of the Justice Department had no comment except to say that the matter requires "careful study."

Justice first brought a Schine complaint before Judge Knight 16 years ago. The case moved up and down through the courts, once reaching the U. S. Supreme Court. In 1949, Schine signed a consent decree, agreeing to dispose of 40 of its 120 theatres. The government last year filed criminal contempt charges against Schine and eight other corporations, alleging violation of the decree.

Second Action Begun

Albany.—For the second time in the past year, the Smalley theatre interests, operating nine upstate houses, have brought legal action against the Schine interests and the major distributors. Latest, move, a $1,500,000 anti-trust suit, was filed in the Utica District court, charging "combinations and conspiracies" and "illegal activities" by which the Smalleys have been "deprived" of product in Johnstown. The earlier suit, asking $2,250,000, concerned Smalley's Norwich theatre.

NEWS BRIEFS

AB-PT Record Firm

American Broadcasting-Paramount Theatres has announced its entry into the field of phonograph records, with Sam Clark, until recently general manager and vice-president of Cadence Records, appointed president of a new AB-PT subsidiary. Clark revealed that the new company, called AM-PAR, will not enter the market "in strength" until the end of the year. AB-PT also owns 35 percent of the giant new amusement park, Disneyland, at Anaheim, Calif., and partially owns Microwave, Inc., manufacturer of electronic equipment.

Universal Net Rises

Universal Pictures reports earnings for 26 weeks ending April 30 of $2,014,960 after taxes, equivalent to $1.87 per share on the 1,015,709 shares of common stock outstanding. For 26-week period ending May 1, 1954 earnings were $1,721,063, equivalent to $1.57 per share on 1,017,334 shares of common stock outstanding.

Hospital Drive Pledged

In 1,043 theatres, both circuit and independent, have already signed pledges to take up special one-day audience collections during the week of August 15th, for the Will Rogers Memorial Hospital and Research Laboratories. According to Sam Rosen, acting for national chairman S. H. Fabian, who is ill, many of the theatres have stated that they will extend collections to two and three days and, in some instances, a full week.

Columbia Stock Split

The board of directors of Columbia Pictures announced a split-up of the outstanding common stock of five shares for each four shares held. The record date for the split-up will be June 30, and delivery date of the additional shares will be July 29. The board then declared an initial quarterly dividend of 30¢ per share payable July 29 to holders of record June 30. Dividend is payable on all the shares embraced in the stock split-up.

Seaton Heads Academy

Hollywood. — George Seaton has been elected president of the Academy of Motion Picture Arts and Sciences, succeeding Charles Brackett. The board of governors also elected Samuel G. Engel first vice-president, Fred L. Metzler second vice-president, Edward P. Powell secretary, Hal Elias assistant secretary, John O. Aalberg treasurer, Jacob H. Karp assistant treasurer, and Mrs. Margaret Herrick executive secretary.

RKO Shorts Slated

Sidney Kramer, RKO Radio short subjects sales manager, has announced five series for release during the 1955-56 season. These include eight documentary RKO-Pathe Specials, a two-reel "Sports" series, and one-reel "Sportscopes" and "Screenliners." From the library of RKO Radio, Kramer will release 16 two-reelers, including comedies starring Leon Errol, Edgar Kennedy and Gil Lamb.

REMEMBER **"GENTLEMEN PREFER BLONDES"**? WANT ANOTHER ONE LIKE **"HOW TO MARRY A MILLIONAIRE"**? WASN'T IT GREAT WITH **"THERE'S NO BUSINESS LIKE SHOW BUSINESS"**?

NOW 20TH BRINGS YOU

HOW TO BE VERY, VERY POPULAR



SHEREE NORTH! -all the fireworks you'll need in July!

Produced, Directed and Screen Play by NUNNALLY JOHNSON

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20th Century Fox presents BETTY GRABLE · SHEREE NORTH · BOB CUMMINGS · CHARLES COBURN · TOMMY NOONAN in "HOW TO BE VERY, VERY POPULAR" with Orson Bean · Fred Clark



"It's a pleasure to do business with 20th!"

Celler Bill Presages Full Pay-TV Debate

(*Continued from page* 5)

minded of approximately 400 cases now pending the Federal Courts involving claims of about $600,000,000, involving principally run and clearance. "It is obvious that any distribution system that contemplates licensing first-run motion pictures to Pay-To-See-TV will find itself the target of increasing and endless litigation involving these matters."

Paramount has already figured in "an historic decree" prohibiting it "from simultaneously engaging" in production and exhibition, it was pointed out. "Through Telemeter, Paramount again would become both producer and exhibitor."

Other distributors were reminded that if pay-TV is authorized and they consider entering the market, "the patent is controlled by only one of their number. They might seek access to that untried market only to discover that the patent holder can name its own terms . . . and that the 10 percent of the 90-10 formula would apply to them as it now applies to exhibitors."

The only reason MPAA and distribution in general have remained silent on pay-TV must be that Paramount Pictures dominates the Association, the committee's co-chairmen said. Whether this charge is true or not true, they continued, exhibition is equally entitled to an explanation of MPAA silence on the subject. Exhibitors learned of the silence "with shocked surprise" and it is "utterly fantastic," they said.

TV, Theatres "Different"

Films produced for theatre showings today are entirely different from films produced for the TV audience and "no company is more aware of this fact than Paramount Pictures with its VistaVision," Starr and Rembusch said. So, they continued, "it becomes immediately obvious that the only possibility of financial success for production . . . will lie in a conspiracy among the producers . . . to design a particular kind of product that is not suitable for the motion picture theatres."

James M. Landis, special counsel for Skiatron, forecast that a FCC ruling on the pay-TV issue would be handed down in about a year. He feels that the FCC will take about 3-4 months to "digest" the material filed before June 9, and this should be followed by "certain limited hearings."

In answer to a pay-TV proponent's contention that the public should be freely permitted to decide whether toll-TV should be authorized, Dr. Frank Stanton, CBS president, appearing on Edward R. Murrow's "See It Now" television program, stated that five percent of the audience for a top show could "rock the boat" in such a way that the other 95 percent of the potential listening audience would be forced either to pay or not see it.

Richard A. Mack, Florida Democrat, has been confirmed by the Senate for the FCC seat now held by Frieda Hennock. Mack's term will start on July 1 and will run for seven years.

Sixty-two percent of the people interviewed in Columbus, Ohio were against pay-TV, 27 percent were for it, 10 percent didn't know or said it "depended," and one percent had no opinion, according to a survey made by Elmo Roper and Associates for CBS.

Trio of New England Trust Suits Demand $7,000,000 In Damages

BOSTON.—Three anti-trust suits totallin $7,000,000 have been filed in Federal Distric Courts in the Boston exchange area. Els Amusement Co., Raymond F. Murphy, pres dent, operating the Park Theatre, Woon socket, R. I. claims treble damages for $2. 000,000 against RKO Rhode Island Corp operators of the RKO Albee Theatre; Loew Theatre & Realty Corp., operators of Loew State Theatre; C & F Theatre Co., operator of the Majestic, Fay's and Carleton Thea tres; all in Providence; and the major dis tributors.

Bijou Amusement Co., operators of th Bijou Theatre, Woonsocket, Raymond F Murphy, president, claimed the same amoun against the same defendants. The first sui claims damages from 1945 to the presen time; the second from 1938 to the presen Another suit claiming $3,000,000 in trebl damages has been filed by Charles Morse an Stanley Rothenberg of Marlboro Amusemen Enterprises, operators of the Adams Theatre Adams, Mass. Suit is directed against West ern Masachusetts Theatres, Inc., Theatr Management Corp. and Samuel Goldstein operators of the Paramount Theatre, Nort Adams, and the eight majors.

All three complaints charge improper run and clearances, conspiracy and monopoly Meanwhile, settlement of an anti-trust sui under which Consolidated Theatres, operator of Plymouth Theatre, Worcester, Mass., re ceives damages of "six figures" has bee agreed upon, according to plaintiff counse William Gold.

Defendants also agreed to supply first-ru product to the Plymouth, which is in com petition with Stanley Warner, Loew's an Paramount theatres. Damages totallin around $15,000,000 had been asked.

Zenith Hits Commercials, Fee or Free

The newest item in the merchandise line of Zenith Radio Corp. may have been inspired by Flash Gordon and his disintegrating gun.

According to Zenith, this "electronic miracle" uses the "flash" from a pistol-shaped gadget to switch a television set off-and-on, change channels, or "cut off long-winded commercials." Zenith recently asked the FCC to ban all commercials during pay-TV presentations.

GiveBranchToppers Full Power: Kirsch

CHICAGO.—A recommendation to general sales managers of the distributing companies that they grant "broad and complete authority" to branch managers in their dealings with exhibitors was unanimously proposed by the board of Allied Theatres of Illinois, following the suggestion of president Jack Kirsch. The organization made the proposal to "lessen the prevailing tension" between exhibition and distribution.

The branch manager, being more familiar with his accounts than the home office, is in "a better position" to determine film terms and resolve "misunderstandings," according to Allied. The exhibitor organization complains that at present home offices fix terms "without due regard to economic conditions . . . surrounding a particular exchange area. In the final analysis," it continues, there is no consideration of the exhibitor's ability to pay, and no room left for "any degree of bargaining" between buyer and seller.

The board also endorsed the COMPO National Audience Poll and called for cooperation from all Allied members and other state exhibitors to insure the widest public acceptance of the poll.

Allied, TOA Reports Due Following Talks

(*Continued from page* 5)

group's thinking and advice," he stated, "so that a sounder, more economical basis of print purchase—especially on CinemaScope pictures—could be arrived.

Earlier, Allied's Emergency Defense Committee had recommended that Myers begin active preparations for new Congressional hearings "in order that the desperate condition of the exhibitors and the reasons therefor may be brought to public attention in case the Committee's final report is negative and it appears that the necessary relief cannot be secured by the orderly processes of negotiation and agreement."

RKO Pictures Lists Net

RKO Pictures reported a net profit of $47,737 for the quarter ended March 31, 1955.

Judicial Authority To Cu Treble Damage Payments Slated For Unit Hearings

WASHINGTON.—The House Judiciary Mo nopoly subcommittee will hold hearings Jun 29-30 on a bill to permit judges discretionar authority to assess less than treble damage in anti-trust suits, according to Committe sources.

Meanwile, National Allied general counse Abram F. Myers said he expected to testif in opposition to the proposal. The idea c discretionary damages has been backed b film distributors.

The Senate Judiciary committee this wee unanimously approved a bill providing uniform four-year statute of limitations fo private treble-damage anti-trust suits. Th measure has already passed the House. A Senate judiciary subcommittee had approve a six-year limit, but the full committee de cided to go along with the House recom mendation.

At present, the time limit for bringing ant trust suits is governed by state law, wit limits ranging from one to 20 years. Ex hibitor spokesmen had proposed a time lim of 4-6 years, while distributor officials ha urged a 2-3 year limit.

News From Overseas

Sweden

STOCKHOLM.—More than 40 cinematographer delegates from Russia, Germany, France, Belgium, Czechoslovakia, Italy, the United Kingdom, Sweden and the United States, voted on 14 proposals which will further international exchange of film products.

A U. S. proposal for the cutting and perforating of 35mm film for use in CinemaScope was adopted; safety film definition and methods of testing were agreed upon and an international procedure for marking safety film was launched. A committee was authorized to draft an international standard on multilingual sound tracks.

Seven permanent working groups on wide screen picture standards, film dimensions, screen luminance, reproduction characteristics of magnetic sound, film image area, safety film definition and marking and location and dimensions of magnetic tracks were appointed.

Axel G. Jensen, chairman of the meetings, said, in closing: "The entire success of the world market for motion pictures rests on international standards."

Germany

During 1954 there were 26 color feature films produced in Western Germany as compared to 15 in 1953, and 107 feature films produced as against 103 during 1953, according to a survey prepared by Nathan D. Golden, director, scientific, motion picture & photographic products division, Department of Commerce. Since Aug. 1, 1953, the Motion Picture Credit Guaranty Company has given credit guarantees for a total of 53 features, and is now financing about 25 percent of Western Germany's feature production. The company is scheduled to stop operation on December 31 as there is a strong feeling that a permanent and more satisfactory method of financing should be found.

France

The average film rental for U.S. films in France in 1953 was higher than that for films of any other origin, according to a study by the National Film Center in France. According to the study, U.S. films averaged 45.20 percent and French films, 45 percent. The rental normally ranges from 25-50 percent of the net receipts of the complete program.

Japan

Licenses to use Perspecta Stereophonic Sound on all product have been granted to four of Japan's most important film producers, who together account for more than 80 percent of the feature presentations made in that country. The companies are Shochiku, Nikkatsu, Toho and Toei. A fifth producing company, Daei, is expected to sign up in the near future.

Greece

The total number of paid admissions in the 1953-54 film year in the Athens and Salonika areas of Greece was the highest on record at 28,993,078 and 6 percent higher than admissions for the previous year, according to a report from the U.S. Dept. of Commerce. However, 1953-54 marked a slight decline for the sixth consecutive year in U.S. participation in the Greek market, from 61.14 percent of films released in 1952-53 to 58.87 in 1953-54.

The industry continues to operate with limited capital and technical facilities. Production of full-length feature films during the period June 1953 through April 1954 totaled 21 pictures produced by 14 companies and based on Greek stories. Quality of the picture was considered to be fair.

India

The Indian motion picture industry is rated third largest in the world, after the U.S. and Japan, according to the U.S. Dept. of Commerce. Employing about 100,000 persons, the industry constitutes a major segment of the Indian economy. The role of the U.S. in the nation's film trade is significant, with about 70 percent of all imports, 80 percent of imported equipment, and 10 percent of rawstock of U.S. origin.

The industry, which produced 274 features in 1954, is plagued by a multiplicity of producers and in 1954 the largest number of features produced by any single producer was five. Perhaps the most serious problem that confronts importers of feature films is censorship, according to Commerce spokesman Nathan D. Golden. Censorship is the responsibility of the Central Board of Film Censors and standards are strict. They result in serious cutting of foreign films or even the banning of an entire picture.

China

Only 14 feature-length films were produced in Red China during the past year, with the "drastic curtailment of output" caused by Communist requirements that all Chinese films conform with Communist ideology, according to the U.S. Information Agency.

Money, Anyone?

Proof that age cannot wither a good exploitation stunt has come from Alabama and Connecticut. For Nat Holt's RKO release, "Rage At Dawn," during its engagement at the Empire Theatre, Birmingham, manager Joe Lackey had a pretty model offering 100 crisp new $1 bills for 79 cents. Naturally it took all day for the attractive Miss to find 100 individuals not too suspicious to pass up the bargain.

Manager Sid Kleper used the same ballyhoo stunt for his Loew's College Theatre, New Haven booking of Columbia's "5 Against The House" and "Tight Spot." Kleper sent a pretty girl along the streets of the city offering a silver dollar to anyone who would give her 90 cents in exchange.

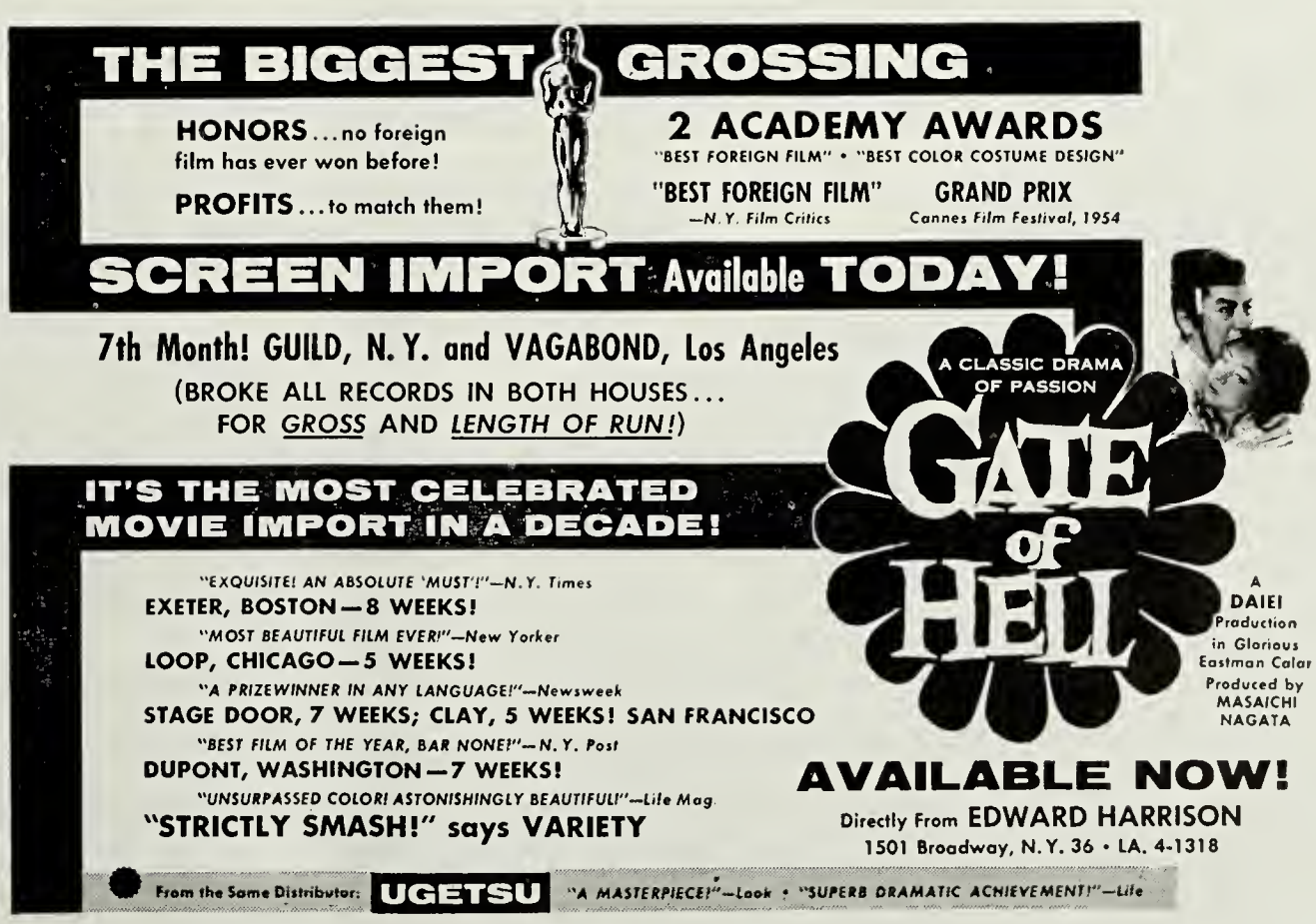
Even those skepties who refused received free passes to the Empire and College theatres.

Film Coverage Rises

BOSTON.—Theatre interests here are negotiating with publishers of the local newspapers to obtain more space in the amusement pages, requesting more pictorial and editorial coverage, more reviews and interviews with important film personalities. As the result of meetings with top executives of the "Boston Globe," which has morning, afternoon and Sunday editions, film representation has been increased in size with two-column cuts of stars instead of the former one-column cut. Theatre interests are also pressing for news of radio, TV, legit houses, and summer theatres to be pushed off the motion picture pages. Other publishers are expected to follow the cooperative attitude displayed by the "Boston Globe."

Bill Hendricks Named

Bill Hendricks, Warner Bros. publicity director, was elected chairman of the studio publicity directors committee of the Association of Motion Picture Producers. Jack Diamond of Universal-International was named vice-chairman and will succeed Hendricks at the end of the current term.



Schwalberg Forms New Concern

Alfred W. Schwalberg has announced the formation of his new company, Artists-Producers Associates, Inc., to handle "highly select box office properties," with offices at 745 Fifth Avenue.



SCHWALBERG

First two releases to be handled by the new organization are "Summertime," Lopert Film Production starring Katherine Hepburn and Rossano Brozzi, and 'The Night of the Hunter," a Gregory-Laughton production which stars Robert Mitchum, Shelly Winters and Lillian Gish. Both productions will be released by United Artists.

Schwalberg resigned as president of Paramount Film Distributing Corp. in April to set up his own company.

Monroe R. Goodman has been elected a vice-president of Artists-Producers Associates, Inc. Recently resigned from Paramount, he will work closely with president A. W. Schwalberg on all policy matters for the new company. For the last 25 years, Goodman has held various sales and distribution capacities in both the field and home office of Paramount.

Maybelle Oldenhage has been appointed contract department manager of APA, resigning a similar post at Lopert Film Productions.

Editor Gives Movies Page One Treatment

The 46th in the series of COMPO ads in "Editor & Publisher" publicizes a letter received from Norman Shavin, feature-Sunday editor of the Jackson (Miss.) "State Times," in which he says his paper gives movies "the full treatment." Movies that warrant it are carried on the first page of the "Times," Shavin wrote, "on the simple theory that a truly 'great movie' is page one news.

"We feel people are devoted to their theatres and interested in the folk that occupy stages, screens and manager's offices," he continued. That's why we provide advance art, a time clock daily, reviews of first runs, a regular local column, and supplement this with features and copy from wire syndicates.

Film, Equipment Exports Increase By 36 Percent

Motion picture films and equipment exports in the first quarter of 1955 totalled $11,372,066, a gain of more than 36 percent over first quarter 1954 exports valued at $8,326,675, the Business and Defense Services Administration revealed.

A preliminary compilation showed exports of rawstock up to 134,425,324 linear feet valued at $3,902,906, more than 50,000,000 feet higher than the January-March 1954 exports. Exports of exposed feature films amounted to 91,593,905 linear feet valued at $3,604,538 compared to 68,666,099 feet valued at $2,586,064 in first quarter 1954, and exports of 8 mm. equipment also showed substantial gains.

Catholic Paper Urges Boycott Of Theatres

Permanent boycott of eight neigborhood theatres and four drive-ins in Columbus, O. which showed Howard Hughes' "Son of Sinbad" was urged editorially by the Catholic "Times" following protests by four lay Catholic groups against the showings. The film was presented in Academy circuit houses, and others.

The "Times" commended downtown Columbus theatres for not showing "such a filthy film." Ads for the attraction stated: "'Son of Sinbad' has the seal of approval of the Motion Picture Production Authority" and "Not recommended for children."

Meanwhile, for the third time in a year, the Airport Drive-In, Carter Lake, Ia. has been declared "off limits" for Catholics by Archbishop Gerald T. Bergen of the Omaha Diocese. Quoting the Legion of Decency's condemnation of the film, the Bishop said that if any other theatre in the Diocese shows the film, that theatre will be off limits to Catholics for 90 days.

The drive-in was previously "off bounds" because of their showing of "The Moon Is Blue" and "The French Line." The operators said they regretted "very much" the action taken by the Bishop, but said it was "quite imposible to satisfy everyone with an inflexible point of view."

In Hartford, Conn., cancellation of the regional premiere of "Sinbad" at E. M. Loew's theatre followed a statement by the Most Rev. Henry J. O'Brien, Archbishop of Hartford, sharply criticizing the curent lowering of motion picture moral standards. His statement, read in all Roman Catholic churches in the area, was prefaced by mention of the film's title.

British Nominate Davis

LONDON.—John Davis has been nominated for the presidency of the British Film Producers Association. Davis, who is managing director of the J. Arthur Rank Organization, will replace Robert Clark, whose term is expiring.

Phone Message Stunt Plugs Columbia's "Laramie"

Dial PLaza 7-8570!

In a most unusual promotion gimmick, the movie-goer receives a chance to talk to the star of the picture!

Columbia has hooked up tape recorders to telephone exchanges in 10 key cities and advertised in newspapers that any person who calls such-and-such a phone number will receive a personal message from James Stewart, who talk via recording about "The Man From Laramie."

New York will be hooked to the stunt beginning July 1 and continuing through playdate time for the Columbia release. Newspaper ads will ask readers to dial the number listed above and hear the Stewart spiel. Bill Goetz, producer of "Laramie," is credited with originating this off-beat promotion.

New Appointments . . .

L. D. NETTER JR. will become vice-president of Todd-AO's theatre equipment division on July 1, resigning as sales manager of Altec Service. Netter joined Altec in 1947 and later inaugurated the Altec sales drive contest. Previously, he was sales manager for the non-theatrical film sales department of Pathe Industries.



DAVIS



NETTER

MARTIN S. DAVIS was appointed to the new post of eastern advertising and publicity manager for Allied Artists. Davis will resign his current post July 1 as eastern advertising-publicity head for Samuel Goldwyn Productions, with whom he has been associated for the past nine years, and assumes his new duties July 5. Harry Goldstein, who has been representing John C. Flinn, national ad-public director, in the New York office, will devote his full time to exploitation and be in charge of eastern field activity.

JOHN HORTON, U-I's Washington, D. C. representative for the past six years, will serve as production aide at the studio, working with Edward Muhl, vice-president in charge of production and James Pratt, executive manager.

CARL H. WINSTON has been appointed assistant publicity manager of Columbia Pictures. Winston was formerly a New York newspaper man and free-lance magazine writer.

HARRISON JOHNSTON has been appointed director of Ampex International, newly formed division of Ampex.

ARTHUR HERSKOVITZ has been designated manager of Peru and MELVIN DANHEISER and MILFORD I. RYDELL, have been appointed as sales assistants in Latin America - The Far East - Australasia and U.K. -Europe respectively, with RKO's foreign operations.

RICHARD COLBERT has been promoted to the post of Universal branch manager in Portland, Oregon replacing Ernest J. Piro, resigned.

JACK STEPHENSON has been appointed special representative by Alexander Film Co. assigned to the company's sales office in New York.

HOWARD E. KOHN II has resigned as ad-publicity director of Selected Pictures to join Robert S. Aubrey in an independent film production venture.

PAUL S. WILSON will head 20th-Fox's new south east exchange district, headquartered in Atlanta; MARK M. SHERIDAN JR. is promoted to south west district mgr., with offices in Dallas; HENRY F. HARRELL becomes mgr. of new Houston exchange; LLOYD EDWARDS promoted to assistant to southern division sales mgr. Harry G. Ballance, and WILLIAM B. WILLIAMS is elevated to post of Dallas branch mgr.



FROM A GRIPPING BEST-SELLER...FROM POWERFUL PERFORMANCES BY A SUPERB CAST...FROM THE CREATIVE GENIUS OF THE FAMED PRODUCING TEAM THAT BROUGHT "THE CAINE MUTINY COURT MARTIAL" TO THE STAGES OF THE ENTIRE NATION...

...a motion picture that will not be easily matched or forgotten!

edding night,

ticipation,

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e knife,

JT ABOVE ALL...

IE SUSPENSE

PAUL GREGORY presents

ROBERT MITCHUM · SHELLEY WINTERS

in

THE NIGHT OF THE HUNTER

co-starring LILLIAN GISH

JAMES GLEASON · EVELYN VARDEN · PETER GRAVES

Directed by CHARLES LAUGHTON

Screenplay by JAMES AGEE · Based on the novel by

GREAT SCREEN

NEW SCREEN

THRI UA

Independent Trade Reviews

"Not As A Stranger"

(United Artists) 135 Min.

Cast: Olivia de Havilland, Robert Mitchum, Frank Sinatra, Gloria Grahame, Broderick Crawford, Charles Bickford, Myron McCormick, Lon Chaney, Jesse White, Harry Morgan, Lee Marvin, Virginia Christine, Whit Bissell, Jack Raine, Mae Clarke.

Credits: Produced and directed by Stanley Kramer; Written for the screen by Edna and Edward Anhalt; Based on the novel by Morton Thompson.

When ''Not As A Stranger'' premieres for national release next month, it will be difficult to find a movie-goer or novel-reader without some awareness of this picture's potential as a major dramatic attraction. United Artists and Stanley Kramer, releasing and producing, respectively, have accorded the film, and the book on which it was based, one of the most extensive promotional drives in motion picture history. The book led the best-seller list for well over a year. Condensations of the story in major national magazines, along with book club distributions, have created ''want-to-see'' urges in millions. A major advertising campaign which began more than two months ago is utilizing the star name combination of the picture to broaden and strengthen these urges. The end result, so far as the nation's exhibitors are concerned, should be explosive: ''Not As A Stranger'' packs a more powerful story punch as a picture than it did as a novel.

The theme of the picture is the practice of medicine in America. Events are focussed on a dedicated young general practitioner and his wife, a nurse whom he marries in order to gain money to pay his way through medical school. The first half of the picture deals with the rigid scholastic training of the physician, together with the loveless courtship he shows for the nurse. After graduation, the physician sets up in a small town. There he learns the ordeals of his profession, commits adultery with a local temptress, combats the unscrupulous tactics of his colleagues, and goes through several marital crises before his soul is tempered into that of a man who can admit his own mistakes.

The story in the film, like its counterpart of the novel, is imbued with sensation. Operation after operation is performed, each more visually excruciating than its predecessor. Malpractice upon malpractice, due either to carelessness or ignorance on the part of the doctors concerned, is exposed. Unrequited love by the wife for her husband, lust between the husband and the temptress, is exploited for logical dramatic effect. And evenly fused with these proceedings



Robert Mitchum and Olivia de Havilland in United Artists' "Not As A Stranger"

is a smattering of social comment on the whys and wherefores of the motives of doctors.

''Stranger'' comes through on the screen as a prime example of motion picture teamwork. The performances are satisfactory, with Olivia de Havilland leading the field for her portrayal of the nurse. Here she wears her hair blonde and speaks with a Swedish accent. She carries the big emotional scenes with a maximum of competence, thus capturing the audience all the way. Robert Mitchum, as the dedicated doctor, neatly fills his role. The script, an excellent piece of screen writing, calls for Mitchum to be stern, rarely smiling. To offset the discipline of this portrayal, Kramer wisely cast Frank Sinatra in the role of a friendly colleague. Besides delivering a convincing performance, Sinatra runs off with humorous wisecracks sure to win laughs. Broderick Crawford and Charles Bickford, giving character portrayals as physicians, register strongly. Gloria Grahame, as the temptress, is arresting.

For its 135 minutes of running time, ''Stranger'' rarely drags. Credit should go to Kramer, who undertook a major task in tackling this picture as his first directorial chore. His narrative pacing is in keeping with the episodic nature of the tale. During the climactic operation sequence, the screen grows charged with an excruciating quantity of melodrama. ''Stranger,'' all told, delivers the goods for any audience and should pile up long first runs and profitable subsequent engagements throughout the nation.

"Land Of The Pharaohs"



Jack Hawkins and Joan Collins in Warners' "Land of the Pharaohs," CinemaScope-Warner Color

(Warner Bros.) CinemaScope-WarnerColor 106 Min.

Cast: Jack Hawkins, Joan Collins, Dewey Martin, Alexis Minotis, James R. Justice, Luisa Boni, Sydney Chaplin, James Hayter, Kerima Piero Giagnoni.

Credits: A Continental Co. Ltd. Production; Produced and directed by Howard Hawks; Written by William Faulkner, Harry Kurnitz and Harold Jack Bloom.

Howard Hawks has delivered an overwhelmingly powerful spectacle in the CinemaScope-WarnerColor ''Land of the Pharaohs.'' This eye-popping entertainment is blessed with an expertly contrived story, solid performing by a group of highly capable actors, a truly great visual sweep and all the romantic and actionful trappings needed to keep things continuously on the move. Filmed largely in Egypt, where one of the most massive casts in motion picture history was assembled, the picture shows how a proud pharaoh, living in 2,900 B.C., maneuvered his people and slaves into constructing a mammoth stone pyramid to house his body and treasure after death. Neatly interwoven with this story line are a number of subplots which spring from the reactions of several intimates and slaves of the pharaoh to his plans. Related against the lore and tradition of ancient Egypt, the story unfolds with breathtaking atmosphere. It is both absorbing and suspenseful to watch. General audience reaction should be tops. Certainly there is more than enough visual and melodramatic meat in ''Pharaohs'' to compensate for the weak marquee voltage of its name players.

For exploitable fodder, ''Pharoahs'' supplies a sound quota of sensational goings-on. Shots of cowardly Egyptian warriors being thrown into a pit of salivating alligators are awesome to behold. A sequence in which an assassination is carried out with a charmed snake as the death-doler should hold viewers spellbound. A climax in which the pyramid is ingeniously sealed is a mammoth spectacle. In the realm of sensuality, a sequence with lithe belly dancers provides a diverting change-of-pace. The appearance of Joan Collins, a British charmer, and Kerima, an Egyptian seductress, in key parts should also help sell tickets. As the pharaoh, Jack Hawkins gives a hearty performance, matched in tone by that of the great Greek actor, Alexis Minotis, who plays the high priest of Egypt. In subordinate male roles, James R. Justice, as the architect of the pyramid; Sydney Chaplin, a disloyal officer of the pharaoh, and Dewey Martin, the architect's son, also are outstanding. Credit Hawks with producing and directing a top-draw spectacle that can more than hold its own with any other costume picture released this year.

"You're Never Too Young"



Dean Martin and Jerry Lewis in Paramount's "You're Never Too Young," VistaVision-Technicolor

(Para) VistaVision-Technicolor 102 Min.

Cast: Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch, Raymond Burr, Mitzi McCall, Veda Ann Borg, Margery Maude, Romo Vincent, Nancy Kulp, Milton Frome, Donna Percy, Emory Parnell, James Burke, Tommy Ivo, Whitey Haupt, Mickey Finn, Peggy Moffitt, Johnstone White, Robert Carson, Dick Cutting, Hans Conried, Mary Newton.

Credits: Produced by Paul Jones; Directed by Norman Taurog; Screen play by Sidney Sheldon; Suggested from a play by Edward Childs Carpenter; Music by Arthur Schwartz; Lyrics by Sammy Cahn.

The one fact that emerges clearly and dominantly from Paramount's ''You're Never Too Young'' is that Jerry Lewis belongs to the elite company of comic geniuses. He nimbly ranges up and down the comic scale, at times being wild and effusive, at other times being Chaplinesque, touching off mixed sparks of humor and pathos. Aided and abetted by his singing and romancing partner, Dean Martin, Jerry serves up a crowded platter of delights in this VistaVision-Technicolor production. It goes without saying that the film will score heavily with the paying customers in just about every situation.

Paramount showed off this film at a special screening for newspaper, magazine, radio and television critics at Brown's Hotel in Loch Scheldrake, N. Y., the heart of the Catskills. The audience greeted it with a resounding ovation that must still be echoing in the ears of Paramount's never-sleeping publicity staff.

The story of "You're Never Too Young" actually is a standard mixture of comedy and complication. Naturally, what gives it distinction is the contribution of Martin and Lewis and the slick production mounting provided by Paramount. A jewel thief, played darkly and menacingly by Raymond Burr, slips a gem into Lewis' pocket to elude detection. What follows is a fierce pursuit and flight that brings Lewis, disguised as a little boy in a sailor suit, into a school for girls where Martin is an instructor.

Holding up the distaff end in the picture are Diana Lynn and Nina Foch, both of whom are in love with Martin. But the latter lady not receiving love in return, stirs up trouble. In the course of the proceedings Lewis manages to conduct a choir, do an unforgettable impersonation of Humphrey Bogart, imitate a French barber and get off countless other spoofings. In his familiar relaxed style, Martin sings several numbers, some of them being "Simpatico," "I Like to Hike," and "Face the Music." A wild climax which churns up the greatest chase since "Ben Hur" concludes the belly-laughing comedy.

"Ulysses"

(Paramount) Technicolor 104 Min.

Cast: Kirk Douglas, Silvana Mangano, Anthony Quinn, Rossana Podesta, Sylvie, Daniel Ivernel, Jacques Dumesnil.

Credits: A Lux Film; Produced by Dino De Laurentiis and Carlo Ponti in association with William W. Schorr; Directed by Mario Camerini; Screen play by Franco Brusati, Mario Camerini, Ennio de Concini, Hugh Gray, Ben Hecht, Ivo Perilli and Irwin Shaw; Based on "The Odyssey" by Homer.

"Ulysses," based faithfully on the Greek epic poem by Homer, carries the banner of general audience box office promise in its star cast, the romance and action of the story, the spectacle of the setting and the splendid use of Technicolor photography. It was filmed on many of the Mediterranean and Aegean Sea sites where the story was set, 1,000 years before the birth of Jesus. An Italian company, utilizing an international cast, gave the film an elaborate production. For some of the Italian players, dubbing is employed to produce highly satisfactory English-language results. The main male players, Kirk Douglas and Anthony Quinn, of course, speak in English. Alongside their names, the exploitable presence of Silvana Mangano should afford "Ulysses" with potent marquee bait. A highly literate, but never confusing, script brings home the legendary story in clear-cut terms. Excellent camera work transforms the action into electrifying sequences of fantasy and adventure, and the performances are largely in keeping with the overall atmosphere of the subject matter.

"Ulysses" is one of the few motion pictures to put forward a legendary tale of epic proportions in singularly good taste. Perhaps the decision to adhere so closely to the original Homeric text of the narrative may hurt the picture's chances for achieving the general popularity it undoubtedly deserves. "Ulysses" certainly will prove provocative in this market and generate much word of mouth. Even more than the Shakespearean films of recent years, it cries for extra special handling. The story of a proud, boastful and brave Greek general who conquers mighty Troy via the ruse of the Trojan Horse, then takes a decade to return home, is of universal stature. The snares and lures Ulysses experiences on his ocean journey back to Greece are familiar to most school boys. Here again is the exploit with the man-eating, one-eyed giant; the experience with the fatal Sirens; the temptation of Circe, the beauteous and seductive witch; the storms at sea and the final homecoming during which Ulysses defeats the many suitors of his long-suffering wife, Penelope.

Many audiences will glean as many meanings from the adventures of Ulysses, whom a bearded Kirk Douglas plays with much gusto. The story is broken down into two parallel actions. While Ulysses is returning home, his wife, played by Miss Mangano, is endeavoring to put off the advances of the suitors who are anxious to claim her hand and her husband's



Kirk Douglas and Sylvana Mangano in Paramount's "Ulysses," filmed on Mediterranean locations by an Italian company in Technicolor

kingdom. Flashbacks in the Ulysses sections are employed to relate the various exploits of his homecoming journey. In the sequence wherein Ulysses meets the enchanting Circe, Miss Mangano appears with bleached hair and proves to be one of the most seducing witches ever to appear on any screen The adventure with the one-eyed giant is a masterpiece of special-effects photography. Lusty brawls and vivid battle scenes continuously punctuate the proceedings to help make "Ulysses" a truly eloquent motion picture experience.

"Foxfire"

(Univ.-Int'l.) Technicolor 91½ Min.

Cast: Jane Russell, Jeff Chandler, Dan Duryea, Mara Corday, Robert F. Simon, Frieda Inescort, Barton MacLane, Charlotte Wynters, Eddy C. Waller, Celia Lovsky, Arthur Space, Phil Chambers, Robert Bice, Vici Raaf, Grace Lenard, Guy Wilkerson.

Credits: Produced by Aaron Rosenberg; Directed by Joseph Pevney; Screen play by Ketti Frings; Based on the story by Anya Seton.

Jane Russell, who shares the lead with Jeff Chandler, is the best box office asset of this Universal-International production. Adorned in color by Technicolor, this story of gold mining in Arizona mixes some good outdoor action with romantic cross currents. For added measure of narrative interest, the film touches upon the theme of mixed marriage, the hero being half-Apache. In general the story develops along standard lines and turns up stock situations. There is little doubt however that the picture will receive a hearty reaction from the fans.

The story gets underway when Miss Russell, while vacationing, meets a mining engineer and goes whirlwinding with him into marrage. Husband Chandler, half-Indian, seems always moody and withdrawn, while Miss Russell is gay and extroverted. And as Chandler buries himself in plans to open a long-deserted mine, false



Jane Russell, Jeff Chandler and Dan Duryea in a tense moment from Universal-International's "Foxfire," filmed in Technicolor

rumors reach his ear about Miss Russell seeing a little too much of the town's amorous doctor, Dan Duryea. The expected marital explosion happens, and they separate. The finale brings them together again, and en route to that conclusion there is a mine explosion in which Chandler is injured, but nonetheless succeeds in striking a rich vein of gold.

Performances are adequate for the story. Here and there, Miss Russell manages a sensual strut in a trim gown, and this is counterbalanced now and again by a display of rugged masculinity from the husky Chandler. The latter also proves himself capable of handling a tune competently. He sings the title song while the credits are flashed on.

"The Scarlet Coat"

(M-G-M) CinemaScope-Eastman Color 101 Min.

Cast: Cornel Wilde, Michael Wilding, George Sanders, Anne Francis, Robert Douglas, John McIntire, Rhys Williams, John Dehner, James Westerfield, Ashley Cowan, Paul Cavanagh, John Alderson, John O'Malley and Bobby Driscoll.

Credits: Produced by Nicholas Nayfack; Directed by John Sturges; Written for the screen by Karl Tunberg.

The treason of Benedict Arnold is backdrop for this romantic adventure story, which boasts authentic and beautiful location photography of Hudson Valley settings, CinemaScope and Eastman Color camera work, plus good performing. The overall production quality and the taste with which this delicate historical subject is handled should win acceptance for this picture in the general market. The story advances the causes of two heroes: the fictitious Major John Bolton (Cornel Wilde) of the Revolutionary Army, and Major John Andre (Michael Wilding) of the Tory Army. Wilde's characterization is that of a counterspy trying to uncover the culprit behind a British plot aimed at taking the crucial West Point fortress from the Americans. The fact that the audience is all the time aware that the heavy is Gen. Arnold may account for the narrative's lack of suspense. The production team evidently tried to offset this by creating a highly sympathetic character for Andre. Here the picture shows a quantity of originality. Although talky, "Scarlet Coat" manages to emerge with some fresh, if partly fictitious, slants to American history.

A minor romance between the two male principals and Anne Francis provides the protagonists with added motivation for their deeds. These involve ambuscades, some swordplay, moments of treachery and secret rendezvous. Sly humor is supplied by George Sanders, playing a Tory civilian. The climax begins with the downfall of Gen. Arnold, who, it is interesting to note, receives nary a coat of whitewash from the script. As the traitor flees to England, Wilding is captured and condemned to death. Wilde vainly attempts to win a reprieve for the British officer, who was shown pursuing his espionage duties with a high sense of honor and decency. Closing shots are devoted to a documentary account of how Major Andre has been honored by both the British and American military since his execution. A narrator's voice, used during occasional moments earlier in the story, dominates the ending.

"Wichita"

(Allied Artists) CinemaScope-Technicolor 81 Min.

Cast: Joel McCrea, Vera Miles, Lloyd Bridges, Wallace Ford, Edgar Buchanan, Peter Graves, Keith Larsen, Carl Benton Reid.

Credits: Produced by Walter Mirisch; Directed by Jacques Tourneur; Story and screen play by Daniel B. Ullman.

"Wichita" is the story of Wyatt Earp and how he, with aid from a young Bat Masterson, cleaned up a roaring cattle town and found himself a bride. It is one of the big CinemaScope, Technicolor specials, that Allied Artists has started producing to compete with major

(*Continued on page* 20)

Fox Conclave Roundup

Big Merchandising Drive Pushes Releasing Slate Of 19 Top Films



Speakers and audience at the two-day national sales convention of 20th Century-Fox division, assistant division and branch managers, assembled at the home office from the company's 39 domestic and Canadian exchanges. Spyros P. Skouras, company president, (standing) declared that 32,000 theatres will be CinemaScope-equipped by the year's end. At his left was Charles Einfeld, vice-president, and at his right, W. C. Gehring, executive assistant general sales manager.

Sales and advertising plans for the remainder of the current year were thrashed out and oriented at a two-day national convention of 20th Century-Fox delegates from throughout the nation and Canada, meeting under the company slogan: "The organization that works hardest for the exhibitor."

More than 200 officials were present during the conclave, at which addresses were made by Spyros P. Skouras, president; Darryl F. Zanuck, vice-president in charge of production and Charles Einfeld, vice-president. Presiding at sessions was W. C. Gehring, executive assistant general sales manager.

Strong emphasis was placed throughout on the company's product line-up for the summer months and beyond. Many of the pictures, it was pointed out, will be released on the heels of major pre-selling campaigns.

The over-all tone of the convention was that of co-operation between distribution and exhibition. Policy was accredited to Al Lichtman, director of distribution, whom illness prevented from attending.

Respectability Urged

Keynoting the convention was Skouras' speech, demanding that the entire sales force maintain positions and practices of respectability in their various communities. Such policies would be in line with the world-wide respect garnered by the film company for the introduction of CinemaScope, Skouras said.

It was revealed during sessions that 18 pictures will be released between July and the first part of 1956. Of the total, 17 will be in CinemaScope and color. The remaining one will be the last Panoramic Production in 2-D filmed for 20th-Fox release.

Of the line-up, 12 will be placed in release from July through October. Changes bring "Love is a Many Splendored Thing" from October to August, "Seven Cities of Gold" from October to September, and "The View From Pompey's Head" into an October slot.

July releases are: "The Seven Year Itch," "How To Be Very, Very Popular," "A Life in the Balance" and "House of Bamboo." "The Living Swamp," a featurette, will also be available.

August releases are: "The Virgin Queen," "Love is a Many Splendored Thing" and "The Left Hand of God."

September releases are: "Seven Cities of Gold" and "The Tall Men."

October releases are: "Pompey's Head" and "The Girl in the Red Velvet Swing."

Subsequent releases include: "Good Morning, Miss Dove;" "The Camp Followers," "Bottom of the Bottle," "The Proud Ones," "Iris," and "The Rains of Ranchipur."

Top properties listed by Zanuck for forthcoming production include "The King and I," to star Yul Brynner, Deborah Kerr and Dorothy Dandridge; "Can Can," "Anastasia" and "Bus Stop," all successful Broadway plays; and "A Roomful of Roses," which will star Katherine Cornell in its Broadway version.

Also set for or in production are "Katherine," "The Greatest Story Ever Told," "The Day the Century Ended," "Lord Vanity," "Tigero!," "Shental," "Island in the Sun," "Boy on a Dolphin," "The Revolt of Mamie Stover" and "The Sixth of June."

Major pre-selling device of the summer and fall pictures will be the unprecedented use of TV merchandising to pin-point production and entertainment values of each film, Einfeld disclosed.

He said that in every instance emphasis will be placed on point-of-playdate impact. Saturation, TV, radio and newspaper advertising will support each project, Einfeld added.

The 20th-Fox vice-president said that his company is adopting new concepts of promotion in an ever-changing entertainment world to keep ballyhoo provocative, topical and effective. One of the major devices will be the popularizing of title songs which are played in the picture, he said.

"How to be Very, Very Popular," "Many Splendored Thing," and "Tall Men" will each have strong title songs, said Einfeld.

RKO Starting Four Films In July Production Spurt

HOLLYWOOD.—Marking the highest production activity at RKO for the past three years, four major productions will go before the cameras in July, C. J. Tevlin, vice-president in charge of studio operations, announced this week. Productions are: David Butler's "Glory," starring Margaret O'Brien, Charlotte Greenwood, and Arthur Hunnicutt; Benedict Bogeaus' "Counterfeit," starring Barbara Stanwyck; Edmund Grainger Productions' "Great Day In The Morning," all in Superscope and Technicolor, and Todon Productions' "The Way Out," starring Gene Nelson and Mona Freeman.

Press Book Set In COMPO Poll

(*Continued from page 4*)

Members of the exchange area committees are:

ALBANY: Harry Lamont; Raymond S. Smith of Warner Bros.; Louis Schine.

ATLANTA: E. D. Martin; Robert B. Wilby; Emil Bernstecker; Alfred Starr; Walter Morris; George Roscoe of Columbia.

BOSTON: Arthur Lockwood; Frank C. Lydon; Jack Saef; Paul Levi; Edward Lider; Harry Feinstein of Stanley Warner Theatres; Charles Kurtzman of M-G-M.

BUFFALO: George Mackenna; Ben Felcher of Columbia Pictures; Elmer Lux.

CHARLOTTE: H. F. Kincey; Robert Bryant; Grover Livingston of Warner Bros.

CHICAGO: John Balaban; Jack Kirsch; Harry Goldman of United Artists.

CINCINNATI: Rube Shor; James S. Ambrose of Warner Bros.

CLEVELAND: Horace Adams; Frank Murphy; David Rosenthal of United Artists; Ralph W. Russell.

DALLAS: Col. H. A. Cole; Robert J. O'Donnell; Louis Weber of M-G-M; John Rowley; Julius M. Gordon.

DENVER: Pat McGee; Frank H. Ricketson, Jr.; Nathan Greer; Jack R. Felix of Allied Artists; Neil Beezley.

DES MOINES: Myron Blank; D. H. Conley of RKO Radio Pictures; Leo Wolcott.

DETROIT: M. F. Gowthorpe; Lew Wisper, Joseph B. Rosen of Universal Pictures; Alice N. Gorham.

INDIANAPOLIS: Trueman Rembusch; Marc J. Wolf; Robert L. Conn of 20th Century-Fox; Roy Kalver.

JACKSONVILLE: LaMar Sarra; Horace Denning; Buford Styles of Universal.

KANSAS CITY: Senn Lawler; Ronald Means; Harry Hamburg of Paramount.

Further Members

LOS ANGELES: Harry C. Arthur; Sherrill Corwin; Burton Jones; Seymour Borde of RKO Pictures.

MEMPHIS: M. A. Lightman, Jr.; James S. Carberry; D. F. Blissard; Nat Wyse of Republic.

MILWAUKEE: Ben Marcus; James Coston; Alfred D. Kvool; John G. Kemptgen of M-G-M; Dave Goldman.

MINNEAPOLIS: Ben Berger; Harry French; Ralph W. Maw of M-G-M.

NEW HAVEN: Harry F. Shaw; Albert M. Pickus; Sheperd Bloom of 20th-Fox; Norman Bialen; Harry Feinstein of Stanley Warner Theatres.

NEW ORLEANS: Gaston Dureau; Abe Berenson; C. J. Briant of M-G-M.

NEW YORK: Emanuel Frisch; Harry Brandt; Walter Reade, Jr.; Sid Stern; David A. Levy of Universal.

OKLAHOMA CITY Henry Griffing; Earl Snyder; J. C. Hunter; Don Tullius of Warner Bros.

OMAHA: Elmer G. Huhnke; Robert Livingston; Howard Kennedy; M. M. Rosenblatt of RKO Pictures.

PHILADELPHIA: Sidney Samuelson; J. J. O'Leary; Sam E. Diamond of 20th Century-Fox.

PITTSBURGH: Harry Mandel; M. A. Silver; Bert M. Stern; Lawrence J. Seidelman of Republic.

POORTLAND: Art Adamson; Wayne Thiriot of Paramount; William Forman.

ST. LOUIS: Edward B. Arthur; Tom Williamson of RKO Pictures; Tom Edwards; Jeff Jefferies.

SALT LAKE CITY: Sam Gillette; Carl E. Anderson; Kenneth O. Lloyd of 20th-Fox; Ray Hendry; Jack McGee.

SAN FRANCISCO: Ray Cooper; Rotus Harvey; Joseph Blumenfeld; Mel Klein of Columbia.

SEATTLE: J. J. Rosenfield; Ben Shearer; William J. Connor; Arthur Greenfield of Universal.

WASHINGTON, D. C.: A. Julian Brylawski; Leon D. Back; Orville Crouch; Phil Isaacs of Paramount.

TV Industry Profit Up Over Last Year

WASHINGTON. — Total television revenues and profits in 1954 were up sharply over the previous year, but prosperity did not extend to the stations which went on the air after the freeze was lifted, according to the FCC.

The four television networks and their 16 owned stations increased revenues by 32 percent, doubled their profits, and accounted for 52 percent of the total revenues. The 92 non-network pre-freeze VHF stations increased revenues by 15 percent and profits by 12 percent. But 302 post-freeze stations accounted for only 14 percent of total income in 1954 and suffered $14 million in losses. Total revenues reached $593 million, up 37 percent. Total profits were $90.3 million, 33 percent higher than in 1953.

GREAT TALENT MAKES GREAT PICTURES!





Hollywood goes to New York, locale of the classic Ben Hecht story, for scenes of "Miracle in the Rain." At left Jane Wyman and Van Johnson enact roles of lovers at sailboat lagoon in famed Central Park. And New York comes to Hollywood in shapely person of Barbara Nichols, Manhattan showgirl, who is shown here rehearsing dance she does in picture as an innocent stripteaser.



Gary Cooper stands inspection for Director Otto Preminger and Producer Milton Sperling in World War I uniform he'll wear as aviation hero in production "The Court-Martial of Billy Mitchell." Shooting starts next week in Washington, D.C. In another World War I uniform, "Sergeant York," Cooper won the Academy Award. *(In CinemaScope and WarnerColor.)*



As Jack Webb beams approval, Orchestra Leader Ray Anthony launches first band recording of title song of "Pete Kelly's Blues." Picture, introducing three new songs and a dozen favorite tunes of the 1920's, is Webb's first with music, a sweetheart and CinemaScope. *(WarnerColor.)*



Elizabeth Taylor and Rock Hudson in early love scene for George Stevens' production of Edna Ferber's great novel, "Giant." Stately Virginia manor house near Charlottesville provides background for romantic mood. Locationing "Giant" company then moved from Virginia to Marfa, Texas, for ranch sequences. *(In WarnerColor.)*

WE'RE DOING THINGS HERE AT WARNER BROS.

IFE Campaigns On "Green Magic" Alert Art, Action Audiences Alike

A dual-pronged exploitation campaign, aimed at both the art house patron and the action picture fan, has been engineered by the IFE Releasing Corp. promotional department for release of "Green Magic," film of jungle exploration.

The national and local campaigns were planned on this dual basis. A pre-release series of screenings presented the film to a variety of public opinion moulders as well as many special interest groups.

Among the diverse organizations attending the screenings were sociology and anthropology clubs from New York metropolitan colleges, educational groups, Boy Scouts and Girl Scouts, the D.A.R., the Explorer's Club, folk dance groups and many others.

These screenings brought "Green Magic" to approximately 2,000 individuals. While the screenings were being run, IFE brought Count Leonardo Bonzi, the Italian adventurer-explorer who made "Green Magic" in South America, to this country.

He spent 16 days in this country, and during that time was on 29 radio and television shows. Unlike the average promotion tour, Bonzi's did not include every program that came along. His spots were chosen with an eye toward the audience that would hear the show.

Again, everything was done with the overall objective of reaching the art house audience and the average film fan. A good example of the way this worked may be seen on two shows, both network television with high ratings. A week before his picture premiered at the Little Carnegie, Bonzi and "Green Magic" were featured on CBS-TV's "Adventure" program.

Featured on "Adventure"

A Sunday afternoon program, "Adventure" attracts the whole family and gave an unusually strong plug because the whole show was built around "Green Magic."

The following Friday he appeared as a "helping hand" on the 'Strike It Rich" program which is telecast on one day and then re-broadcast over radio the following day. Both are network programs.

Seventeen of Bonzi's appearances were made in New York, the local ones plugging "Green Magic's" premiere at the Little Carnegie. Bonzi then went to Chicago for two days to help the premiere at the World Playhouse.

Bonzi went from studio to studio making local radio and television appearances and giving interviews that lasted far into the night. He also found time to inspect the Lincoln Park Zoo with its director, Marlin Perkins, noted for his "Zoo Parade" television show.

The openings were further bolstered by special discount tickets sent to schools and educational groups in the New York and Chicago metropolitan areas.

Inside the Little Carnegie, an intriguing lobby display added to the attraction. The Grace Lines shipping company lent a group of South American handcrafts including silver jewelry, religious masks, colorful native costumes, dolls, musical instruments and many other objects.

Stars of the display were two small fish each about five inch long—South American piranha—among the most voracious carnivors in the world. They are seen in the film.



Patrons inspect the "Green Magic" display at the Little Carnegie, New York, featuring acquariums with piranha fish.

To create additional outside interest a special give-away "Green Magic" mask was made in pliable cardboard.

Lobby Store Pushes 'Tramp' Merchandise

A large merchandising area in the Roxy Theatre for the sales to patrons of "Lady And The Tramp" items greeted the opening of Walt Disney's feature-length CinemaScope cartoon this week. Opened by William J. Moclair, Roxy managing director, the area centers around a 25-foot semi-circular glass counter with a 60 x 80 color background. Five attendants are on constant duty under the supervision of Myron Levy, assistant manager in charge of merchandising.

Levy estimates that upwards of 10,000 items will be carried in stock during the run of "Lady And The Tramp." They include charm bracelets, records, story books, comic books, music sheets, wash mitts, bubble bath and powder sets, animals, puppets, clay sets, cut-out motifs, hat box, hand bags, plus a display of blouses. Levy predicts that the Roxy's "Walt Disney Store" should prove a fabulously successful venture.



Myron Levy, Roxy Theatre assistant manager in charge of merchandising, and managing director William J. Moclair discuss details of the merchandising project in the theatre's rotunda for the sale of Walt Disney "Lady and the Tramp" items.

Showmen Bolster Public Relations

Can individual exhibitors and theatre managers help to promote good industry public relations? Two theatre men who have answered in the affirmative are G. Peters and Nyman Kessler, whose stories should furnish other exhibitors with ideas of their own.

Peters, manager of the Loew's Theatre, Richmond, Va., mailed form letters to school teachers calling attention to the local engagement of M-G-M's "The Wizard of Oz," reissue of the 1939 feature starring Judy Garland, inviting them to a private screening of the film.

Pointing out that from time to time, certain groups and individuals "rise up in wrath" about films which they claim are unsuitable for children and young adults, Peters asserts that "these parties are unfair when they fail to commend the many films that are beneficial to young people, and influences for good."

Stimulates Young Imaginations

As "a case in point," he suggests "Oz," "an inspiring and busy exercise for young imaginations." "Not one Indian bites the dust, not one urchin sets fire to the old homestead, not one archer impales his enemy with an ashen shaft. Instead, good triumphs over evil, home life and parent-children relations are eulogized and the Golden Rule is effiectively demonstrated."

The Richmond exhibitor suggests that 'Oz" offers many opportunities for classroom practice on the lower grade levels. "Show and tell" or "see and tell" sessions, and music and art appreciation assignments are among his proposals.

While Peters contacted area school teachers, Kessler, manager of SW's DeWitt Theatre, Bayonne, N. J., addressed himself directly to a meeting of the local Rotary Club, speaking about "Hollywood, The Unknown." Kessler described theatres as "magnets on Main Street" that create traffic, trade and the ultimate economic health of a city, and spotlighted important phases of the industry which are rarely publicized.

Peters told his audience how Hollywood lives under a spotlight 24 hours a day, "but like all things spotlighted, one side is so glaringly lit, that the other side is lost in the deepest shadows and the public scarcely realizes it is there.

"Good Works" Cited

"Those of us who knows the real Hollywood story are entitled to bust a button or two," the exhibitor continued, reviewing the "good works" of Gene Autry, Harold Lloyd, Rosalind Russell, Maureen O'Sullivan, Betty Davis, Irene Dunne and others.

He related the experience of Forney, Tex., where the lone theatre was closed for almost three months. Business was so bad that the chamber of commerce and the town's mayor, together with other community leaders, finally influenced the exhibitor to reopen his doors.

"Most convincing," Kessler said, "is the finding of the special economic committee of the National Association of Real Estate Boards, who said that closed film theatres cut realty values and became a community problem."

Ideas, anyone?

Film Companies Join SAG Talks

HOLLYWOOD.—Five majors are participating this week in talks with the Screen Actors Guild and the Alliance of Television Film Producers aimed at determining a new wage scale agreement for performers.

Bone of contention of the Guild is that extra payment should be made members for video re-use of films in which they have acted. The film companies have a stake in the preparation of a new contract as many have scheduled film programs for television showings.

Among the Guild's demands are: increases by about 25 percent in minimum wage scales; substantial increase in payments for re-runs, with payments to start with the first such re-run; forbidding the buying out of re-runs at the time of the actor's employment.

The Guild also wants: abolition of the four-hour call for singers; added payment for actors doing stunts and stunt men speaking lines; an extended geographical coverage and in certain cases to members employed in overseas countries; increases in minimum compensation when a TV films is shown in theatres.

The film companies see as greatly important the Guild's demands for extra payment from re-runs of films. Here the actors want 100 percent repayment of minimum wage rates for second runnings and a similar amount for third runnings. For the fourth run, the demand is 75 percent of the minimum Each additional run would require 25 percent of the minimum.

The film companies feel that such added compensation would virtually prevent them from recouping their production investments after the second or third run, as is currently the case. The Guild contends that extensive video re-runs would boost the advertising sponsoring sums, thus creating added revenue for the producers.

Title Changes

Allied Artists: **"Bobby Ware Is Missing"** is the new title for "Rescue Squad." (Vincent M. Fennelly will produce).

Columbia: **"The Gentle Sergeant"** is the new title for "Sgt. O'Reilley." (Stars Aldo Ray; Fred Kohlmar produced).

"Survivors Two" is the new title for "The Survivors." (Stars Jose Ferrer and Trevor Howard; Ferrer directed).

Filmakers: **"The Bold and The Brave"** is the new title for "Battle Hell." (Stars Wendell Corey, Mickey Rooney and Don Taylor; Hal E. Chester produces).

Republic: **"Man Alone"** is the new title for "The Hostage." (Stars Ray Milland; Milland directed).

Warner Bros.: **"A Handful of Clouds"** is the new title for "The Jagged Edge." (Stars Jack Palance and Shelley Winters; Willis Goldbeck produces).

HOLLYWOOD

. . . on the wire

RICHARD BERNSTEIN, *Editor*
Hollywood Offices:
8245 Beeman Avenue
North Hollywood. Tel.:
Normandie 2-6494

Robert Mitchum and Robert L. Jacks have joined forces as actor and producer to form a new company, Bandito Productions. United Artists will release the product. Writer Earl Felton, a participant in the company, is working on the screen play of "Bandito," his own original story. The film will go before the camera in October, after Mitchum winds up "Foreign Intrigue" for Sheldon Reynolds.

* * *

Neville Brand and Arthur Franz were signed by Allied Artists for the two male leads in "Bobby Ware Is Missing," drama of the mountain patrol and sheriff's office rescue squad, which rolls this week with Thomas Carr directing. . . . Aldo Ray will play his first heavy in "Jubal Troop," CinemaScope-Technicolor picturization of the Paul Wellman novel, which William Fadiman will put into active shooting July 18 with Delmer Daves directing.

* * *

Vera Miles landed the femme lead opposite John Wayne in John Ford's "The Searchers," which will be made for Warner release. It is a C. V. Whitney Picture production and Frank Nugent screen played from Alan LeMay's novel. . . . Nicholas Ray has been signed to direct "Tambourine" for Howard Welsch Productions and Columbia release. Jane Russell will star.

* * *

Yvonne De Carlo will co-star with Vittorio De Sica in a dual version of the French comedy, "The Baker's Wife," to be made abroad in Italian and English after she finishes in Cecil B. DeMille's "The Ten Commandments" at Paramount.

* * *

William Wyler will produce and direct Marcel Pagnol's story, "The First Love," with Pagnol co-producing. Paul Kohner set up the deal for the film, which will be released by Paramount. . . . Sol C. Siegel will produce "Operation Home," the William Altman teleplay recently acquired by M-G-M. Edmund Hartman is screen playing the property.

* * *

John Lupton was set for the romantic lead opposite Margaret O'Brien in "Glory," the David Bultler production, which will roll July 6 for RKO release. . . . Producer William Broidy purchased "The Big Blaze," an original story by Louis Stevens, which will go into production Sept. 9 for Allied Artists release. . . . John Michael Hayes was assigned to script "Solo" at 20th-Fox. Buddy Adler will produce the screen version of the Stanford Whitmore novel.

* * *

Holland will enter the international motion picture industry. Louis Baron Von Der Feltz and producer Arthur Dreifuss, representing the Cinetone Studios of Amsterdam, will make "Captain Jan," by Jan De Hartog, author of "The Four Poster." The film will roll in November and Donald Bull and Geoffrey Household have completed the first draft of the screen play for the film. Dreifuss is seeking American stars for this feature.

* * *

20th-Fox renewed its contract with Richard Egan. Pact calls for three pictures annually. Egan is at work in "The View From Pompey's Head," now shooting at 20th-Fox. . . . Roger Corman is producing "Apache Woman" for Golden State Productions and American Releasing Corp. release. Corman, who is also directing, has a cast topped by Lloyd Bridges, Lance Fuller and Joan Taylor. Alex Gordon is executive producer.

* * *

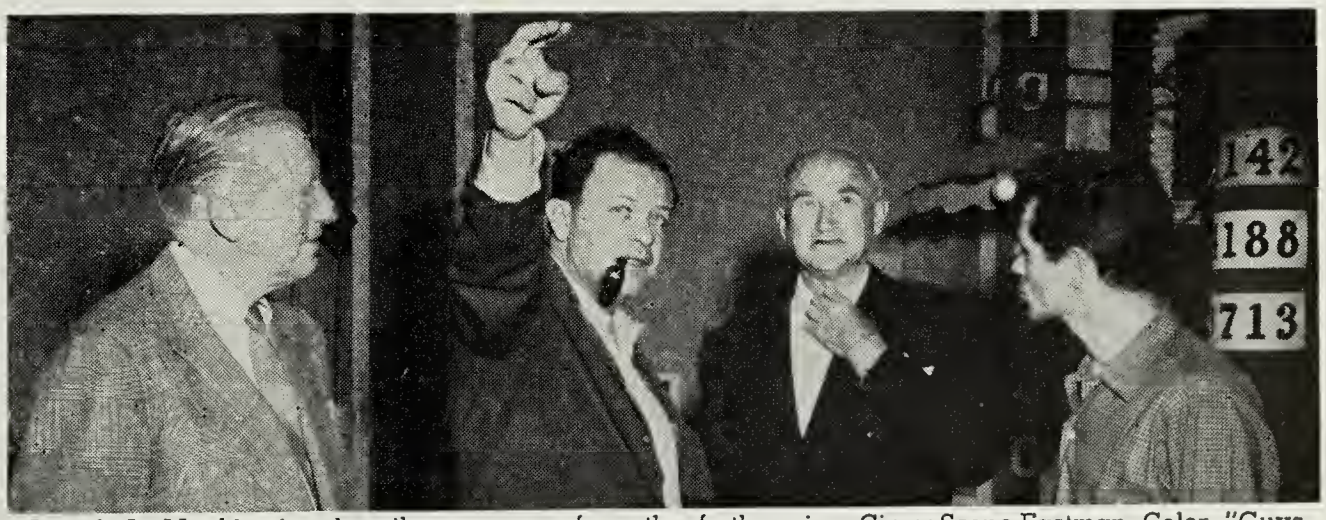
Jack Warner announced the signing of Martin Rackin as a producer at Warner studios. Humphrey Bogart and Lauren Bacall have been signed for the leading roles in the screen version of John P. Marquand's "Melville Goodwin, U.S.A.," to be produced by Milton Sperling as a United States Pictures film for Warner and which will be directed by Henry C. Potter. With Washington, New York and Europe as its locale, the story deals with an Army general's military and romantic activities.

* * *

Bob Hope has joined with Norman Panama and Melvin Frank to film for Paramount release, a motion picture version of the Broadway comedy hit, "King of Hearts," in which Hope will play a "ghost" cartoonist who labors for an urbane, highly sophisticated creator of one of the nation's best loved comics.

* * *

Patricia Medina will return to London to co-star with Paul Douglas in "The Gamma People," science-fiction story which John



Joseph L. Mankiewicz describes a scene from the forthcoming CinmaScope-Eastman Color "Guys and Dolls" to Howard Dietz, M-G-M vice-president in charge of advertising, publicity and exploitation (left) as producer Samuel Goldwyn and choreographer Michael Kidd (right) look on. Picture is a Metro release.

Producer Of 'Roberts' Sets Sights For Future; Bows To Patrons' IQ

By Richard Bernstein

"I find something that I believe in and then I make it," said Producer Leland Hayward in his Warner Bros. office. "I do a lot of pre-production on a picture and that's important."

Hayward had just heard the raves after a preview of his film version of "Mr. Roberts" and he said in answer to the question, "How did you discover 'Mr. Roberts,'" "I first came across 'Mr. Roberts,' in one of Thomas Heggen's stories in the "Atlantic Monthly," then came the "Readers Digest," then the "Life" stories and finally the book.

"I had found out during this time that Heggen and Max Shulman had written a play dealing with 'Mr. Roberts' and that George Abbott had it. When Abbott dropped it, I got together with Heggen and Josh Logan and we had a rewrite done by Heggen alone. This was it."

As everybody knows, "Mr. Roberts" ran eight years and played to more people than any play in the history of the American stage during that time. Hayward explained the success of even the road companies with "they had a tremendous pride in the play and every night, they played their parts like it was opening night." The play ran 28 weeks in Boston, one year in Chicago and then came back for another 20 weeks.

The film version was shot in WarnerColor and CinemaScope and Hayward, along with Director John Ford, who became ill before the film was completed, and Director Mervyn LeRoy, who replaced, made sure that the pace and the enthusiasm that was generated to the audiences in the stage version would be recaptured for the screen.

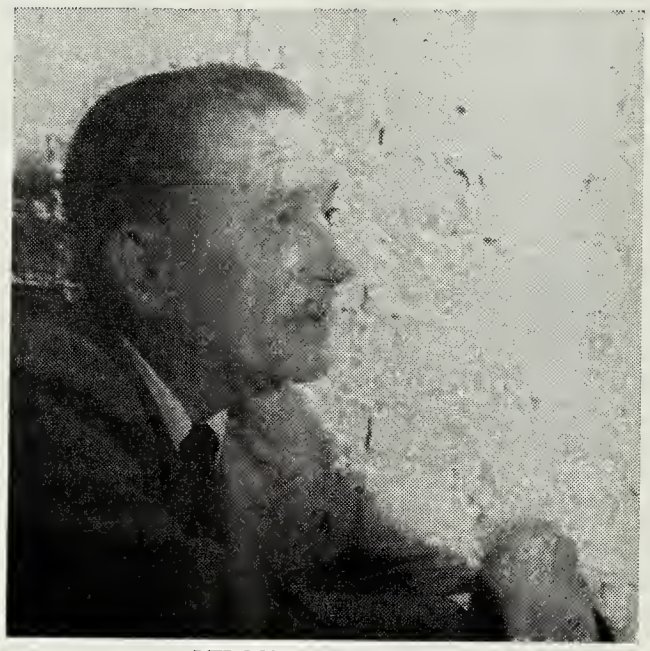
The picture was carefully cast down to the most minute part. Ford landed James Cagney for the top role of the Captain and Hayward got William Powell and Jack Lemmon to join Henry Fonda, who made history on the stage in the theatrical version, which was directed by Logan.

"We spent five weeks in Midway and two weeks in Honululu on location," Hayward said.

Hayward is hard at work on his next film,



Nashville exhibitor Evans Sprott, Bijou Amusement Co. head, and Mrs. Sprott (left) visit Mickey Rooney on Republic's "The Twinkle in God's Eye" set. Mrs. Vella Whitaker looks on.



LELAND HAYWARD

"The Spirit of St. Louis," which will star James Stewart. A soft-spoken man with a profound sense of a good story and the dramatic, Hayward has brought this sense to the motion picture industry.

"Billy Wilder will direct this film," the producer said. "It will be based on Lindbergh's book and will end with his arrival in Paris. The film will start shooting July 15 on location in Paris. From here, we will shoot in Ireland, Hamburg, Greenland, Newfoundland and Spain. We will also shoot some key footage in Cherbourg."

"The Spirit of St. Louis" will be followed by another major project on Hayward's schedule, "The Old Man and The Sea," by Ernest Hemingway.

Why did Hayward acquire this book?

He smiled. "You think in terms of your competition. Something that is good and wallops you is what you want to make."

To play the lead in this, considered one of the greatest of Hemingway's works, Hayward has obtained Spencer Tracy.

"We will shoot this one year from now," the producer said. "In 1956, we'll location in Cuba and Peru. The biggest marlin in the world are off the coast of Peru. A big fish, 2000 lbs., was caught there. I plan to use some village people in the picture."

Hayward went back to story values. "A good story should be something you like yourself. You should rely on your own judgment. The movie audience is under-estimated, the American public is very intelligent."

"Today, the motion picture is fighting for man's free time with TV, books, phonograph records, the theatre, sports, radio and other events. You have to have something interesting and vital to get them to go to the motion picture theatre. There are no rules for what is interesting and vital. It can be any theme; but when I see it, I know it."

With "Mr. Roberts" sailing out into distribution with rave reviews and predictions that it will be one of the top grossers in motion picture history, Leland Hayward has already proven his ability as an entertainment prospector and the fact that he has two award-winning subjects like "The Spirit of St. Louis" and "The Old Man and The Sea" on his agenda emphasizes it.

HOLLYWOOD...

Gilling will direct, starting July 24. John Gossage will produce for executive producers A. R. Broccoli and Irving Allen. Robert Aldrich wrote the screen play from an original by Louis Pollack.

* * *

Donna Reed was set by U-I for the co-starring role with Steve Allen in the studio's Technicolor production, "The Benny Goodman Story." The film will go into production July 1 with Valentine Davies directing for producer Aaron Rosenberg. Pre-recording of musical numbers is already underway with Goodman himself conducting the orchestra, composed primarily of former members of his band.

* * *

Ralph Bellamy returns to films in "The Court-Martial of Billy Mitchell." He will play the civilian counsel for Mitchell in the famous 1925 Army trial, basis of the Milton Sperling production for Warners. The film, which will be directed by Otto Preminger, will be in WarnerColor and CinemaScope.

* * *

Celeste Holm was signed by M-G-M to co-star with Frank Sinatra, Debbie Reynolds and David Wayne in the screen version of the stage hit, "The Tendor Trap." Charles Walters directs and Lawrence Weingarten produces.

* * *

Mitzi Gaynor joins George Gobel in his Paramount starrer, "Lady Eve," which will go into production July 5. Fred Clark was also cast in the film, which will be produced by Paul Jones and directed by Norman Taurog. . . . Benedict Bogeeaus puts "Counterfeit" before the cameras at RKO July 6. The film will be lensed in Technicolor and SuperScope. It will star Barbara Stanwyck and will be directed by Kurt Neumann. It is based on the James Cain novel, "Love's Lovely Counterfeit."

* * *

Sam Katzman resumes production of the film, "The Houston Story," July 6 for Columbia. It stars Lee J. Cobb, Edward Arnold and Barbara Hale, with William Castle directing. . . . Tony Curtis was signed by Hecht-Lancaster to co-star with Burt Lancaster and Gina Lollobrigida in "Trapeze," which will be directed by Carol Reed. Curtis will start this film on completion of his assignment at U-I in "The Square Jungle," which Albert Zugsmith is producing and Jerry Hopper directing. "Trapeze" will be released by United Artists.

* * *

July 6 also marks the start of "No Man's Woman" at Republic, which will be produced at the studio with Rudy Ralston as associate producer and Franklin Adreon directing. Sidney Picker will be associate producer and William Witney will direct "Jesse James Was My Neighbor," which will also roll July 6 at Republic.

* * *

Ted Richmond has set a starting date of Aug. 2 for "Two Against Tomorrow," a Copa Picture for Columbia release. William Goetz Productions will put "The Way We Are" before the cameras at the same studio on Aug. 15 with Robert Aldrich directing. . . . Samuel Bischoff and David Diamond will start their next Allied Artist production, "Screaming Eagles" July 15.



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Independent Trade Reviews

(Continued from page 13)

studios for top playdates. In this well-mounted western, excellently photographed in Technicolor, and carefully produced and directed, the studio will do good business. Joel McCrea, long a substantial box office draw, will pull payees in this one. An ambitious effort, it shows that the studio can compete successfully with the majors and, no doubt, when the returns are inked in the ledger, that little book will tell the same story. For his leading lady McCrea has Vera Miles. Supporting players are all fine. The studio plans a big campaign on this one and there is a lot of exploitation in the name of Wyatt Earp, by far the most publicized of the marshals of the old West.

Walter Coy, Wallace Ford and Carl Benton Reid convince Joel McCrea that he should become the marshal of Wichita in 1874. McCrea goes all out and when Walter Sande's big trail crew kills a little boy, McCrea jails them all. Fearing that this will scare off other cattle drivers and hurt their business as a rail head, some of the businessmen put the pressure on Reid to get rid of McCrea. Reid refuses and Coy turns against him and McCrea. Edgar Buchanan, whom McCrea drives out of town, plots to kill him. He links up with some angry cowpokes on Sande's crew and they trail him to Coy's house. After he enters, they shoot at the door and kill Mae Clarke, Coy's wife. Coy joins McCrea and they go after Buchanan. Coy kills Buchanan after McCrea kills Lloyd Bridges, one of Sande's men. Keith Larsen writes up the wedding of Coy's daughter, Vera Miles, to McCrea and they leave town heading for McCrea's next assignment.

"Chicago Syndicate"

(Columbia) 84 Min.

Cast: Dennis O'Keefe, Abbe Lane, Paul Stewart, Xavier Cugat and his Orchestra.

Credits: A Clover Production; Directed by Fred F. Sears; Screen play by Joseph Hoffman Story by William Sackheim.

"Chicago Syndicate" is a good action melodrama dealing with gangland, a particular syndicate and its boss. The film can play both sides of the bill, depending on the market. If it goes as a supporting feature, it's a strong one. The cast delivers all the way to get a lot out of a well-tailored screen play. Chicago location shots add authenticity and musical numbers give added production dressing, as well as entertainment value. Best number is titled "One At A Time," which might become a hit. There is no doubt that the title will be enough to sell this one.

Dennis O'Keefe is an accountant working for a citizen's committee to get the goods on gang boss Paul Stewart. He gains Stewart's confidence, is accepted into his organization. His goal is Stewart's private books, which he hopes to use to pin an income tax rap on Stewart. Aiding him is Allison Hayes, a young lady whose father was Stewart's accountant. O'Keefe uses Abbe Lane, Stewart's girl, who is on the way out, as a weapon against Stewart. He learns that she has a microfilm of Stewart's destroyed books made by a dead accountant. O'Keefe gets the microfilm and is pursued by Stewart. In a chase, Stewart is killed.

"The Road To Denver"

(Republic) Trucolor 90 Min.

Cast: John Payne, Mona Freeman, Lee J. Cobb, Ray Middleton, Skip Homeier, Andy Clyde, Lee Van Cleef.

Credits: A Herbert J. Yates presentation; Directed by Joe Kane; Screen play by Horace McCoy and Allen Rivkin; Based on the "Saturday Evening Post" story by Bill Gulick.

In "The Road To Denver," Republic has one of the best westerns made in Hollywood in quite some time. Based on a strong "Saturday Evening Post" story, and with a top screen play, the film is beautifully lensed in some of the best Trucolor yet seen in the picturesque surroundings of Utah. With strong selling, this film should be a top grosser. Director Joe Kane has managed to get inspired performances out of his whole cast. All aid in giving the film realism and flavor and the result is a smooth, interesting western with lots of action, suspense and impact. This should be a winner all over the country with an exploitation push and solid selling.

John Payne and Skip Homeier are two Texan brothers. Homeier is a hothead and Payne is constantly getting him out of trouble. They split up. Payne meets Ray Middleton, after he suggests to Homeier that they change names to keep the law away from them. Middleton offers Payne a job. He meets Middleton's daughter, Mona Freeman. Homeier, under an alias, hires on with saloon owner Lee J. Cobb as his gun hand. The brothers vie for Mona. Payne learns that Middleton plans to start a stage line. Payne becomes his partner. The line is carrying a fortune in gold, so Cobb threatens to kill Homeier, whom he has found to be Payne's brother. In order to save Homeier's life, Payne must give Cobb the gold. Payne agrees but substitutes rocks for gold. He shoots Cobb, gets Mona and proves to Homeier that he is the better man.

"The Dam Busters"

(Warner Bros.) 102 Min.

Cast: Richard Todd, Michael Redgrave, Ursula Jeans, Basil Sydney, Patrick Barr, Ernest Clark, Derek Farr.

Credits: Directed by Michael Anderson; Screen play by R. C. Sherriff; Based on the book by Paul Brickhill and on Wing Comdr. Gibson's "Enemy Coast Ahead."

A fascinating and highly suspenseful account of how the RAF successfully bombed a group of key German dams during World War II is tautly unfolded in this British import. Richard Todd and Michael Redgrave, besides supplying marquees with adequate name value, turn in creditable performances as the squadron of commander of the mission and the inventor of the bomb used on the dams, respectively. The story follows both characters along every detail of their assignments, thus pulling the audience deeply into the drama of the operation. Proceedings bristle with authenticity. At times a semi-documentary style, plus newsreel clips, are utilized to make the most of the real-life events of the tale.

Compensating for the lack of a romantic angle is the narrative's sheer power to absorb interest. From the initial moment of Redgrave's discovery of a method to drop a bomb that would ricochet across a span of water to reach its target, events take on a momentous significance. The inventor's struggle to perfect his method, and his subsequent efforts at convincing the RAF to utilize the discovery in battle, are well dramatized. Todd is assigned to command the sortie. The second portion of the picture concentrates on the training of his airmen for the mission. An excruciating climax depicts the RAF's success and grimly makes mention of the men and planes lost.

"Finger Man"

(Allied Artists) 82 Min.

Cast: Frank Lovejoy, Forrest Tucker, Peggie Castle, Timothy Carey, John Cliff.

Credits: Produced by Lindsley Parsons; Directed by Harold Schuster; Written by Warren Douglas; Based on a story by Morris Lipsius and John Lardner.

This melodrama will get its best results on the lower half of a double bill, where it might be classified as a strong supporting programmer. This classification is due to the performance of Frank Lovejoy, who does a magnificent job of acting, and makes the already familiar story seem sprinkled with newness. Forrest Tucker and Peggie Castle add to the entertainment, but it's Lovejoy who carries the film all the way. Picture has a strong exploitation title and is well-photographed, using city locations in the Los Angeles area.

Hijacker Lovejoy, a three-time loser, is given his choice by the police: prison or helping them get big-time racketeer Forrest Tucker. Lovejoy chooses Tucker and, with the aid of Peggie Castle, a moll, meets the gang boss. His style and his cockiness impress Tucker and he is taken into the gang organization, where he is eventually in the illicit whiskey traffic. Timothy Carey, a gunsel for Tucker, kills Peggie and Lovejoy gives him a terrific beating. Tucker and his aides begin to suspect Lovejoy and when they suspect a trap, the Internal Revenue Bureau men switch their plans and nail Lovejoy and his men with another trap, killing two of Tucker's thugs in the process.

"It Came From Beneath The Sea"

(Columbia) 78½ Min.

Cast: Kennth Tobey, Faith Domergue, Donald Curtis Ian Keith, Dean Maddox Jr.

Credits: A Clover Production; Produced by Charles H. Schneer; Directed by Robert Gordon; Screen play by George Worthington Yates and Hal Smith; Story by Yates.

In his first production, Charles H. Schneer has come up with "a sleeper." This science fiction film, extremely well-produced and well written, is a winner all the way and should topline bills in the general market although its leads aren't too powerful marquee-wise. A great deal of the film's suspense and power can be credited to the expert technical effects of a gigantic octopus; miniatures; the monster's attack on San Francisco. With proper selling using the title to advantage, this one should surprise.

An atom submarine runs into something unknown on its maiden voyage. Scientists determine that it is a great sea monster which has been made radio-active by the H-Bomb experiments. It warns off its natural prey and now, starving, roams the sea. Their verdict is substantiated when the monster attacks vessels and fishing boats devouring their crews and especially when the survivors of one such craft are rescued. When word is reached that some picnickers have disappeared, the monster is spotted off San Francisco. A defense unit is set up and the monster attacks the Golden Gate Bridge and creates a panic. Then the huge octopus smashes everything in sight and devastates the waterfront. The atom sub destroys it with a specially built penetrating explosive torpedo and a compressed air harpoon.

"Creature With The Atom Brain"

(Columbia) 69 Min.

Cast: Richard Denning, Angela Stevens, S. John Launer, Michael Granger.

Credits: A Clover Production; Directed by Edward L. Cahn; Screen play and story by Curt Siodmak.

This science-fiction entry from Clover Productions just doesn't generate the horror and the suspense that a story of this type should. There is an absence of realism in the film, although considerable production effort has been spent to capture it. Based on a clever idea, Curt Siodmak has failed to develop it other than formula-wise on the screen. The result is a near miss, but then there is that expression, "a miss is as good as a mile." The cast performs adequately enough, but the lines and the eerieness necessary to bring a film like this off just aren't there. However, it will do average on the lower half of a double bill.

Mobster Michael Granger and Prof. Gregory Gay find a way to bring dead people back to life via atomic power. When a creature of theirs commits a murder, Richard Denning and S. John Launer investigate the case but Launer is captured and turned into a creature. Out to kill Denning, Launer is thwarted and followed, leading police and Denning to Granger's hideout. Granger, turning his creatures loose on the police, kills Gay. Launer kills Granger and Denning destroys the atomic equipment.

REGIONEWS

ALBANY

John Capano, who owns and operates the State in Troy, resigned as U-I booker to join Upstate Theatres of Albany in the same capacity. George Bulugeorgas, former State Tax Comm. auditor, is his successor at U-I. Alvin Kosoff was upped from student salesman in Philadelphia to full-fledged salesman in Albany. . . . Charles P. Stevens, ad mgr. for a dairy company which services ozoners, won the 14th annual Variety Club golf tournament, with Metro salesman Ralph Ripps a runner-up. Tent 9 is considering an offer by the Sheraton-Ten Eyck Hotel to lease mezzanine quarters. . . . Construction delays forced Peter Papayanakos to postpone opening of his new drive-in, between Potsdam and Massena from mid-June to early July. . . . Joseph Andrek is now conducting the Riverside Drive-In at Ogdensburg, formerly operated by John Free. Upstate is doing the buying and booking.

ATLANTA

Too much lighting on the premises of an adjacent restaurant resulted in an injunction suit by operator of the Silver Moon Drive-In at Bartow, Fla. against Marshall Gore. Petitioner was granted a temporary restraining order. . . . Allen F. Horton, who managed the Orlando Drive-In, is now managing the new Colonial D-I, Orlando, Fla. A children's playground is in the offing and Horton will turn the ozoner over to a church for Sunday morning services. . . . John Cristo, Sr. and Jr. have taken over the Wayside Drive-In at Panama City, Fla. from Martin Theas. . . . Interstate's Roxy, Quincy, Fla., damaged by fire to the extent of $1,000. . . . Wil-Kin Theatre Supply installed new carpeting in Thomas G. Coleman's Ritz, Anniston, Ala.

The long-dark Fairfax Theatre, Jacksonville, Fla., will be reopened for plays produced by the newly formed Theatre Guild.



Ed Sullivan, whose Toast of the Town on national TV has cooperated in publicizing outstanding motion pictures and stars, receives a salute from the Motion Picture Industry with an "across the street" sign on Broadway in New York, hanging between Loew's State and the Astor theatres.

. . . Stowe Booking Co., Jacksonville, will buy and book for John Hunt's Trail Drive-In, Sarasota, Fla. . . . T. E. Jones opened his Swan Drive-In, Blue Ridge, Ga. . . . Clyde Gross appointed asst. mgr. Wilby-Kincey Service Co. . . . Wm. Timmy transferred from Noble Theatre, Anniston, Ala., to mgr. of Rialto, Augusta, Ga. Arvis Holland is new mgr. of the Noble. . . . N. E. Savini, Astor's N.Y. special representative, in an Atlanta hospital for surgery.

Leon D. Netter, retiring Florida State prexy, on a business-pleasure trip to N.Y. with Mrs. Netter. . . . Roxy Theatre, Atlanta played "Killers All," a Toddy release, for the third time in three years, to great business. . . . H. T. Spears, Variety chief barker, announced that Old Newsboys Day sales brought in some $76,000 for the Cerebral Palsy fund. . . . Joan, daughter of UA office mgr. Charlie Touchon, was married to Jerry Hulme. . . . James Matthews, mgr. of the Roxy, Lakeland, Fla., helped boost the Negro Chamber of Commerce membership drive.

Webb Hays took over following resignation of Kermit C. Stengel as pres. of Crescent Amuse. Co., Nashville, Tenn. . . . Injunction suit against the Atlanta movie censor's ban of "Blackboard Jungle" is scheduled for July 1 in U.S. Dist. Court. . . . Mrs. Rose Lancaster, with Strickland Films, will attend the WOMPI national convention in New Orleans Sept. 30-Oct. 1. . . . W. W. Fincher, Jr. announced closing of Red Bank Theatre, Chattanooga, Tenn. due to bad business. . . . Nation and Storey took over the Ritz, Bridgeport, Ala., and the Fox, Jasper, Tenn., from R. D. Word.

Loew's Theatres, Inc. officially took title to the Normandy Twin Open-Air Drive-In in Jacksonville, Fla., which will be managed by James Carey, transferred from Loew's Victory, Evansville, Ind. Noted for its lush, semi-tropical setting, the Normandy features a 5-acre playground with a miniature Seaboard Silver Meteor and free donkey rides. . . . L. A. Lindsay acquired the Twin City Drive-In, Sandersville, Ga., from B. H. Smith. . . . James Hart, Columbia booker, is running for Mayor of Union City, Ga. . . . Gene Garden, Universal shipper, moved up to booking dept, replacing Dan Thomas, resigned. . . . Joan Clark added to Allied Artists booking dept., replacing Mrs. Virginia Bray, who moved to Ala.

BOSTON

Winners of the New England managerial contest for exploitation on "Gangbusters," as announced by Joseph E. Levine, pres. of Embassy Picts., and Terry Turner of General Tele-Radio are Carl Baird, Scenic, Rochester, N.H.; Stephen Barbett, Warner's Lawrence, Mass.; John Blass, Fenway, Boston; Wm. S. Canning, Empire, Fall River; Arthur Morton, Paramount, Boston, and James Randall, Palace, Cranston, R.I. Prizes are four two-week trips to Europe and two to Honolulu. . . . James Winn, 55, who resigned as UA branch mgr. in 1948 because



Henry Hohns, gen. sales mgr. for Scribner's, proudly presents the 3,000,000th copy of Morton Thompson's best-selling novel, "Not As A Stranger," to Max E. Youngstein, v.p. of United Artists, which is releasing the motion picture version, produced and directed by Stanley Kramer.

of illness, passed away. . . . Joseph Cohen is now handling buying and booking for Louis Richmond's Uptown, West Lynn.

"Cinerama Holiday" is scheduled to open at the Boston Theatre on Aug. 30, with the New England Council sponsoring the gala premiere. Cinerama execs. Si Fabian, Sam Rosen, Louis deRochemont as well as governors of the six New England states will attend. . . . Edward Lider, pres. of Independent Exhibitors Inc. and Carl Goldman, exec. secy., are planning a trip through New England in an effort to sign up every independent theatre owner as a member. Recent new members are R&W Circuit, headed by Roy Burroughs, and the Ray Feeley circuit. . . . E. M. Loew, pres. of E. M. Loew Theas., was named a director of the new Hull Cooperative Bank in Nantasket Beach, Mass. . . . Honorary degree of Doctor of Science was conferred upon Samuel Pinanski, ATC prexy, by Lowell Technological Institute.

BUFFALO

Joseph E. DeSilva, who managed the Playhouse in Canandaigua, was appointed city mgr. for Schine's 11 theatres in Rochester, formerly under Ben Dargush, who is now managing the Center in Buffalo. Paul Johnson, former mgr. of the Eckel in Syracuse, succeeds DeSilva at the Playhouse. . . . Death of Federal Judge John Knight leaves disposition of the Government's charges against the Schine chain in midair. Trial was concluded March 1 and the final briefs are still to come. . . . Harold Bennett, local National Screen mgr., is recuperating in Sisters Hospital from a heart attack. . . . Mrs. Elmer F. Lux, wife of the head of Elmart Theas. and Common Council pres., has eliminated herself from consideration for councilman-at-large, to which she was recommended by the 23rd Ward Democratic Committee.

Bill Carroll resigned from Shea's publicity dept. after many years as asst., and is now living in Boston. . . . Paul Pearson succeeds the late Gus DePauw as mgr. of the Capitol in Newark, N.Y. . . . Annual

BUFFALO (cont'd.)

drive-in collection for the Childrens Hospital Building Fund netted $3,203.70, representing a night's receipts plus patron contributions. Co-operating ozoners were the Aero, Broadway, Buffalo, Delaware, Skyway, Lakeshore and Niagara, Park, Sheridan, Star and Wehrle. . . . Lou Hart, Schine dist. mgr. in Watertown, succeeds Clint Young, who resigned as dist. mgr. in the Geneva area, and will make his headquarters in Albany. Jack Mitchell takes over the Watertown post.

George H. McKenna, gen. mgr. of the Lafayette, is exhibitor chairman and Ben Felcher, Columbia branch mgr. distributor chairman for the Will Rogers Memorial Hospital emergency one-day audience collection drive, which kicked off with a "telethon" originating in the N.Y. offices of Stanley-Warner to some 31 exchange centers. . . . Albert C. Behling, owner-operator of the Ellen Terry, Grant and Potomac theatres and exhibitor here for some 45 years, passed away at 75. . . . Holland-Wegman Productions at 233 North St. is expanding to include production of 35mm motion pictures for TV and the industry. Jack R. Davis will be in charge of the new dept.

George H. McKenna has accepted the chairmanship for the TOA Exhibitors Film Financial Group, which is seeking $35,000 in this area to finance production of films. Mike Kallet of Oneida is a member of the committee. McKenna has been elected pres. of the Buffalo Main St. Assn. and recently signed a new contract with Basil Ents. to continue as managing dir. of the Lafayette Theatre until 1960.

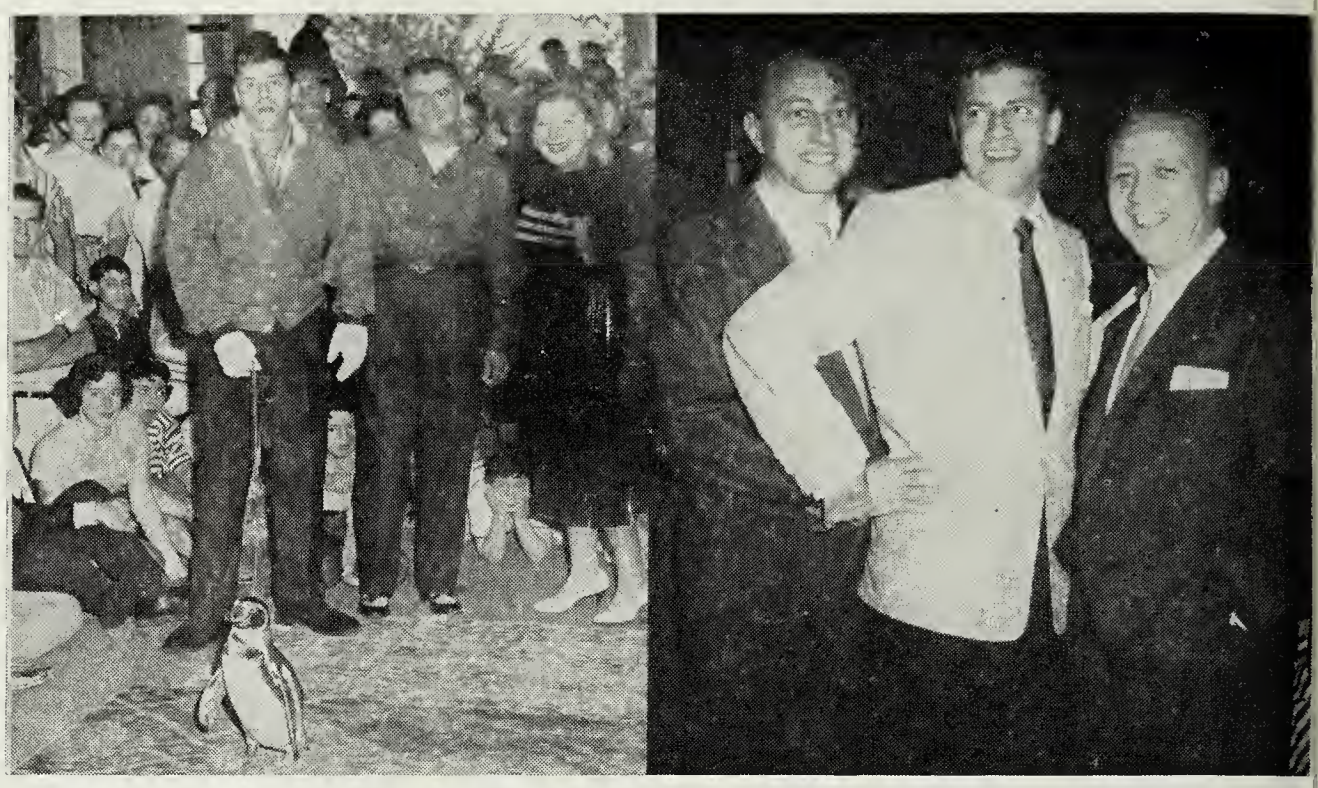
CHARLOTTE

Richard Eason is new owner of the Friendly Drive-In near Lincolnton, N.C. . . . Mr. & Mrs. H. O. Peoples of the Beaufort Drive-In, Beaufort, N.C., have a new son. . . . Waylin Theatre of Charlotte was opened by mgr. James W. Cox. . . . Dave Williams, IFE sales rep., is improving from his recent heart attack. . . . E. L. Davis and E. R. Forrest opened their Brightleaf Drive-In at Mt. Airy, N.C., for the season. . . . Cathy Sykes, daughter of H. M. Sykes, Jr., owner of Queen City Booking, is in the hospital.

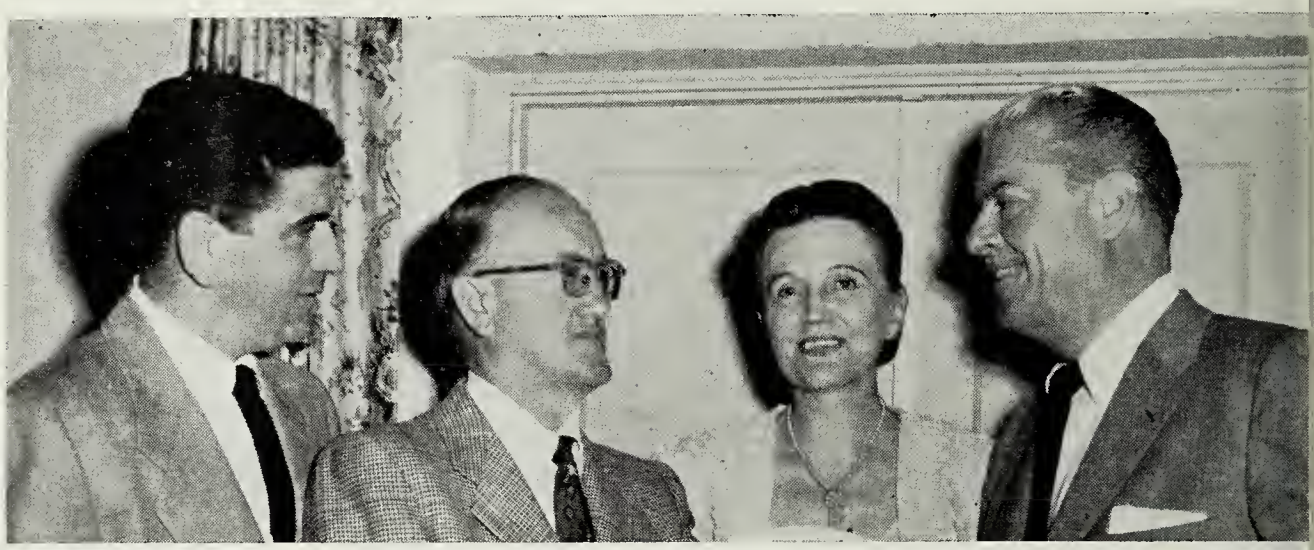
CHICAGO

Attys. Seymour Simon and Sheldon Collen made an out-of-court settlement in the Valos' Sun Theatre, Geneva, and Wheaton Theatre, Wheaton, anti-trust suits against film companies, as well as the Valos percentage demands for their Batavia, Hinsdale, Egyptian, Fargo, Roxy, and the Deval Drive-In. . . . The Simon and Collen office also filed Federal Court brief asking that government suit against Alliance's Terre Haute, Ind. theatres be dismissed as booking situation there now meets federal demands. . . . The modernized Evanston Theatre, Evanston, formerly known as the Stadium, will reopen early next month. Mgr. Lester Stepner plans a reduced children's admission one night each week, to be called Teen Age Nite.

Variety Club will have a week-end outing, July 9-10, at the Schwartz Hotel, Elkhart Lake, Wisc., owned by Bill Geftman who is a member of the Chicago Tent. Chief barker Jack Kirsch announced that the club will hold its annual golf tournament at St. Andrews Golf Club on Aug. 12. . . . WGN mgr. Frank Schreiber reports investment of $400,000 in 123 Republic films starring Gene



LEFT: Jerry Lewis lives it up at the week-end press preview junket for Paramount's "You're Never Too Young," in which he and Dean Martin are starred, at Brown's Hotel in Loch Sheldrake, N.Y., with owners Charles and Lillian Brown. RIGHT: Jerry poses here with Jerry Sager (left), ad-pub mgr. of B. S. Moss's Criterion Theatre in N.Y.C., where the film will premiere, and Larry Morris, gen. mgr. of the circuit.



M-G-M shorts producer Pete Smith (second from left) is shown here following ceremonies honoring him with the annual "Tom-Tom Award" of the Publicists Guild of Hollywood for his long and colorful career. With him (l. to r.) are: Jack Atlas of the studio advertising dept., chairman of the 1955 Award Selection Committee, Mrs. Smith and Nat James, president of the Screen Publicists.



Robert McLeish (center), prominent Australian exhibitor who is visiting the U.S., is seen heer with Universal-International execs. Americo Aboaf (right), foreign gen. mgr., and Ben Cohn, asst. foreign gen. mgr.



L. to R.: Eli Arkin, mgr. of Warner Theatre in Memphis; William Faulkner, author of Warner Bros. "Land of the Pharaohs"; Joe S. Young, WB branch mgr. in Memphis, and Al Burks, WB southwestern publicity representative, after special screening of "Land of the Pharaohs."

CHICAGO (cont'd.)

Autry and Roy Rogers. Deal was made with MCA-TV film syndicate. . . . S. J. Gregory and John Papas, Allianee execs., were hosts to 50 at a dinner meeting of St. Andrews Greek Church at the Edgwater Beach Hotel. The church's new structure on N. Sheridan Rd. should be ready in about six months.

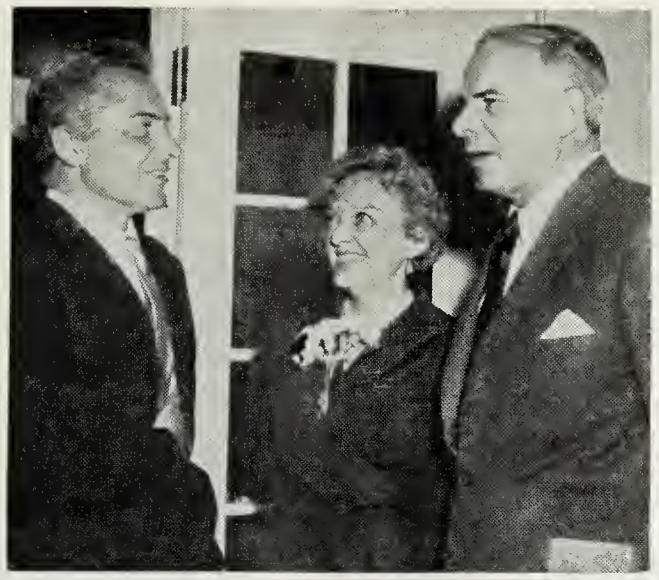
Allied board of directors fixed June 29 for the organization's 25th annual luncheon meeting and election of officers and directors at the Blackstone Hotel. The board endorsed COMPO's National Audience Poll. Latest addition to membership are the Wanee Theatre and Drive-In, Kewanee, Calo Theatre, Chicago; Palace (Kedzie Ave.), Chicago, and the Avon, Peoria. The latter three also joined the Allied buying and booking service. . . . Newspaper ads for "Not As A Stranger" and "Seven Year Itch" had to be revised by theatres before acceptance by Chicago Tribune's adv. dept. . . . . Arthur C. Youngberg was named production mgr. of the Chicago Daily News. . . . John Balaban, Will Hollander and Charles H. Perey appointed to Ill. Savings Bond committee to help sell Series E and H bombs. . . . Jack Webb will be in Chicago for personnel appearance Aug. 3-5, in connection with showing of his Pete Kelly's Blues film.

"The Phenix City Story" will have its world premiere at the Essaness loop Woods Theatre on July 19. . . . Former Mayor Martin Kennelly heads the drive to raise $150,000 for a fund in memory of the late Richard Finnegan, to be used in building a laboratory for the LaRabida Sanitarium, Variety Club project. . . . B&K giving up its lease on the southside Tower Theatre, closed because of lack of business. . . . Chicago Censor Board has not issued permit for showing of "Sinbad" here. General Outdoor Poster removed 80 signboards advertising the film. . . . David Smerling, son of Manny Smerling of Confection Cabinet, just graduated from the U. of Mich., will marry Ginger Livingston of Ashtabula, O., July 3.

CINCINNATI

William Onie will continue operation of his Miami-Western Theatre in Oxford, O. during the summer months. He is currently installing CinemaScope in his Elmwood Theatre, Elmwood Place. . . . Frank Mandros of Cabin Creek was in the city looking about 30 pounds lighter — doctor's orders. . . . Charles W. Middleburg, son of the late Charles A. Middelburg, has assumed operation of the Capitol Theatre, Charleston, W. Va., which until now had been handled by Julian Silberstein of the Hyman Circuit. . . . H. B. Snook of Mid-West Theatre Supply attended the recent formal opening of Valley Drive-In, Hamilton, O., which was completely equipped by Mid-West, who also did the new Sunset Drive-In, Beattyville, Ky.

Resignation of Charles J. Weigel as RKO office mgr. placed Leonard Katz, head booker, in the post of office mgr.-head booker. . . . Bill Burns resigned as Warner booker and is entering the sand and gravel business as sales rep. . . . Joan Abrose, daughter of Warner branch mgr. James Abrose, was married to Robert Kerr. . . . U-I student booker Bill Mink and Lucy Oelschlager, National Screen clerk, also tied the knot. . . . The new Realart release, "Gangbusters," got off to a record breaking start at the State, Springfield, and Loew's, Dayton. . . . Betty Turner, Paramount booker, returned to her desk after a leave of absence due to illness.



Rossano Brazzi (left), who stars in United Artists' romantic Technicolor film "Summertime," chats with industry veteran A. W. Schwalberg and Mrs. Schwalberg about the "Salute to France" fund-raising program, which will receive proceeds from "Summertime" premiere at the Astor Theatre in New York City.

CLEVELAND

Variety Club of Cleveland will launch a permanent fund raising project the first of July for the benefit of cerebral palsy children and the Cerebral Palsy School, to be known as the "Light-a-Life" campaign. An estimated 1,000 containers holding match books with an explanatory message on the inside cover will be placed in stores with a special contribution coin box. Leonard Greenberg of the Fairmount Theatre and Irwin Schenker of Berlo Vending are co-chairmen; Duke Hickey of Universal, publicity chairman, while chief barker Jack Silverthorn, mgr of the Hippodrome, will act as clearing house for funds collected.

Rudy Norton, formerly with Columbia here, replaces Jack Scharr as UA salesman following Schar's resignation. . . . Virgil Jones, Warner booker, transfers to the company's Boston exchange as salesman around the 1st of July. . . . Bob Hope will make two personal appearances on the stage of Loew's State when "The Seven Little Foys" opens here on July 7. . . . Mary Buckeye, chief inspectress at the Paramount exchange, is in St. Johns Hospital recuperating from surgery.

DALLAS

Louis Novy, pres. of Trans-Texas Theas., acting for the corporation, has purchased the stock interest of William O'Donnell, v.p. and gen. mgr., and Torrance Hudgins, asst. secy. Novy assumes complete and active control and will retain the present general offices at 1710 Jackson St. O'Donnell and Hudgins resigned and will shortly announce future plans. . . . Lorena Cullimore, a secretary at Columbia, has been elected pres. of the WOMPI of Dallas, succeeding Maxine Adams of Frontier Theatres. Other officers named include Lola Chaney, Interstate, 1st v.p. and program chairman; Joyce Smith, Southwestern Theatre Equip., 2nd v.p. and membership chairman; Marie Russey, 20th, Fox, recording secy.; Louise Clark, Trans-Texas, corresponding secy., and Jo Bailey, Allied Artists, treas.

DENVER

Frank H. Ricketson, Jr., Fox-Intermountain pres., made the following personnel changes: Lloyd Boreing, who was city mgr. for Atlas at Lamar, Colo., made city mgr. at Ft. Collins to succeed Robt. Pennock, who moved to a similar post at Billings, Mont., succeeding the late Don Sheedy. Melvin McLean, asst. city mgr. at Sidney, Neb., now city mgr. at Delta, Colo., replacing Neil Ross, who had been slated as city mgr. at Las Vegas, N.M., but left the company instead. Ed Doty, Las Vegas city mgr., moved to Pocatello, Idaho, succeeding Ralph Roe, who went to the Fox, Aurora, Colo., replacing Keith May, transferred to the Fox, Sterling, Colo. in the post vacated by Lewis Boucher, who resigned.

Paul Lyday, F-I pub dir., went to Los Angeles for an assignment on the National Theatres house organ. Alberta Pike takes over in his absence. . . . Gene Klein, Universal salesman, moved to the San Francisco branch in a similar capacity. . . . Norman Tripke, just out of the Navy, was made mgr. of the Centennial to succeed Robt. Demshki, who is now pub. dir. for Lee Theatres and mgr. of their Lakewood. Demshki, incidentally, recently was married to Sharon Fellman. . . . Marvin Goldfarb, Buena Vista dist. supervisor, hired Paul Back as salesman to cover the Des Moines and Omaha territories.

Atlas Theatres closed the Unique at Gunnison, Colo. House will reopen as the West after extensive remodeling and installation of CinemaScope. . . . 20th-Fox is remodeling the room now occupied by salesmen so that each will have a private office. . . . Kenneth L. Chism bought out the interests of his partner, Paul Allmeyer, in the Mines, Idaho Springs, Colo. . . . Mr. & Ms. Rodney and Donna Knox are now managing the Knox Drive-In and the Knox Theatre in Durango, Colo. following resignation of Paul Campbell to take a theatre job in Texas . . . Howard Dietz, Metro v.p., was in whipping up enthusiasm for the fall world premiere of "Guys and Dolls" in Denver, where author Damon Runyon worked on papers for some time.

DES MOINES

Art Sunde, new owner of the Time Theatre in Albert City, will reopen the house around July 1, equipped with a new wide screen and air-conditioning. . . . The Churdan Theatre in Churdan, which was closed for some time, reopened under management of Mrs. S. H. Parks. . . . Gene Cramm, mgr. of the Zephyr and Drive-In theatres in Burlington, has been named mgr. of the Drive-In in Council Bluffs by Central States. . . . The theatre in Pleasantville is scheduled for reopening under management of Bob Gray of Des Moines, backed by the Pleasantville Commercial Club. Building is to be redecorated inside and out, new equipment installed, also a wide screen and other modern features. . . . Paris Theatre in Afton was closed for two weeks while its owners, the Kessler family, journeyed west to Yellowstone Park.

Memorial Theatre in Thompson reopened under management of the Johnson-Tapager American Legion. . . . Max Shoemaker installed new equipment in his Isis Theatre in Tabor. . . . Al Myrick, owner of the Lake in Lake Park, was host to theatre owners and managers at a meeting to discuss ways and means of keeping motion pictures alive in small towns. It was stressed that local businessmen should support theatres for their own good and that of the town. . . . The Royal at Spirit Lake has a new front, new marquee and sign. . . . Outdoor movies are being shown at the City Park in Batavia every Tuesday evening during the summer.

HOUSTON

D. J. McCarthy sued Gidney and Anna Peal Tally of Pleasantville in Fed. Dist. Court, San Antonio, for $425,000, charging violation of a contract involving distribution of "Bob and Sally." . . . Disney's "Davy Crockett" broke the attendance record at the Metropolitan opening day when coonskin-capped stars Fess Parker and Buddy Ebsen made personal appearances. Mgr. Ray Hay said it took 30 ushers and 10 policemen to handle the 12,000 customers. . . . Robert Fry of Fry Theatres Circuit was named a member of the Board of Education in Tyler. . . . Wm. E. Hellums, mgr. of Austin Interstate Theas., is in a Boston hospital.

John Winberry of Columbia Picts. announced that Chas. Donaldson, former mgr. of the Capri Drive-In at Port Arthur, is their new salesman, replacing Earl Weaver in the San Antonio territory. . . . Conrad Brady of Interstate Theas. went to San Francisco to make his fourth speech for an M-G-M Workshop. . . . Pericles Chriss is new asst. mgr. at the State; Henry Green new asst. at Varsity; Jerry Prilop new mgr. at Texas; Jimmy Nummery new mgr. at Queen, all in Austin. . . . Laura Knopp, asst. mgr. of the River Oaks Theatre, was installed as pres. of the WOMPI at a dinner in the Variety Club. The group changed its plans for monthly luncheon meetings to dinner meetings.

Texas Restaurant Assn. convention at the Shamrock Hilton showed a number of new items of interest to theatre operators, including a milk shake machine which has already been installed in the Post Oak Drive-In, Chocolate Bayou D-I and Market St. D-I, all in Houston. Over 200 milkshakes can be made in an hour, according to Sam Alexander of Polar Products. . . . Jefferson Amuse.'s King Center Twin D-I has a new Brighter-Vision screen.

KANSAS CITY

Theatres damaged by recent storms in this area include the Corral, a Claud Parrish ozoner at Topeka, Kans., which lost a 32-foot addition to its tower; the Crawford, Tower, and Consolidated's 54 Drive-In at Wichita; the Anthony, Kans. Theatre; Hillcrest Drive-In at Gashland; Cozy at Pittsburg, Kans., and the Davis at Higginsville, Mo. The Neocha Drive-In at Chanute, Kans., owned by Ray Walsh, Dan Payton, C. M. Parkhurst and Tommy Thompson, needed a 30-day closing for repairs. . . . Consolidated's 54 and 81 ozoners both have new wide screens. . . . Other theatres with new equipment are the Oswego at Oswego, Kans.; Sharon at Bunker Hill, Mo., owned by Mr. & Mrs. Thos. Baker; Dickinson's Shawnee Drive-In at Mission, Kans., and New Basin Theatre at Eureka Springs, Ark., which was remodeled by owner John Gray.

The Roxq at New Franklin, Mo. reopened under mgr. Joe Green. . . . Kersey Clark, former mgr of Dickinson's Trail, bought the Camdenton, Mo. Drive-In, and will increase its 156-car capacity. . . . Jay Wooten's new Southhutch Drive-In at Hutchinson, Kans. was scheduled for a July 1 opening. . . . Ritz at St. Chas., Mo. closed for repairs and redecorating by Variety Pictures headed by Ollie Lessing. . . . Lawrence Walters sold the 500-car Canton, Mo. Theatre to Wm. Collins of De Soto.

Virgil Harbison, operater of the Tarkio at Tarkio, bought the Paramount, which he had leased. . . . Fair Theatre at Fairfax, Mo. reopened with D. A. Frazire managing. . . . Bill Hutchinson assumed operation of the Baltis in K.C. from Cecil Mindel and Henry Sager . . . M. B. Presley, veteran theatre owner, passed away His theatres were the Globe at Savannah, Mo.; Binney at Pattonsburg, Mo.; Madison at Huntsville, Ark., and the Till at Hamilton, Mo., all operated by his children. . . . United Artists designated July 1-7 as UA Week, when every theatre in this area is invited to show a UA film.

Mrs. Mildred Harris, booker at Commonwealth, resigned. . . . Fox Midwest held a farewell picnic for Howard Milton, who will go to Los Angeles as exec. asst. to Elmer Rhoden, Sr., pres. of National Theatres. . . . Bob Brainered, UA salesman, moved from Ill territory to central Mo. . . . Bob Wolf Joined Dickson's as booker. . . . Mr. & Mrs. A. L. Fenton entertained Boonville, Mo. high school graduates at their annual all-night party at the Starlite ozoner.

Watch These Dates!

Aug. 23-24. Charleston—Allied Theatre Theatre Owners of W. Va. annual convention—Daniel Boone Hotel.

Oct. 6-9: Los Angeles—Theatre Owners of America national convention — Biltmore Hotel.

Nov. 5-9: Chicago—Allied States Association convention—Hotel Morrison.

Nov. 6-9: Chicago—International Popcorn Association convention, Hotel Morrison.

Nov. 13-15 Jacksonville — Motion Picture Exhibitors of Florida convention.

Nov. 13-15: Charlotte—Theatre Owners of N. & S. Carolina annual convention—Hotel Charlotte.

Nov. 21-22: St. Louis — Missouri-Illinois Theatre Owners annual convention — Hotel Chase.

LOS ANGELES

Claude Ford and associates, operators of the Los Feliz Drive-In, scheduled a July 1 opening for their new 400-car Bishop Drive-In near Bishop. . . . Eddie Dier leased the Lyric Theatre in Monrovia from Simon Lazarus. . . . Max Burkett, Warner exploiteer, passing out cigars to celebrate the arrival of a baby girl, named Diana. . . . Bernie Cobb, who recently resigned as salesman for RKO, joined Columbia in the same capacity. . . . A new wide screen and CinemaScope lenses were installed by Pembrex Theatre Supply in the Rustic Theatre, Idyllwide, operated by Mr. & Mrs. Glen Froelich.

A new ozoner, known as the Big Sky Drive-In, opened in San Diego with a 2,000-car capacity and boasting the largest screen in Calif. It is owned by Wade E. Allen and will be handled by J. Poynter theatre service. . . . Charles Maestri and Don Pavich of the Lippert Theatre in No. Calif., came down from San Francisco to do some booking and buying. . . . Dick McKay, Pacific Drive-Ins booker, celebrated his 16th wedding anniversary. . . . Henry Herbel, Warner dist. mgr., back at his desk after an extended illness. . . . Morrie Sudman, 20th-Fox branch mgr., is sporting a new Buick.

Oscar Amons has shuttered the Beaumont Theatre in Beaumont. . . . Back from a trip to Salt Lake City to inspect his company's holdings there, was Bob Benton of Sero Ents. . . . Shirley Golub, contract clerk at Warner's, engaged to Bernie Becker, who at one time operated a coffee shop on Film Row. . . . Frank Downey, 70, who was M-G-M mgr. in Detroit for many years and living here since his retirement last year, died of a heart attack. . . . Patrick O'Sullivan returned from an Arizona selling trip on behalf of "Mon and Dad." . . . . Motion Picture Research Council moved to 6660 Santa Monica Blvd., which has more operating space to house and test its many new research projects.

MIAMI

Jack Miller, mgr. of the Shores, is the first theatre man to be honored by election to the office of pres. of the Miami Shores Business & Professional Men's Assn. . . . Sid Meyer, co-owner of Wometco, is in a N.Y. hospital for surgery . . . Mack Herbert has an average of 10 birthday parties for kiddies every week, all free and part of good will for the newly renovated Bard Theatre. . . . Tom Braun, asst. mgr. at the Florida Theatre, and Rose Nevels, secy in the Florida State home office, will merge on July 23.

Claughton's Embassy goes for a new policy of double features with reduced admissions — 15¢ for children; adults 50¢ matinees, 60¢ evenings. Old classics will be tried. . . . Sam Fuller, mgr. of the Regent, only nabe in Allapatah (a community within Miami) had a "Name the Theatre" contest following complete renovation of the house . . . Citizens Federal Saving & Loan Co. of Hialeah are sponsoring a kiddie show at the Circle, with prizes of space suits and games. First one is set for July 1.



Grace Kelly and Cary Grant, stars of Alfred Hitchcock's Paramount production, "To Catch a Thief," are honored at a Paramount-sponsored cocktail reception on the occasion of Grant's two-week New York visit to assist in promotion of the VistaVision film. L. to R.: Grant; Miss Kelly; George Weltner, Paramount world-wide sales chief, and Barney Balaban, president of Paramount Pictures.

MILWAUKEE

Highlight of the recent luncheon meeting of the local Better Films Council was presentation of a scroll to the theatre that presented the best pictures from Oct. thru June 1955. Erv Clumb, mgr. of the Riverside, accepted the award on behalf of Standard Theas. from pres. Mrs. Fred Rosenkranz. Other guests present were Estelle Steinbach, Fox Garfield; Al Meskis, mgr. of the Warner, and Gordon Hewitt, Fox-Wisconsin. Principal discussion centered on objectionable advertising in local newspapers. . . . Jerry Kramer, Universal salesman, got himself engaged. . . . Grant Ents. Highway No. 15 Drive-In at Stevens Point is now open. . . . The Times Theatre has taken out its Trans-Lux type of presentation and installed CinemaScope. A new booth had to be built to accommodate the changeover.

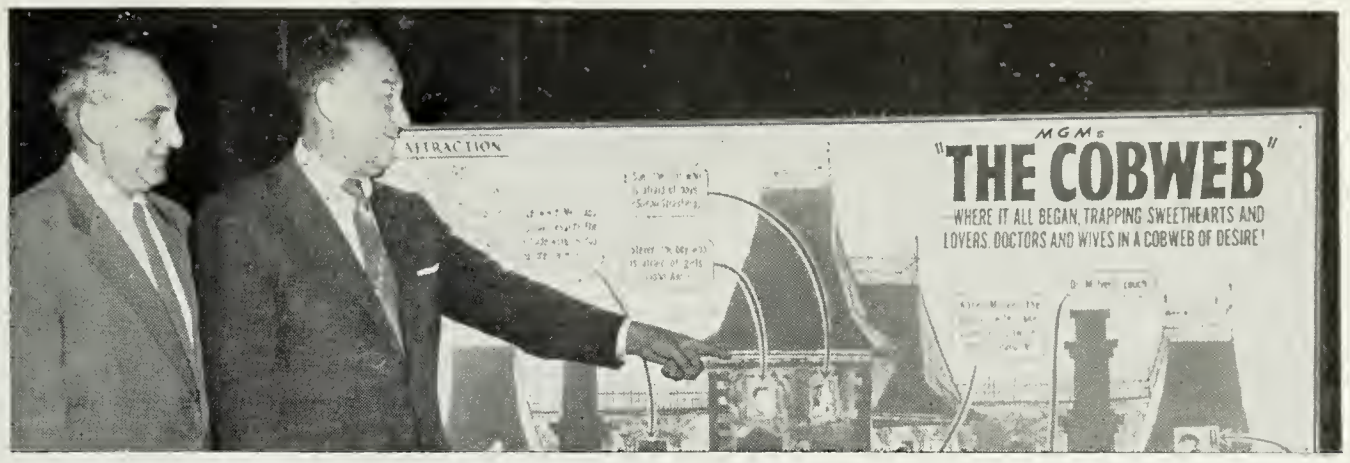
In town last week was Ralph Staub of Hollywood, who took motion pictures of the Marquette Heart Clinic, charity project of Wisconsin Variety. On hand at Mt. Sinai Hospital, where Marquette University will have a new addition for its heart research, were Ben Marcus, Sam Kaufman, L. Elman, Harold Pearson, Jack Kois, Jack Frackman and A. Provinzano. . . Ray Trampe held a meeting and outing for the board of directors of Wisconsin Allied and their wives at his home recently. . . . Eddy Safier is Buena Vista's new man in this territory and can be reached through Milwaukee Film Center here. . . . Robert Armhein closed his Pardee Theatre in Pardeeville

MINNEAPOLIS

Don Swartz' Independent-Lippert exchange is distributing "Davy Crockett, Indian Scout" in this territory. . . . Jimmy Randgaard, operator of the Staples at Staples, Minn., opened his new Rand Drive-In at Verndale, Minn. . . . Al Fritz, operator of the Lyric at Watertown, S.D., opened his Melody Drive-In there. . . . Mrs. Clarence Quincer and her son Don opened their new Wadena Drive-In at Wadena, Minn., where they also operate a conventional theatre. . . . Ed Sadusky, a manufacturer in Staples, Minn., was to open his Rapids Drive-In at Park Rapids, Minn. last week. . . . Sam Idelkope, bookers clerk at Paramount, is engaged to Dawn Blumberg.

Northwest premiere of "Cinerama Holiday" at the Century will be for benefit of the American Legion All-Star scholarship fund. Prices will range from $5 to $15. . . . Russ Stephens, mgr. of the RKO Orpheum, St. Paul, passed out cigars to announce the arrival of a son. . . . Howard A. Green, who managed the Campus and Varsity theatres for Fisher Amuse. Co., pleaded guilty to first degree grand larceny for taking $4,480 from the two houses. Green was returned from Brighton, Colo. . . . New student bookers on Film Row are Don Levy at Columbia, John MacPherson at U-I, and John Kovac at Paramount.

Gordon Spiess of Glenwood City, Wis. is building a new ozoner at Red Wing, Minn.—not Gordon Sties of Menomonie, Wis., as reported in the last issue. . . . James R. Feeny is the new asst. mgr. at the RKO Orpheum, St. Paul. . . . Reported that the Rose Drive-In, St. Paul, and the Bloomington, Mpls., are installing CinemaScope. . . . Kenny Adams, U-I sales mgr., spent his vacation building a new house. . . . New Lucky Twin Drive-In in suburban Burnsville Township is featuring pizza pies at its concessions stand.



An interesting angle on the 60 x 80 lobby display of M-G-M's "The Cobweb" is being pointed out by William Phillips (right), Loew's Theatres division head, to James Bruno, mgr. of Loew's State Theatre in New York City, where the film will follow the current attraction.

NEW HAVEN

Harry Brandt of the N.Y. theatre chain is listed as head of the newly formed Poquonock Drive-In Theatre Corp., which acquired the Bridge D-I, Grotin, formerly operated by Associated Mgmt. Corp. Ernest A. Grecula is serving as resident mgr. for the Brandt interests and Eddie O'Neill of Associated plans to enter the drive-in field in another state. . . . George E. Landers, E. M. Loew's Hartford div. mgr., postponed opening of the new $100,000, 800-car Candlelight Drive-In, Bridgeport, to mid-July. . . . A. J. (Jack) Bronstein, pres. of E. Hartford Family Drive-In, S. Windsor, named his son Joseph gen. mgr. to succeed Teresa Locatelli, resigned. . . . Harry Picazio, Jr. of Groton Drive-In is new pres. of the New London Lions Club.

Irving Hillman of S-W's Roger Sherman Theatre is distributing guest admission tickets to children participating in contributions of $15 or more to the Evening Register-Family Service Fresh Air Fund. Hillman was named winner of the first month's New Eng. zone Spring Festival drive, with Wm. McGrath of the State Manchester, and Joe Miklos, Embassy, New Britain, as runners up. . . . John Scanlan, Sr., Warner Theatre, Torrington, donated guest tickets to participants in the Junior Chamber of Commerce-sponsored blood donor programs. . . . RKO branch mgr. Barney Pitkin observed two anniversaries—30 years of marriage and 30 years with the company. . . . With summer shuttering of the Globe, Bridgeport, Al Domian was assigned as relief mgr. for Loew's Poli-New Eng. theatres.

Smith Mgmt. Co., which leased the 2,070-car Meadows D-I, Hartford, from North Meadow Realty Corp. for 30 years, has scheduled opening for July 8. Circuit exec. Richard Smith is extending invitations to Broadway and Hollywood celebs to attend opening of the half-million dollar project, said to be the largest ozoner in the world. . . . M&D Theas., headed by Sal Adorno, Sr., continning policy of extending invitations to public and parochial school graduates to attend performances at their downtown Middletown theatres. . . . A Berlin, Conn. taxpayer brought action in Common Pleas Court appealing from a local zoning board decision which authorized erection of a drive-in there by Atty. George LeWitt.

New Haven Variety Club, Tent 31, has been disbanded because of poor membership and lack of support. According to chief barker Henry Germaine, membership at one time reached 150. . . . Strand Amuse.'s Colony Theatre, Bridgeport, has been shuttered. . . . The Central, Colonial, Lenox and Lyric, neighborhood situations of Hartford Theatres Circuit, resumed weekday matinees with adult admissions reduced to 50¢, Mon-Fri. The 60¢ scale remains in effect week nights and week-ends.

NEW YORK

Formation of Sikor Film Distribution Co., with offices at 1564 Broadway, was announced by Barry Hyams, mng. dir., who is currently negotiating with Isaeli producers for American distribution rights to the films. . . . The final Variety Club luncheon for the season will be held at Toots Shor's on June 30, and will be topped off with a program arranged by Walt Framer of Walt Framer Productions. Larry Morris is luncheon chairman. . . . In order to concentrate on its distribution activities, Italian Films Export decided to discontinue operation of the IFE Dubbing Studios, 233 W. 49th St., effective the end of this month. . . . G. Knox Haddow, 63, mgr. of branch office service for Paramount Picts., passed away after a long illness.

OKLAHOMA CITY

Gene Thompson will reopen the Barnsdall Theatre on July 1, renaming it the "Thompson," and with his sister, Mrs. Letha Pendarvis, as mgr. CinemaScope films will be shown. . . . M-G-M branch mgr. George Fisher was in Santa Fe, N. M., attending the M-G-M Workshop, at which Ed Thorne, mgr. of Cooper Foundation Theas., was one of the panelists. Among exhibitors from this territory who attended were Ted Powell, Evelyn Theatre, Dumas, Tex.; J. D. Wilbanks, Wagon Wheel Drive-In, Spearman, Tex., and J. R. Brown, Texas Theatre, Shamrock, Tex. . . . Mrs. C. W. Duncan closed and dismantled her Avalon Theatre in Wetumka, Okla. . . . George Turner of the Vici Theatre, Vici, Okla., who broke several ribs while helping to restore telephone communications after the recent tornado at Blackwell, is reported in satisfactory condition.

Mrs. Wrenetta Housden is closing her Lyric Theatre, Commerce, Okla., until the Fall. . . . Majestic Theatre, Madill, Okla., is now closed. . . . Bucky Harris, Universal exploiteer, was in town working out an adv. campaign for "This Island Earth," which will play the Warner Theatre. . . . Sam Brunk, former Buena Vista mgr., is now salesman for Screen Guild here. . . . The Rex Theatre, Wewoka, Okla., removed its CinemaScope equipment. . . . Ada Theatre, Ada, Okla., has been equipped to show CinemaScope films. Mgr. Bill Rushing advises they have Optical Sound.

PHILADELPHIA

Exhibitor A. M. Ellis is getting his name into lights with renaming of the Brandywine Drive-In near Wilmington, Del. as "The Ellis," also the Forum Theatre in

PHILADELPHIA (cont'd.)

Phila., which he recently acquired. The Forum is being remodelled to seat 1300 and will be equipped with new seats, new front, air conditioning, new projection equipment and screen—at cost of some $150,000. The Ellis ozoner is expected to open around July 1 and is bidding for first-runs in Wilmington. . . . Max Gillis, Allied Artists franchise holder, proud over the scholarship to Harvard won by son Richard. . . . Ed Gallner, Loew's tub thumper, has an interest in Cafe Rodin, an arty coffee house on So. Quince St. below the Forrest Theatre.

Actor Preston Foster will return to his home town of Pitman, N. J., to participate in its 50th anniversary celebration July 3-9. . . . Buddy Golden is back in town as student booker for Universal. . . . Harold Coltun, former Universal upstate salesman, is now office mgr. at Allied Artists. . . . Mitchell Pantzer is pleased with the U. S. Supreme Court's decision that his Independent Poster's suit against National Screen be heard on its merits. . . . Eli M. Ginzburg, Republic salesman, passed away. He was 58. . . . George White of Buffalo, N. Y., is building a 1000-car ozoner near Shillington, Pa.

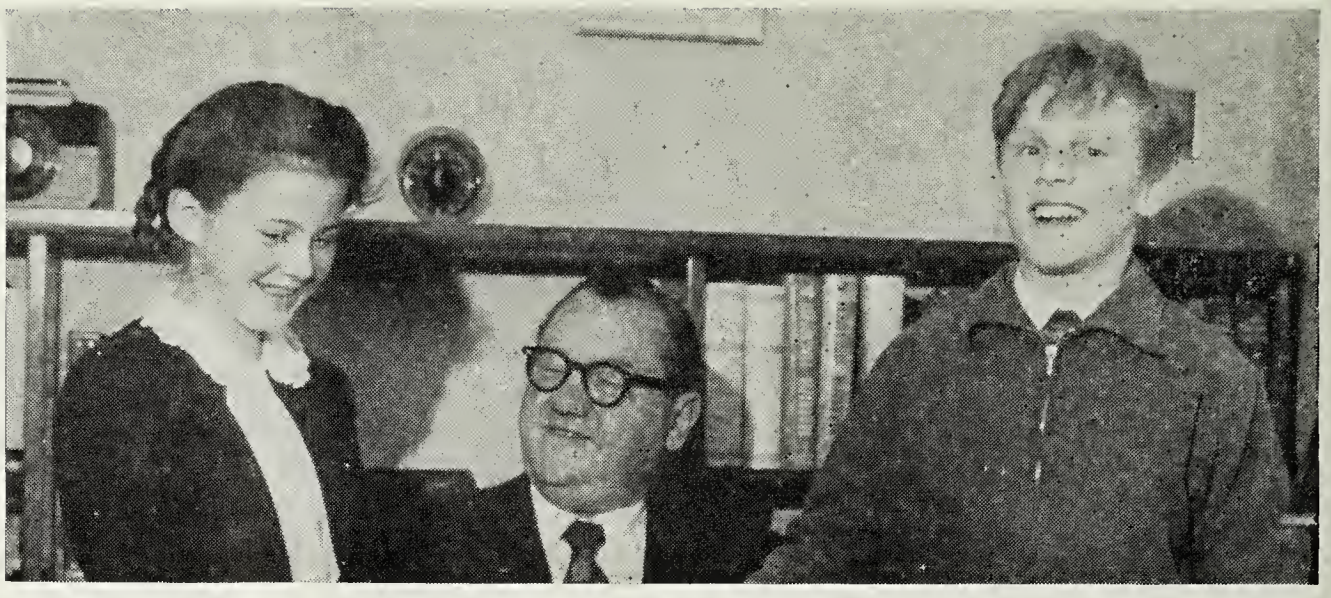
PITTSBURGH

Four Stanley-Warner showmen have been promoted here. Henry Burger, adv. dir., becomes dist. mgr. for the 14 city houses as well as the Stanley and Squirrel Hill, with Phil Katz moving into the adv. post. Katz's asst. will be Jules Curley of Olean, N. Y. Byron F. Moore, takes on S-W holdings in Washington, Ambridge and Donora. . . . The Fulton is looking for a new man to replace mgr. Bernie Hickey. Ed Fahey, who was to have come on from N. H., is staying there to pilot the big amusement park recently taken over by the Shea circuit. . . . Mayor David L. Lawrence proclaimed June 26-July 2 as "Cinerama Holiday Tri-State Area Week," with many special events planned.

Paramount salesman Pete DeFazio won $1,000 as the company's No. 1 business-getter in a six-month drive last year while working out of the Indianapolis exchange. . . . Associated Drive-Ins putting 40% reduction coupons in cartons of Pepsi-Cola. . . . Allied Artists moved to new offices at 1709 Blvd. of Allies. . . . Shirley Paulese, former 20th-Fox gal, and Harry Witmer of Columbia announced their secret marriage. . . . Paramount's Harry Passarell became a grandfather again. . . . Gus Hages, who owns the Baden Theatre, and his wife have gone to Greece for a vacation.

ST. LOUIS

The Nox Theatre, New Haven, Ill., recently closed by Elmer Quesstell, was reopened by Henry Alsher as owner, who sometime ago operated the house. . . . Floyd Hauhe and Vernon Miller, new owners of the 500-seat State at Alton, Ill., have made extensive improvements. Miller is mgr. . . . The 200-seat Ashland Theatre at Ashland, Ill. closed by Arthur Samore because of poor business. . . . Henry Zack, Republic salesman, recovering from injuries received in an auto accident. . . . Eddie Stevens, UA salesman, reports that the Little Egypt section of E. Ill. is experiencing a business revival. . . . Mrs. Thomas Bracken, owner of the Hurst Theatre at Hurst, Ill., and her husband are taking refresher courses at S. Ill. State College.



William J. Heineman, v.p. of United Artists in charge of distribution, congratulates Elsbeth Sigmund and Thomas Klameth, the young stars of "Heidi and Peter," after signing a production-distribution contract with producer Lazar Wechsler in Zurich, Switzerland.

A new Walker screen and CinemaScope equipment were installed in Mrs. Sarah Degan's Mars Theatre, Marissa, Ill. . . . Sue Wagonner, local High School girl, was signed to a film contract by M-G-M. . . . More than 300 theatre owners and managers attended the recent M-G-M Ticket Selling Workshop at Hotel Chase, headed by Mike Simons, director of customer relations. . . . MPO Local 143, IATSE affiliate, is now contributing 5% of wages for projectionists into the pension fund here, administered by trustees Louis Ansell and James Arthur for employers, and Robert Tomsen and Phil Murphy for the Union. . . . Hal Bower's Town Theatre, Lovington, Ill. closed due to a fire which damaged booth equipment.

Rio Syrup Co. is designing, equipping and installing concessions at the ozoner Adolph P. Meier is building on Rt. 19 west of Cuba, Mo. . . . Anne Weeks, daughter of Charles Weeks, owner of the Weeks Theatre, Dexter, Mo., was married to Lt. John Deghuee. . . . E. Perry Steinkopf, 61, local area projectionist, passed away. . . . Marvin Stott is new owner of the 300-seat Dupo Theatre, Dupo, Ill. . . . Mrs. G. Forristal sold the 400-seat Maple Theatre, Maplewood Park, Ill. to Menard and Bugg. Lawrence Menard is mgr. and booker-buyer. . . . V. F. Helling succeeded Wm. Grant as city mgr. for Frisina in Taylorville, Ill.

East St. Louis Drive-In, a unit of Publix Great States, now boasts an aluminum screen tower, widened screen and other improvements. . . . Jimmy Frisina of Frisina Amuse. Co. shot a 65 over the tough Springfield, Ill. Country Club course recently. He is the Ill. amateur champion. . . . Herb Washburn of National Screen reports big demand here for the company's Aravel Ad frame, carried atop autos and providing two-side ads for theatre programs. . . . Herbert Bamberger is now mgr. of the Wehrenberg 66 Park-In on U.S.66; Charles Fleming is mgr. and George Robinson asst. mgr. of the South Twin Drive-In, both in St. L. County.

SAN FRANCISCO

Completely rebuilt, H. W. Riedemann's fire damaged Port Chicago Theatre, Martinez, reopened as the Bay Point Theatre. . . . Spartan Drive-In, San Jose, a General Theatrical house, opened June 15. . . . William Garren and Steven Meyers installed CinemaScope at their Tahoe Drive-In, Lake Tahoe. . . . James French, Para. salesman, was granted a month's leave because of illness. . . . Jenny Sommerville, graduated from the Westland switchboard to booker of short subjects. . . . Emil Palermo, Star Theatre, Stockton, introduced his assistant Ruth Clark to the Row.

Heaton Randall, Nat'l. Theatre Supply, reports CinemaScope installations at the Strand Theatre, Modesto, and Tahoe Tavern, Lake Tahoe. . . . A late Sunday night patron left the San Pablo Auto Movie via the box office and held up cashier Ernest Furman, collecting $826 in week-end receipts. . . . Principal Theatres reports a June 21 closing for their State Theatre in Sacramento. . . . After two months, Jean Eichenbaum, UI clerk, is back, fully recovered from injuries received in an auto accident. . . . Fox launched the largest budgeted campaign in almost two years to promote the "Seven Year Itch," acc. to Don Yarbrough, pub. dir.

Rumored here that Mike Todd Productions will take over Paramount's State Theatre, dark for several years, for a N. Calif. Todd A-O Theatre. . . . Quick action by Courtney Minehart, night usher at the Bridge Theatre, resulted in arrest of a robber shortly after he took $95 from cashier Carol Staudenmaier. . . . A testimonial luncheon was given by Variety Club to Dick Colbert, Univ. sales mgr., who left to become branch mgr. of the Portland office. . . . Edward Smythe, Univ. office mgr., was in St. Francis Hospital. . . . Hans Szermak, Univ. booker, is leaving the industry.

SEATTLE

Maury Saffle will become chairman, and Harry Wall co-chairman of the Theatre Owners Assn. of Wash., No. Idaho and Alaska on July 1. Dwight Spracher is secy. . . . Pacific Northwest and Alaska Variety Club elected the following officers: M. W. (Bud) Saffle, chief barker; Ed Cruea, 1st asst.; Glenn Haviland, 2nd asst.; Frederic A. Danz, property master; C. B. Gustafson, dough guy. Charter Night will be observed with a dinner-dance on Aug. 18, place to be announced later, and the first annual golf tournament of the organization will be held Aug. 19 at Sand Point Golf and Country Club in Seattle.

Modern Theatre Supply is equipping Peter Barnes' new Pow Wow Drive-In at Oroville, Wash. . . . Leonard Raatz joined the sales staff of Modern. . . . National Theatre Supply will do a CinemaScope installation at the Selma Theatre, Republic Wash. . . . 237 Wash. and B.C. exhibitors attended the M-G-M Ticket Selling Workshop at the Olympic Hotel recently.

FEATURES—Calendar of 1954-55 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
Nov. 21st	5504	Cry Vengeance	83	Mark Stevens, Martha Hyer, Joan Vohs
Dec. 5th	5505	Port of Hell	80	Dane Clark, Wayne Morris, Carole Mathews
Dec. 19th	5506	Tonight's The Night	88	Barry Fitzgerald, Y. De Carlo, David Niven
Jan. 2nd	5421	Bowery to Bagdad	64	Leo Gorcey, Huntz Hall
Jan. 23rd	5507	Treasure of Ruby Hills	71	Zachary Scott, Carole Mathews, Dick Foran
Feb. 13th	5508	Big Combo, The	89	Cornel Wilde, Jean Wallace, Richard Conte, Brian Donlevy
Feb. 27th	5510	Danger Is My Beat	77	Barbara Payton, Paul Langton
Mar. 13th	5509	Dial Red O	3	Bill Elliott, Helene Stanley, Keith Larsen
Mar. 20th	5511	The Big Tip Off	80	Richard Conte, Constance Smith, Bruce Bennett
Mar. 27th	5512	Seven Angry Men	90	Raymond Massey, Debra Paget, Jeffrey Hunter
Apr. 10th	5513	An Annapolis Story, (Tech.)	81	John Derek Diana Lynn, Kevin McCarthy
Apr. 17th	5514	High Society	61	Leo Gorcey, Huntz Hall
Apr. 24th	5515	Shot Gun (Tech.)	80	Sterling Hayden, Yvonne De Carlo, Zachary Scott
May 15th	5516	Las Vegas Shakedown	79	Dennis O'Keefe, Coleen Grey
May 29th	5517	Skabenga (Eastman color)	61	Documentary
June 12th	5518	Lord of the Jungle	69	J. Sheffield, Wayne Morris
June 19th	5519	Finger Man	82	Frank Lovejoy, Forrest Tucker, Peggie Castle
July 3rd	5520	Wichita (Tech.)	81	Joel McCrea, Vera Miles
July 10th	5521	Case of the Red Monkey	73	Richard Conte, Rona Anderson
July 24th	5522	Spy Chasers	61	Leo Gorcey, Huntz Hall
Aug. 7th	5523	The Warriors (CinemaScope, Tech.)	85	Errol Flynn, Joanne Dru
Aug. 21st	5524	Betrayed Women	64	Carole Mathews, Beverly Michaels

BUENA VISTA DISTRIBUTING CO.

November '54	The Vanishing Prairie (Technicolor)	71	
January '55	20,000 Leagues Under the Sea (Technicolor)	127	Kirk Douglas, James Mason, Peter Lorre and Paul Lucas
June '55	The Littlest Outlaw (Technicolor)	75	Pedro Armendariz and Joseph Calleia
July '55	Lady and the Tramp (Technicolor)	75	Cartoon feature
September '55	Davy Crockett, King of the Wild Frontier (Tech., Widescreen)	95	Fess Parker, Buddy Ebsen
January '56	The African Lion (Technicolor)	—	

COLUMBIA

Nov	716	Fire Over Africa (Technicolor)	84	Maureen O'Hara, Macdonald Carey
Dec.	715	Phffft	88	Judy Holliday, Jack Carson, J. Lemmon
Dec.	717	They Rode West (Color)	84	Robert Francis, Donna Reed
Jan.	731	The Bamboo Prison	80	Robert Francis, Diane Foster
Jan.	—	Masterson of Kansas (Technicolor)	73	George Montgomery, Nancy Gates
Jan.	735	The Violent Men (CinemaScope-Tech.)	96	Glenn Ford, Barbara Stanwyck, Edward G. Robinson
Feb.	706	Pirates of Tripoli (Tech.)	72	Patricia Medina, Paul Heinrid
Feb.	725	Ten Men Wanted (Tech.)	80	Randolph Scott, Jocelyn Brando
Feb.	726	Women's Prison	80	Ida Lupino, Howard Duff
Mar.	730	New Orleans Uncensored	86	Arthur Franz, Beverly Garland, Helene Stanton
Mar.	727	Wyoming Renegades (Color)	73	Phil Carey, Gene Evans, Martha Hyer, William Bishop
Mar.	734	The Detective	91	Alec Guiness, Joan Greenwood
April	737	Three For the Show (Color-CinemaScope)	93	Betty Grable, Marge & Gower Champion
April	744	Jungle Moon Men	70	Johnny Weissmuller
April	—	The Return of October (Technicolor) (Re-issue)	89	Glenn Ford, Terry Moore
May	724	The End of the Affair	106	Deborah Kerr, Van Johnson
May	728	Tight Spot	97	Ginger Rogers, Edward G. Robinson
May	739	Cell 2455 Death Row	77	William Campbell, Marian Carr
May	743	Seminole Uprising (Technicolor)	74	George Montgomery, Karin Booth
June	742	Five Against the House	84	Guy Madison, Kim Novak
June	738	Prize of Gold (Technicolor)	98	Richard Widmark, Mai Zetterling

FILMAKERS

Feb. 15	6069	Crashout	90	William Bendix, Arthur Kennedy, Beverly Michaels
Apr. 15	6068	Mad At The World	72	Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell

I. F. E.

American Dialogue

September '54	Bread, Love and Dreams	90	Gina Lollobrigida, Vittorio ,De Sica
October '54	Girls Marked Danger!	75	Vittorio Gassman, Silvana Pampanini
November '54	Aida (in Ferraniacolor) (in association with S. Hurok)	95	Sophia Loren, Afro Polli, Lois Maxwell
December '54	Theodora, Slave Empress (Pathecolor	88½	Gianna Maria Canale, Georges Marchal,
February '55	"Mademoiselle Gobette"	78	Silvana Pampanini
April '55	Wayward Wife	95	Gina Lollobrigida
May '55	"Love in the City" Pre-release—May; Regular release—June	90	English commentary & subtitles.
May '55	Outlaw Girl	76	Silvana Mangano, Amedeo Nazzari
May '55	Green Magic (Color)	85	(Documentary with English commentary)

LIPPERT PICTURES

Release Date	Release No.	Production	Time (min.)	Cast
Nov. 26th	5323	The Siege	63	Special Cast
Dec. 10th	5403	Race for Life	69	Richard Conte, Mari Aldon, George Coulouris
Dec. 24th	5407	The Black Pirates (Color)	74	Anthony Dexter, Lon Chaney, Martha Roth
Jan. 7th	5406	They Were So Young	80	Scott Brady, Raymond Burr, Johanna Matz
Mar. 25th	5411	The Silver Star	73	Edgar Buchanan, Marie Windsor, Lon Chaney
Apr. 8th	5415	Thunder Over Sangoland	73	Jon Hall, Ray Montgomery, Marjorie Lord
Apr. 15th	5409	The Glass Tomb	59	John Ireland
May 6th	5413	Air Strike	67	Richard Denning, Gloria Jean, Don Haggerty
May 13th	5414	Phantom of the Jungle	75	Jon Hall, Ray Montgomery, Anne Gwynne
June 3rd	5418	Knig Dinosaur	59	Bill Bryant, Wanda Curtis
June 20th	5416	The Lonesome Trail	73	Wayne Morris, John Agar, Margia Dean

METRO-GOLDWYN-MAYER

Nov.	507	Athena (EastmanColor-CinemaScope)	95	Jane Powell, Vic Damone, Debbie Reynolds
Nov.	510	Last Time I Saw Paris (Technicolor)	116	Elizabeth Taylor, Van Johnson, Donna Reed
Dec.	511	Crest of the Wave	90	Gene Kelly, Jeff Richards
	513	Battleground (Re-Issue)	118	Van Johnson, John Hodiak, Ricardo Montalban, George Murphy
	514	The Asphalt Jungle (Re-Issue)	112	Sterling Hayden, Louis Calhern, Jean Hagen
	512	Deep In My Heart (EastmanColor)	132	Jose Ferrer, Merle Oberon, Helen Traubel, Walter Pidgeon, Paul Henreid
Jan.	515	Bad Day at Black Rock (Color CinemaScope)	81	Spencer Tracy, Robert Ryan, Anne Francis, Walter Brennan
	516	Green Fire (Color CinemaScope)	100	Stewart Granger, Grace Kelly
Feb.	517	Many Rivers to Cross (Color CinemaScope)	83	Robert Taylor, Eleanor Parker
	518	Jupiter's Darling (Color CinemaScope)	96	Esther Williams, Howard Keel
March	519	Hit The Deck (Color CinemaScope)	112	Jane Powell, Tony Martin
	521	Blackboard Jungle	101	Glenn Ford, Anne Francis, Louis Calhern
April	522	Glass Slipper	94	Michael Wilding, Leslie Caron
	523	Bedevilled (Color CinemaScope)	89	Anne Baxter, Steve Forrest
May	525	The Prodigal (Cinema-Scope-Eastman Color)	115	Lana Turner, Edmund Purdom
May	526	The Marauders	81	Dan Duryea, Jeff Richards
June	527	Love Me Or Leave Me -Eastman Color).	108	
June	528	Moonfleet (CinemaScope-Eastman)	89	Stewart Granger, Viveca
July	529	Interrupted Melody (CinemaScope-Eastman)	106	E. Parker, G. Ford Lindfors
	531	The Cobweb (CinemaScope-Eastman)	124	L. Bacall, R. Widmark, C. Boyer
August	——	The Kings Thief (CinemaScope-Eastman)	78	Edmund Purdom, Ann Blyth, David Niven
		The Scarlet Coat (CinemaScope)	104	C. Wilde, Michael Wilding, G. Sanders, A. Francis

FEATURES—Calendar of 1954-55 Releases

(As far ahead as it is possible to obtain them)

PARAMOUNT

Release Date	Release No.	Production	Time (min.)	Cast
November	5430	White Christmas (VistaVision-Technicolor)	120	Bing Crosby, Danny Kaye, Rosemary Clooney, Vera-Ellen.
Jan.	5404	Three Ring Circus (VistaVision-Technicolor)	104	Dean Martin, Jerry Lewis
Feb.	5405	The Bridges At Toko-Ri (Technicolor)	103	William Holden, Grace Kelly, Frederic March, Mickey Rooney
Mar.	5407	Conquest of Space (Technicolor)	80	Produced by George Pal
Mar.	5409	The Country Girl	104	Bing Crosby, William Holden, Grace Kelly
April	5410	Run For Cover (VistaVision-Technicolor)	92	James Cagney, Viveca Lindfors, John Derek.
Apr.	5406	Mambo	94	Shelley Winters, Silvana Mangano, Vittorio Gassman, Katherine Dunham and Dancers
May	5411	Hell's Island (VistaVision-Technicolor)	84	John Payne, Mary Murphy, Francis L. Sullivan.
June	5412	The Far Horizons (VistaVision-Technicolor)	108	Fred MacMurray, Charleton Heston, Donna Reed, Barbara Hale.
July	5413	The Seven Little Foys (VistaVision-Technicolor)	93	Bob Hope, Milly Vitale.
July	5426	Strategic Air Command (VistaVision-Technicolor)	114	James Stewart, June Allyson
August	5414	We're No Angels (VistaVision-Technicolor)	103	Humphrey Bogart, Aldo Ray, Peter Ustinov, Joan Bennett
August	5415	You're Never Too Young (VistaVision-Technicolor)		Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch
Sept.	5501	The Girl Rush (VistaVision-Technicolor)		Rosalind Russell, Fernando Lamas, Gloria DeHaven, Eddie Albert
Sept.	5502	To Catch A Thief (VistaVision-Technicolor)		Cary Grant, Grace Kelly
Sept.	5503	Ulysses (Technicolor)	104	Kirk Douglas, Silvana Mangano, Anthony Quinn, Rossana Podesta

RKO-RADIO

Nov.	504	This Is My Love (PatheColor)	91	Linda Darnell, Rick Jason, Dan Duryea, Faith Domergue
Nov.	505	Cattle Queen of Montana (Technicolor)	88	Barbara Stanwyck, Ronald Reagan, Gene Evans, Lance Fuller, Tony Caruso
Dec.	508	Hansel & Gretel (Tech.)	75	The "Kinemins"
Jan.	509	The Americano (Technicolor)	85	Glenn Ford, Ursula Thiesa, Frank Lovejoy, Cesar Romero
Feb.	506	"Underwater!" (Technicolor-Superscope)	99	Jane Russell, Gilbert Roland, Richard Egan, Lori Nelson, Robert Keith, Joseph Calleia
Feb.	507	Tarzan's Hidden Jungle	73	Gordon Scott, Vera Miles
March	511	Rage at Dawn (Technicolor)	87	Randolph Scott, Mala Powers, Forrest Tucker
April	512	Escape to Burma (Tech.-Superscope)	87	Barbara Stanwyck, David Farrar, Robert Ryan
		Jet Pilot (Technicolor-Superscope)	119	John Wayne, Janet Leigh
		The Conqueror (Cinemascope-color)		Price, Mari Blanchard John Wayne, Susan Hayward, Pedro Armendariz
April Re-Issues				
	573	The Informer	91	Victor McLagen, Heather Angel, Preston Foster.
	574	Berlin Express	86	Merle Oberon, Robert Ryan.
May	510	Quest for the Lost City (color)	60	Dana & Ginger Lamb
	575	Bringing Up Baby	102	Katherine Hepburn, Gary Grant.
	576	I Remember Mama	119	Irene Dunne, Barbara Bel Geddes, Oscar Homolka.
June Re-issues	513	"Son Of Sinbad" (Technicolor-Superscope)	88	Dale Robertson, Sally Forrest, Lili St. Cyr, Vincent Price
June	577	"The Big Street"	88	Henry Fonda, Lucille Ball, Ozzie Nelson
June 29th	514	"Wakamba"	65	African Adventure.
June 28th	515	Pearl of the South Pacific (Technicolor-Superscope)	86	Virginia Mayo, Dennis Morgan, David Farrar

REPUBLIC

Release Date	Release No.	Production	Time (min.)	Cast
Nov. 15th	5312	The She Wolf	93	Kerina, Ettore Manni, May Britt
Dec. 1st	5313	Trouble In Glen	91	Margaret Lockwood, Orson Welles, Forrest Tucker
Dec. 8th	5314	The Atomic Kid	86	Mickey Rooney, Robert Strauss, Elaine Davis
Dec. 15th	5315	Hell's Outpost	90	Rod Cameron, Joan Leslie, Chill Wills
Jan. 5th	5430	African Manhunt	65	Myron Healey, Karen Booth, John Kellogg
Jan. 12th	5431	Trouble In Store	86	Norman Wisdom, Margaret Rutherford, Moira Lister
Jan. 28th	5326	Carolina Cannonball	72	Judy Canova, Ross Elliott, Andy Clyde
Jan. 28th	5342	The Square Ring	73	Jack Warner, Robert Beatty, Maxwell Reed
Feb. 2nd	5401	Doctor in the House (Rank)	92	Dirk Bogarde, Muriel Pavlow, Kenneth More
Feb. 28th	5402	Timberjack	94	Sterling Hayden, Vera Ralston, David Brian
Mar. 22nd	5403	Yellowneck	83	Lin McCarthy, Stephen Courtleigh, Berry Kroeger
Mar. 29th	5433	A Day To Remember	72	Stanley Holloway, Joan Rice, Odile Versois
May 5th	5405	The Eternal Sea	103	Sterling Hayden, Alexis Smith, Dean Jagger
May 12th	5404	Santa Fe Passage	90	John Payne, Faith Domergue, Rod Cameron
May 19th	5434	I Cover The Underworld	70	Sean McClary, Joanne Jordan, Ray Middleton
May 26th	——	Don Juan's Night of Love	71	Raf Vallone, Silvana Pampanini, Michele Philippe
June 2nd	——	City Of Shadows		Victor McLaglen, John Baer
June 9th	——	The Green Buddha		Wayne Morris, Mary Germaine
June 16th	——	The Road to Denver		John Payne, Mona Truman, Lee J. Cobb
June 23rd	——	Double Jeopardy		Rod Cameron, Gale Robbins, Allison Hayes
June 30th	——	Flame of the Islands		Yvonne De Carlo, Zachary Scott, Howard Duff
July 7th	——	Lay That Rifle Down		Judy Canova, Robert Lowery, Jil Jarmyn
July 14th	——	Mystery of the Black Jungle		Lex Barker, Joan Maxwell
July 21st	——	Magic Fire		Yvonne De Carlo, Carlos Thompson, Rita Gam
July 28th	——	Headline Hunters		Rod Cameron, Julie Bishop, Ben Cooper
Aug. 4th	——	Jaguar		Sabu, Chiquita, Touch Conners, Barton MacLane
Aug. 11th	——	The Divided Heart		Cornell Borchers, Yvonne Mitchell, Armin Dahlen
Aug. 18th	——	The Last Command		Sterling Hayden, Anna Maria Alberghetti, Richard Carlson.
Aug. 25th	——	Circus Girl (Trucolor)		
Sept. 1st	——	The Hostage		Ray Milland, Mary Murphy
Sept. 8th	——	The Vanishing American (Trucolor)		Scott Brady, Audrey Totter, Forrest Tucker
Sept. 15th	——	Come Next Spring (Trucolor)		Steve Cochran, Ann Sheridan, Sonny Tufts

TWENTIETH CENTURY-FOX

November	423	Black Widow (CinemaScope-Color by De Luxe)	95	Gene Tierney, Van Heflin, Peggy Ann Garner
November	425	Desiree (CinemaScope-Color by De Luxe)	110	Marlon Brando, Jean Simmons
November	428	Black Thirteen	75	Peter Reynolds, Rona Anderon
November	427	Outlaw's Daughter (Color)	75	Bill Williams, Kelly Ryan
December	426	There's No Business Like Show Business	117	Marilyn Monroe, Ethel Merman, Dan Dailey, Donald O'Connor, Mitzi Gaynor, Johnnie Ray
December	430	The Other Woman	81	Hugo Haas, Cleo Moore
December	429	Devil's Harbor	71	Richard Arlen, Greta Gynt
		1955		
January	422	Carmen Jones (CinemaScope-Color by De Luxe)	105	Pearl Bailey, Dorothy Dandridge, Harry Belafonte, Joe Adams
January	502	Prince of Players (CinemaScope-Color by De Luxe)	102	Richard Burton, Maggie McNamara, John Derek, Raymond Massey, Charles Bickford, Elizabeth Sellars
January	540	Twelve O'Clock High (Re-Release)	132	Gregory Peck, Hugh Marlowe, Gary Merrill, Millard Mitchell, Dean Jagger
February	503	White Feather (CinemaScope-Tech.)	102	Robert Wagner, John Lund, Debra Paget, Jeffrey Hunter, Eduard Franz
February	505	The Racers (CinemaScope-Color by De Luxe)	95	Kirk Douglas, Bella Darvi, Gilbert Roland, Cesar Romero

FEATURES—Calendar of 1954-55 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
March	507	Untamed (CinemaScope-Color by De Luxe)	111	Tyrone Power, Susan Hayward, Richard Egan, John Justin, Agnes Moorehead, Rita Moreno, Hope Emerson
April	511	Angela	81	Dennis O'Keefe, Mara Lane
April	509	A Man Called Peter CinemaScope-Color by De Luxe)	119	Jean Peters, Richard Todd, Gill Esmond, Robert Burton
April	510	Violent Saturday (CinemaScope-Color)	90	Victor Mature, Sylvia Sidney, Stephen McNally, J. Carroll Naish
May	515-7	Daddy Long Legs (CinemaScope-Color by De Luxe)	126	Fred Astaire, Leslie Caron, Thelma Ritter
May	508-2	The Adventures of Sadie (Color)	88	Joan Collins, Kenneth More, George Cole
May	508	The Adventures of Sadie	88	Joan Collins, Kenneth More, George Cole
June	513	The Magnificent Matador (CinemaScope-Tech.)	94	Maureen O'Hara, Anthony Quinn
June	514	Soldier of Fortune (CinemaScope-Color by De Luxe)	96	Clark Gable, Susan Hayward
July	506	Life in the Balance	74	Ricardo Montalban, Anne Bancroft, Lee Marvin, Jose Perez
July	512	The Living Swamp		Documentary
July	—	How to Be Very Popular (CinemaScope-Color by De Luxe)	—	Betty Grable, Sheree North, Robert Cummings

UNITED ARTISTS

Nov.	5446	Twist of Fate	89	Ginger Rogers, Jacques Bergerac
Nov.	5438	Shield for Murder	80	Edmond O'Brien, John Agar, Marla English
Nov.	5444	The White Orchid (PatheColor)	81	William Lundigan, Peggie Castle
Nov.	5447	Snow Creature	70	Paul Langton, Leslie Denison
Nov.	5445	You Know What Sailors Are (Technicolor)	89	Akim Tamiroff, Donald Sinden
Dec.	5448	Vera Cruz (Technicolor, Superscope)	94	Gary Cooper, Burt Lancaster
Dec.	5443	The Steel Cage	80	Paul Kelly, Maureen O'Sullivan
Dec.	5449	Romeo and Juliet (Technicolor)	140	Laurence Harvey, Susan Shentall
Jan.	5450	Black Tuesday	80	Edward G. Robinson, Jean Parker
Jan.	5501	The Beachcomber (Technicolor)	82	Robert Newton, Glynis Johns
Jan.	5502	Battle Taxi	82	Sterling Hayden, Arthur Franz
Feb.	5504	Sabaka (Technicolor)	74	Boris Karloff, Reginald Denny
Feb.	5505	The Good Die Young	100	Laurence Harvey, Gloria Grahame
Feb.	5506	Canyon Crossroads	83	Richard Basehart, Phyllis Kirk
Mar.	5507	Big House, U.S.A.	82	Broderick Crawford, Ralph Meeker.
Mar.	5508	Stranger On Horseback (Ansco-Pathe)	66	Joel McCrea, Miroslava.
Mar.	5509	Marty	91	Ernest Borgnine, Betsy Blair.
April	5503	The Purple Plain (Tech.)	100	Gregory Peck, Win-Min-Than.
April	5510	A Bullet For Joey	85	Edward G. Robinson, George Raft, Audrey Totter.
April	5511	Lilacs In The Spring (Eastman color)	94	Errol Flynn, Anna Neagle.
May	5513	Kiss Me Deadly	105	Ralph Meeker, Albert Dekker
May	5514	The Tiger and the Flame (Technicolor)	97	Mehtab, Sohrab Modi
May	5515	Robbers' Roost	82	George Montgomery, Richard Boone
May	5516	Top of the World	90	Dale Robertson, Evelyn Keyes
June	.....	Summertime	99	Katherine Hepburn, Rossano Brazzi
June	.....	The Big Bluff	70	John Bromfield, Martha Vickers
June	.....	The Sea Shall Not Have Them	91	Michael Redgrave, Dirk Bogarde
June	.....	Othello	92	Orson Welles, Suzanne Cloutier
June	.....	Albert, R.N.	88	Anthony Steel, Jack Warner
July		Not as a Stranger	135	Robert Mitchum, Olivia de Haviland, Frank Sinatra

UNIVERSAL

Nov.	501	Bengal Brigade (Tech.)	87	Rock Hudson, Arlene Dahl
Dec.	510	Yellow Mountain (Technicolor)	78	Lex Barker, Mala Powers, Howard Duff
Dec.	505	Sign of the Pagan (CinemaScope-Tech.)	92	Jeff Chandler, Jack Palance, Rita Gam
Dec.	506	Sign of the Pagan (Regular-Technicolor)	92	Jeff Chandler, Jack Palance, Rita Gam
Jan.	507	So This Is Paris (Technicolor)	96	Tony Curtis, Gloria DeHaven, Gene Nelson, Corinne Calvert
Jan.	508	Destry (Technicolor)	91	Audie Murphy, Mari Blanchard
Jan.	503	West of Zanzibar	83	Anthony Steel Sheila Sim
Feb.	511	The Far Country (Technicolor)	97	Jim Stewart, Ruth Roman
Feb.	512	Six Bridges to Cross	99	Tony Curtis, Julie Adams
Feb.	513	Abbott & Costello Meet The Keystone Kops	79	Bud Abbott, Lou Costello
Mar.	509	Land Of Fury	82	Jack Hawkins, Glynis Johns.
Mar.	514	Captain Lightfoot (Tech.-CinemaScope)	92	Rock Hudson, Barbara Rush.
Mar.	516	Smoke Signal (Tech.)	88	Dana Andrews, Piper Laurie.
Apr.	517	Chief Crazy Horse (Tech.-CinemaScope)	86	Victor Mature, Susan Ball, John Lund
Apr.	518	Chief Crazy Horse (Standard Version)	86	
Apr.	519	Ma & Pa Kettle at Waikiki	79	Marjorie Main, Percy Kilbride, Lori Nelson
Apr.	520	Man Without a Star (Technicolor)	89	Kirk Douglas, Jeanne Crain, Claire Trevor
May	521	Revenge of the Creature (3-D)	82	John Agar, Lori Nelson.
May	522	Revenge of the Creature (Standard)	82	
May	523	Cult Of The Cobra	82	Richard Long, Faith Domergue, Marshall Thompson.
May	524	The Looters	87	Rory Calhoun, Julie Adams
June	526	Abbott & Costello Meet The Mummy	79	Bud Abbott, Lou Costello, Marie Windsor.
June	525	Man From Bitter Ridge (Color)	80	Lex Barker, Mara Corday, Stephen McNally
June	527	This Island Earth (Technicolor)	87	Jeff Morrow, Faith Domergue
July	529	Ain't Misbehavin! (Technicolor)	82	Piper Laurie, Rory Calhoun, Jack Carson
July	530	The Purple Mask (Tech.-CinemaScope)	80	Tony Curtis, Colleen Miller, Angela Lansbury
July	.....	Foxfire (Technicolor)	—	Jeff Chandler, Jane Russell, Dan Duryea
Sept.	535	The Shrike	88	Jose Ferrer, June Allyson

WARNER BROS.-FIRST NATIONAL

Oct. 16th	403	A Star is Born (CinemaScope-Tech.) (Special Engagements only)	154	Judy Garland, James Mason, Jack Carson
Nov. 13th	404	Drum Beat (CinemaScope-WarnerColor)	111	Alan Ladd, Audrey Dalton
Nov. 27th	405	Track of the Cat (CinemaScope-WarnerColor)	102	Robert Mitchum, Diana Lynn, Teresea Wright
Dec. 11th	406	Saratoga Trunk (Re-release)	135	Gary Cooper, Ingrid Bergman, Flora Robson
Dec. 11th	407	The Big Sleep (Re-release)	114	Humphrey Bogart, Lauren Bacall, Martha Vickers.
Jan 1st	409	Young at Heart (Color by WarnerColor) (Print by Technicolor)	117	Doris Day, Frank Sinatra, Gig Young, Ethel Barrymore, Dorothy Malone, Robert Keith
Jan. 22nd	403	A Star is Born (In CinemaScope) (Color by Technicolor)	154	Judy Garland, James Mason, Jack Carson, Charles Bickford, Tom Noonan
Feb. 5th	408	The Silver Chalice (In CinemaScope) (Color by WarnerColor)	137	Virginia Mayo, Pier Angeli, Jack Palance, Paul Newman, Walter Hampden
Feb. 26th	412	Unchained	75	Elroy Hirsch, Barbara Hale, Chester Morris
Mar. 12th	411	Battle Cry (CinemaScope and WarnerColor)	148	Van Heflin, Aldo Ray, Mona Freeman.
Mar. 19th	413	N. Y. Confidential	87	Broderick Crawford, Anne Bancroft.
Apr. 9th	414	East Of Eden (CinemaScope-WarnerColor)	115	Julie Harris, James Dean, Raymond Massey.
April 30th	415	Strange Lady in Town (CinemaScope-WarnerColor)	112	Greer Garson, Dana Andrews
May 14th	410	Jump Into Hell	93	Jack Sernas, Kurt Kaznar, Arnold Moss.
June 4th	416	The Sea Chase (CinemaScope-WarnerColor)	118	John Wayne, Lana Turner, Tab Hunter
June 18th	417	Tall Man Riding (CinemaScope-WarnerColor)	83	Randolph Scott, Dorothy Malone, Peggy Castle
July	418	Mister Roberts (CinemaScope-WarnerColor)	123	Henry Fonda, James Cagney, William Powell
July	419	Land of the Pharoahs (CinemaScope-WarnerColor)	—	Jack Hawkins, Joan Collins, Dewey Martin
July	.....	The Dam Busters	—	Richard Todd, Michael Redgrave

Hollywood Production

ALLIED ARTISTS

Shooting

SON OF JACK SLADE
Cast: John Ericson, Mari Blanchard, Neville Brand, Donna Drew, Angie Dickinson, Lyla Graham, Casey Adams, John Sheppodd, Howard Petrie.
Producer .....Lindsley Parsons
Director .....Harold Schuster

BOBBY WARE IS MISSING
Cast: Neville Brand, Arthur Franz.
Producer .....Vincent M. Fennelly
Director .....Thomas Carr

Cutting

SPY CHASERS
Cast: Leo Gorcey, Huntz Hall, Lisa Davis.
Producer .....Ben Schwalb
Director .....Edward Bernds

TIMESLIP
(ToDon Productions)
Cast: Gene Nelson, Faith Domergue, Joseph Tomelty, Vic Terry, Donald Gary.
Producer .....A. C. Snowden
Director .....Ken Hughes

THE BODY SNATCHERS
Cast: Kevin McCarthy, Dana Wynter, Carolyn Jones.
Producer .....Walter Wanger
Director .....Don Siegel

PHENIX CITY
(Shooting in Phenix City, Ala.)
Cast: Richard Kiley, John McIntire, Kathryn Grant, Lenka Peterson, Edward Andrews, James Edwards, John Larch, Biff McGuire.
Producers .....Samuel Bischoff and David Diamond
Director .....Phil Karlson

NIGHT FREIGHT
Cast: Forrest Tucker, Barbara Britton, Keith Larsen, Thomas Gomez.
Producer .....Ace Herman
Director .....Jean Yarbrough

GUN POINT
(CinemaScope) (Technicolor)
Cast: Fred MacMurray, Dorothy Malone, Walter Brennan.
Producer .....Vincent Fennelly
Director .....Alfred Werker

COLUMBIA

Shooting

INSIDE DETROIT
Cast: Pat O'Brien, Dennis O'Keefe, Mark Damon.
Producer .....Sam Katzman
Director .....Fred F. Sears

PICNIC
(CinemaScope) (Technicolor)
Cast: William Holden, Rosalind Russell, Kim Novak, Betty Field, Susan Strasberg, Cliff Robertson, Arthur O'Connell, Elizabeth Wilson, Phyllis Newman, Verna Felton, Reta Shaw.
Producer .....Fred Kohlmar
Director .....Josh Logan

1984
(Holiday Productions)
(Shooting in London)
Cast: Edmond O'Brien, Jan Sterling.
Exec. Producer .....N. Peter Rathvon
Producer .....John Croydon
Director .....Michael Anderson

SURVIVORS TWO
(CinemaScope) (Technicolor)
(Warwick Productions)
Cast: Jose Ferrer, Tevor Howard, Victor Maddern, Anthony Newley, Peter Arne.
Exec. Producers.....Allen and Broccoli
Producer .....Phil C. Samuel
Director .....Jose Ferrer

JOE MACBETH
(Film Locations Inc.)
(Shooting in London)
Cast: Paul Douglas, Ruth Roman, Bonar Colleano.
Exec. Producer.....Mike Franovich
Producer .....George Maynard
Director .....Ken Hughes

Cutting

MY SISTER EILEEN
(CinemaScope) (Technicolor)
Cast: Janet Leigh, Betty Garrett, Jack Lemmon, Aldo Ray, Kurt Kasznar, Bob Fosse, Tommy Rall.
Producer .....Fred Kohlmar
Director .....Richard Quine

MASSACRE AT MOCCASIN PASS
Cast: Phil Carey, Audrey Totter, Charlita.
Producer ..... Wallace MacDonald
Director ..... Fred S. Sears

BRING YOUR SMILE ALONG
(Technicolor)
Cast: Frankie Laine, Keefe Brasselle, Connie Towers, Lucy Marlowe, William Leslie, Ruth Warren, Bobby Clark, Jack Albertson, Bob Hopkins.
Producer .....Jonie Taps
Director .....Blake Edwards

THE GENTLE SERGEANT
Cast: Aldo Ray, Mitsuko Kinura, Phil Carey, Dick York, Chuck Connors.
Producer .....Fred Kohlmar
Director .....Richard Murphy

THE HOUSTON STORY
Cast: Lee J. Cobb, Edward Arnold, Barbara Hale, Jeanne Cooper, Paul Richards, Chris Alcaide.
Producer .....Sam Katzman
Director .....William Castle

MARSHAL OF MEDICINE BEND
(Scott-Brown Productions)
(Technicolor)
Cast: Randolph Scott, Angela Lansbury, Jean Parker, Warner Anderson, Ruth Donnelly, Jeannette Nolan, Michael Pate.
Producer .....Harry Joe Brown
Director .....Joseph H. Lewis

INDEPENDENT

Shooting

APACHE WOMAN
(Golden State Prod.)
(Eastman Color) (SuperScope)
Cast: Lloyd Bridges, Joan Taylor, Lance Fuller, Paul Birch, Jonathan Haze.
Exec. producer .....Alex Gordon
Producer-Director .....Roger Corman

WETBACKS
(Pacific Coast Pictures)
Cast: Lloyd Bridges.
Producer-Director .....Henry McCune

TIMETABLE
(SuperScope)
(Mark Stevens Productions)
(California Studios)
Cast: Mark Stevens, King Calder, Felicia Farr, Marianne Stewart, Allen Reed, Wesley Addy, John Marley, Jack Klugman, Rudolpho Hoyas.
Producer-Director .....Mark Stevens

Cutting

THE BEAST OF HOLLOW MOUNTAIN
(Nassour Studios)
Cast: Guy Madison, Sarita Montiel.
Producers.William and Edward Nassour
Director .....Edward Nassour

GENTLEMEN MARRY BRUNETTES
(Russfield-Voyager Productions)
(Technicolor) (Shooting in Paris)
Cast: Jane Russell, Jeanne Crain, Scott Brady, Alan Young, Rudy Vallee.
Executive Producer.....Robert Bassler
Producers .....Richard Sale and Robert Waterfield
Director .....Richard Sale

BATTLE HELL
(SuperScope
Filmakers Release)
Cast: Wendell Corey, Mickey Rooney, Don Taylor, Nicole Maurey, Tara Summers, Diana Darrin, Race Gentry, John Smith, Wright King, Stanley Adams.
Producer .....Hal E. Chester
Director .....Lewis R. Foster

Lippert Pictures, Inc.

Cutting

CHARGE OF THE RURALES
(AnscoColor)
(Montezuma Productions)
(Shooting in Mexico)
Cast: Dane Clark, James Craig, Martha Roth, James Fernandez.
Producer .....Robert L. Lippert, Jr.
Director .....Louis King

THE GLASS TOMB
(Executive Films for Lippert release)
Cast: John Ireland.
Producer .....Anthony Hinds
Director .....Montgomery Tully

METRO-GOLDWYN-MAYER

Shooting

FOREVER, DARLING
(Zanra Prods.)
(Eastman Color) (Wide Screen)
Cast: Lucille Ball, Desi Arnaz, James Mason, Louis Calhern, Natalie Schafer, John Emery, John Hoyt, Mabel Albertson, Nancy Kulp.
Producer .....Desi Arnaz
Director .....Alexander Hall

I'LL CRY TOMORROW
Cast: Susan Hayward, Richard Conte, Eddie Albert, Don Taylor.
Producer .....Lawrence Weingarten
Shooting Director .....Daniel Mann

BHOWANI JUNCTION
(CinemaScope) (Color)
Shooting in Pakistan)
Cast: Ava Gardner, Stewart Granger, William Travers, Francis Matthews, Abraham Sofaer, Peter Illing.
Producer .....Pandro S. Berman
Director .....George Cukor

DIANE
(CinemaScope) (Eastman Color)
Cast: Lana Turner, Pedro Armendariz, Marissa Pavan.
Producer .....Edwin Knopf
Director .....David Miller

KISMET
(CinemaScope) (Technicolor)
Cast: Howard Keel, Ann Blyth, Dolores Gray, Vic Damone, Monte Wooley, Jay C. Flippen, Sebastian Cabot.
Producer .....Arthur Freed
Director .....Vincent Minnelli

TRIBUTE TO A BADMAN
(CinemaScope) (Eastmancolor)
Cast: Spencer Tracy, Irene Pappas, Robert, Francis, Vic Morrow, Stephan McNally.
Producer .....Sam Zimbalist
Director .....Robert Wise

Cutting

THE KING'S THIEF
(CinemaScope) (Color)
Cast: Ann Blyth, Edmund Purdom, David Niven, George Sanders, Roger Moore, John Dehner, Isabel Elsom.
Producer .....Edwin H. Knopf
Director .....Hugo Fregonese

THE BAR SINISTER
Cast: Jeff Richards, Jarma Lewis.
Producer .....Henry Berman
Director .....Herman Hoffman

FORBIDDEN PLANET
(CinemaScope) (Color)
Cast: Walter Pidgeon, Anne Francis, Leslie Nielsen.
Producer .....Nicholas Nayfack
Director .....Fred Wilcox

QUENTIN DURWARD
(CinemaScope) (Color)
(Shooting in London)
Cast: Robert Taylor, Kay Kendall, Robert Morley.
Producer .....Pandro S. Berman
Director .....Richard Thorpe

GUYS AND DOLLS
(CinemaScope) (Eastmancolor)
Cast: Marlon Brando, Jean Simmons, Frank Sinatra, Vivian Blaine, Robert Keith.
Producer .....Samuel Goldwyn
Director .....Joseph L. Mankiewicz

TRIAL
(CinemaScope)
Cast: Glenn Ford, Dorothy McGuire, Arthur Kennedy, John Hodiak, Kathy Jurado, Robert Middleton, Juano Hernandez, Rafael Campos, John Hoyt.
Producer .....Charles Schnee
Director .....Mark Robson

Paramount Pictures

Shooting

THE TEN COMMANDMENTS
(VistaVision) (Technicolor)
Cast: Charlton Heston, Yul Brynner, Anne Baxter, Yvonne De Carlo, Debra Paget, Nina Foch, Edward G. Robinson, Sir Cedric Hardwicke, Vincent Price, John Carradine. John Derek, Oliver Deering, Peter Hanson, Baynes Barron.
Producer-Director ....Cecil B. DeMille

ANYTHING GOES
(VistaVision) (Technicolor)
Cast: Bing Crosby, Donald O'Connor, Jeanmaire, Mitzi Gaynor, Phil Harris, Kurt Kasznar, Walter Sande.
Producer .... ..Robert Emmett Dolan
Director .....Robert Lewis

THE MAN WHO KNEW TOO MUCH
(VistaVision) (Technicolor)
(Shooting in London)
Cast: James Stewart, Doris Day, Chris Olsen, Bernard Miles, Ralph Truman, Brenda de Banzie.
Producer-Director ....Alfred Hitchcock

TOO LATE MY LOVE
(VistaVision)
Cast: Carol Ohmart, Tom Tryon, Jody Lawrence, James Gregory, David Lewis, Scott Marlowe, Jacques Aubuchon, Elaine Stritch, E. G. Marshall, Edward Binns, Maureen Hurley.
Producer-Director .....Michael Curtiz

Cutting

THE DESPERATE HOURS
(VistaVision)
Cast: Humphrey Bogart, Fredric March, Martha Scott, Arthur Kennedy.
Producer .....William Wyler
Director .....William Wyler

WE'RE NO ANGELS
(VistaVision) (Technicolor)
Cast: Humphrey Bogart, Peter Ustinov, Aldo Ray, Joan Bennett, Leo G. Carroll, Basil Rathbone, Gloria Talbott, John Baer.
Producer .....Pat Duggan
Director .....Michael Curtiz

THE ROSE TATTOO
(VistaVision)
Cast: Burt Lancaster, Anna Magnani, Marisa Pavan, Virginia Grey, Ben Cooper, Jo Van Fleet, Flossie Sundstrom, Dorritt Kelton.
Producer .....Hal Wallis
Director .....Daniel Mann

THE VAGABOND KING
(VistaVision) (Technicolor)
Cast: Kathryn Grayson, Oreste Kirkop, Sir Cedric Hardwicke, Walter Hampden, Rita Moreno.
Producer .....Pat Duggan
Director .....Michael Curtiz

THE GIRL RUSH
(VistaVision) (Technicolor)
Cast: Rosalind Russell, Fernando Lamas, Eddie Albert, Gloria De Haven, Jimmy Gleason.
Producer .....Frederick Brisson
Director .....Robert Pirosh

: Hollywood Production :

ARTISTS AND MODELS
(VistaVision) (Technicolor)
Cast: Dean Martin and Jerry Lewis. Shirley MacLaine.
Producer .....Hal Wallis
Director .....Frank Tashlin

R K O RADIO PICTURES

Shooting

THE WAY OUT
(Todon Prods.) (Shooting in London)
Cast: Gene Nelson, Mona Freeman.
Producer .....Tony Owen
Director .....Montgomery Tully

TEXAS LADY
(SuperScope) (Technicolor)
Cast: Claudette Colbert, Barry Sullivan, Ray Collins, Horace MacMahon, James Bell.
Producer .....Nat Holt
Director .....Tim Whelan

Cutting

THE BOY AND THE BULL
(King Brothers Production)
(CinemaScope) (Technicolor)
(Shooting in Mexico)
Cast: Michel Ray, Fermin Rivera, Rudolpho Hoyos, Joy Lansing.
Producers ....Frank and Maurice King
Director .....Irving Rapper

TREASURE OF PANCHO VILLA
(SuperScope) (Technicolor)
(Shooting in Mexico)
Cast: Rory Calhoun, Shelley Winters, Gilbert Roland, Joseph Calleia.
Producer .....Edmund Grainger
Director .....George Sherman

BENGAZI
(SuperScope)
(Panamint Pictures)
Cast: Richard Conte, Victor McLaglen, Richard Carlson, Mala Powers.
Producer .....Sam Weisenthal and Gene Tevlin
Director .....John Brahm

PORTRAIT OF ALISON
(Shooting in London)
Cast: Terry Moore, Robert Beatty, William Sylvester, Josephine Griffin, Geoffrey Keen, Henry Oscar, Alan Culbertson.
Exec. Producer .....Tony Owen
Prdoucer .....Frank Godwin
Director .....Guy Green

TENNESSEE'S PARTNER
(SuperScope) (Technicolor)
Cast: John Payne, Ronald Reagan, Rhonda Fleming, Coleen Gray.
Producer .....Benedict Bogeaus
Director .....Allan Dwan

Republic

Shooting

COME NEXT SPRING
(Trucolor)
Cast: Ann Sheridan, Steve Cochran, Walter Brennan, Edgar Buchanan, Sonny Tufts, Sherry Jackson.
Director .....R. G. Springsteen

Cutting

MAGIC FIRE
(Trucolor) (Shooting in Munich)
Cast: Yvonne De Carlo, Carlos Thompson, Rita Gam, Valentina Cortesa, Alan Badel.
Producer-Director ....William Dieterle

A FOREIGN ADVENTURE
(Trucolor)
(Shooting in Nassau, Bahamas Islands)
Cast: Yvonne De Carlo, Howard Duff, Zachary Scott.
Associate Producer-Director Edward Ludwig

THE LAST COMMAND
(Trucolor)
Cast: Sterling Hayden, Anna Maria Alberghetti, Richard Carlson, Arthur Hunnicutt, Ernest Borgnine, J. Carrol Naish.
Assoc. Producer-Director ..Frank Lloyd

MAN ALONE
(Trucolor)
Cast: Ray Milland, Mary Murphy, Ward Bond, Raymond Burr, Arthur Space, Lee Van Cleef, Douglas Spencer, Alan Hale.
Director .....Ray Milland

TWINKLE IN GOD'S EYE
Cast: Mickey Rooney, Coleen Gray, Hugh O'Brian, Donald Barry, Jil Jarmyn, Touch Connors, Joey Forman.
Associate Producers....Mickey Rooney-Maurice Duke
Director .....George Blair

20th CENTURY FOX

Shooting

THE GIRL IN THE RED VELVET SWING
(CinemaScope) (Color)
Cast: Ray Milland, Joan Collins, Farley Granger, Gale Robbins, Glenda Farrell, Philip Reed.
Producer .....Chares Brackett
Director .....Richard Fleischer

THE VIEW FROM PEMPEY'S HEAD
(CinemaScope) (Color)
Cast: Richard Egan, Dana Wynter, Cameron Mitchell, Sidney Blackmer.
Producer-Director .....Philip Dunne

Cutting

HOUSE OF BAMBOO
(CinemaScope) (Technicolor)
Cast: Robert Ryan, Robert Stack, Shirley Yamiguchi.
Producer .....Buddy Adler
Director .....Samuel Fuller

"THE VIRGIN QUEEN"
(CinemaScope) (Color)
Cast: Bette Davis, Richard Todd, Dan O'Herlihy, Herbert Marshall, Jay Robinson.
Producer .....Charles Brackett
Director .....Henry Koster

THE LEFT HAND OF GOD
(CinemaScope) (Color)
Cast: Humphrey Bogart, Gene Tierney, Lee J. Cobb, Agnes Moorhead, E. G. Marshall.
Producer .....Buddy Adler
Director .....Edward Dmytryk

SEVEN CITIES OF GOLD
(CinemaScope) (Color)
Cast: Richard Egan, Anthony Quinn, Michael Rennie, Rita Moreno, Jeffrey Hunter.
Producers .....Robert Webb and Barbara McLean
Director .....Robert Webb

THE TALL MEN
(CinemaScope) (Color)
Cast: Clark Gable, Jane Russell, Robert Ryan, Cameron Mitchell, Emile Meyer, J. Lewis Smith, Robert Adler.
Producers..Wm. Bacher & Wm. Hawks
Director .....Raoul Walsh

UNITED ARTISTS

Shooting

THE INDIAN FIGHTER
(CinemaScope) (Color)
(Bryna Productions)
Cast: Kirk Douglas, Walter Mathau, Walter Abel, Elsa Martinelli, Eduard Franz, Diana Douglas, Lon Chaney, Alan Hale, Jr.
Producer .....William Schoor
Director .....Andre de Toth

NEWS IS MADE AT NIGHT
(Bert E. Friedlob Productions)
Cast: Dana Andrews, Rhonda Fleming, Ida Lupino, George Sanders, Thomas Mitchell, Howard Duff, Vincent Price, John Barrymore Jr., Sally Forrest, James Craig.
Producer .....Bert E. Friedlob
Director .....Fritz Lang

A KISS BEFORE DYING
(Crown Productions)
(CinemaScope) (Color)
Cast: Robert Wagner, Jeff Hunter, Joanne Woodward, Virginia Leith, Mary Astor.
Producers .....Robert L. Jacks and Robert Goldstein
Director .....Gerd Oswald

ALEXANDER THE GREAT
(CinemaScope) (Technicolor)
(Shooting in Madrid)
Cast: Richard Burton, Frederic March, Danielle Darrieux, Claire Bloom.
Producer-Director .....Robert Rossen

Cutting

THE BRASS RING
(Edward Small Productions)
Cast: Farley Granger, Anthony Quinn, Anne Bancroft, Peter Graves.
Producer .....Edward Small
Director .....Maxwell Shane

"THE TOWN TAMER"
(Samel Goldwyn Jr. Producions)
Cast: Robert Mitchum, Jan Sterling, Henry Hull, Karen Sharpe.
Producer .....Samuel Goldwyn, Jr.
Director .....Richard Wilson

STORM FEAR
(Theodora Productions)
Cast: Cornel Wilde, Jean Wallace, Dan Duryea, Lee Grant, Steven Hill, David Stollery, Dennis Weaver.
Producer-Director .....Cornel Wilde

THE BIG KNIFE
(Aldrich and Associates)
Cast: Jack Palance, Ida Lupino, Shelley Winters, Wendell Corey, Jean Hagen, Rod Steiger, Ilka Chase, Everett Sloane, Paul Langton, Wesley Addy.
Producer-Director .....Robert Aldrich

FORT YUMA
(Technicolor)
(Bel Air Productions)
Cast: Peter Graves, Joan Taylor, Joan Vohs.
Exec. Producer .....Aubrey Schenck
Producer .....Howard W. Koch
Director .....Lesley Selander

Universal International

Shooting

WORLD IN MY CORNER
Cast: Audie Murphy, Barbara Rush, Jeff Morrow, John McIntire.
Producer .....Aaron Rosenberg
Director .....Jesse Hibbs

TARANTULA
Cast: John Agar, Mara Corday, Leo G. Carroll, Nestor Paiva.
Producer .....William Alland
Director .....Jack Arnold

THE GIRL IN THE CAGE
Cast: William Campbell, Kathleen Case, Keenan Wynn, Mamie Van Doren, Jan Merlin, Chris Randall, Walter Coy.
Producer .....Howard Pine
Director .....Abner Biberman

BACKLASH
(Technicolor)
Cast: Richard Widmark, Donna Reed.
Producer .....Aaron Rosenberg
Director .....John Sturges

AWAY ALL BOATS
(VistaVision) (Technicolor)
Cast: Jeff Chandler, George Nader, Julie Adams, Lex Barker, Keith Andes.
Producer .....Howard Christie
Director .....Joseph Pevney

Cutting

FEMALE ON THE BEACH
Cast: Joan Crawford, Jeff Chandler.
Producer .....Albert Zugsmith
Director .....Joseph Pevney
Producer .....Howard Christie
Director .....Charles Lamont

THE RAWHIDE YEARS
(Technicolor)
Cast: Tony Curtis, Arthur Kennedy, Coleen Miller, William Demarest.
Producer .....Stanley Rubin
Director .....Rudolph Mate

THE KETTLES IN THE OZARKS
Cast: Marjorie Main, Arthur Hunnicutt, Una Merkel, Olive Sturgess, Ted de Corsia, Richard Eyer.
Producer .....Richard Wilson
Director .....Charles Lamont

A TIME REMEMBERED
(Technicolor)
Cast: Rock Hudson, Cornell Borchers, George Sanders, Shelley Fabares.
Producer .....Albert J. Cohen
Director .....Jerry Hopper

WARNER BROS.

Shooting

THE SEARCHERS
(C. V. Whitney Pictures)
(VistaVision) (Color)
Cast: John Wayne, Jeff Hunter, Vera Miles, Ward Bond, Natalie Wood.
Producer .....Merian C. Cooper
Director .....John Ford

THE ANIMAL WORLD
(Technicolor)
Producer .....Irwin Allen

MIRACLE IN THE RAIN
(Shooting in New York)
Cast: Jane Wyman, Van Johnson, Paul Picerni, Barbara Nichols, Eileen Heckert.
Producer .....Frank P. Rosenberg
Director .....Rud Mate

GIANT
(WarnerColor)
(Shooting in Marfa, Texas)
Cast: Elizabeth Taylor, Rock Hudson, James Dean, Jane Withers, Chill Wills, Mercedes McCambridge, Judith Evelyn, Paul Fix, Carroll Baker.
Producers .....George Stevens and Henry Ginsberg
Director .....George Stevens

SINCERELY YOURS
(WarnerColor)
Cast: Liberace, Joanne Dru, Dorothy Malone, William Demarest.
Producer .....Henry Blanke
Director .....Gordon Douglas

Cutting

I DIED A THOUSAND TIMES
Cast: Perry Lopez, Walter Abel, Beverly Garland.
Producer .....David Weisbart
Director .....Walter Doniger

"A HANDFUL OF CLOUDS"
(CinemaScope) (WarnerColor)
Cast: Jack Palance, Shelley Winters, Lori Nelson, Lee Marvin.
Producer .....Willis Goldbeck
Director .....Stuart Heisler

PETE KELLY'S BLUES
(CinemaScope) (WarnerColor)
Cast: Jack Webb, Janet Leigh, Edmond O'Brien, Peggy Lee, Andy Devine, Lee Marvin, Ella Fitzgerald.
Director .....Jack Webb

REBEL WITHOUT A CAUSE
(CinemaScope) (WarnerColor)
Cast: James Dean, Natalie Wood, Jim Backus, William Hopper, Ann Doran. Dennis Hopper.
Producer .....David Weisbart
Director .....Nicholas Ray

THE DARKEST HOUR
(Jaguar Prod. Shooting in San Fran.)
(CinemaScope) (WarnerColor)
Cast: Alan Ladd, Edward G. Robinson, Joanne Dru, William Demarest, Paul Stewart, Perry Lopez.
Director .....Frank Tuttle

GET IT NOW!





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NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

yours just for the asking

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

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SLATES 26 FILMS

COMPLETES FIVE

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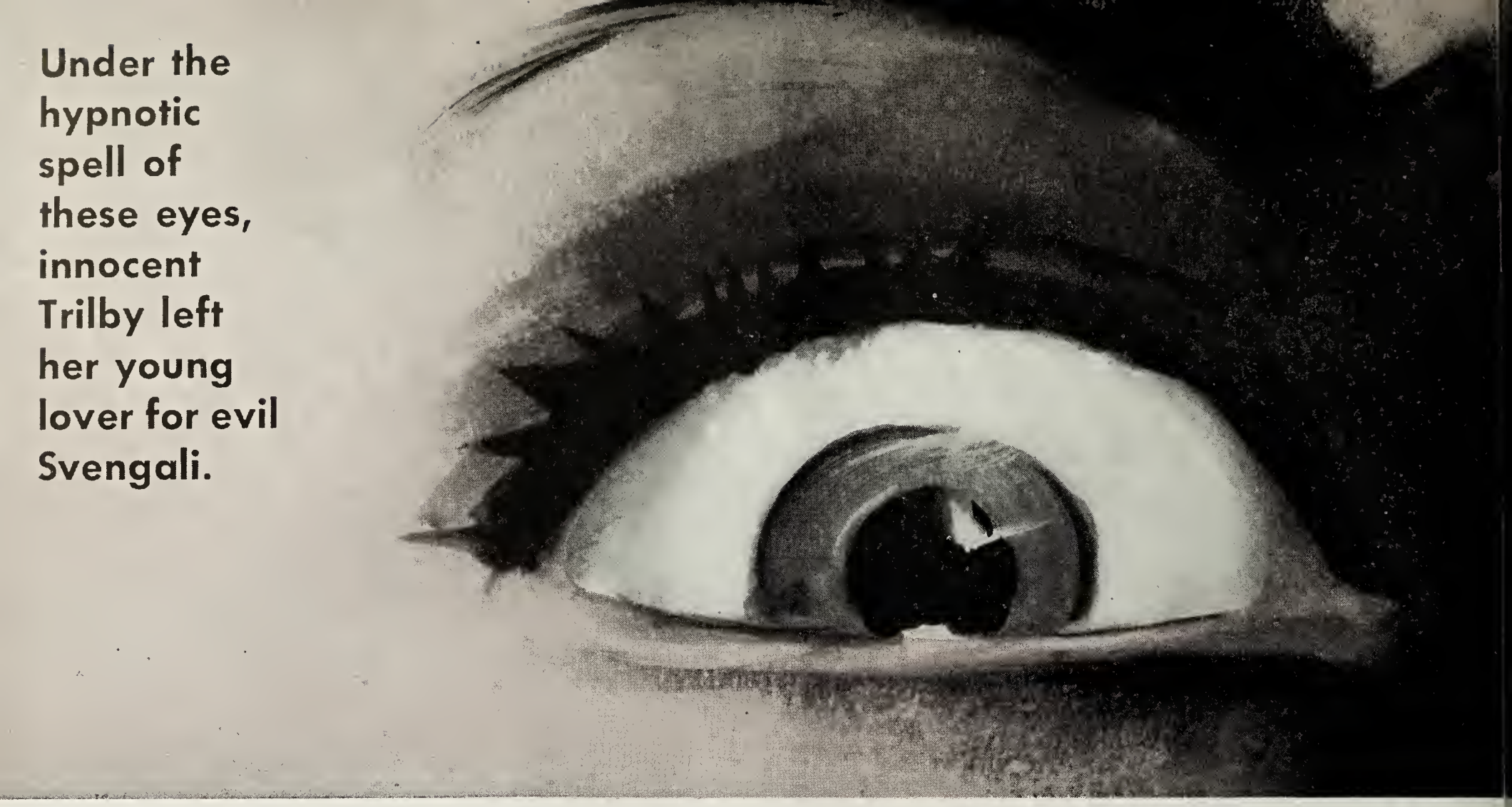
SEEDS AND FRUITS

WHILE the exact figure, of course, is not yet available, it is expected that not a great deal more than 3,000 ballots will have been filled in and mailed by exhibitors to Price Waterhouse & Co. in COMPO's Audience Awards Poll prior to the July 11 deadline for the first series of nominations.

This is a good start but certainly not good enough if the campaign is to achieve maximum participation during the November 17 to 27 election period at the nation's theatres and produce the results that can logically be expected from full industry cooperation.

Fortunately, COMPO, from past experiences with the admissions fight, is familiar with the difficulties in achieving communication with the entire industry. Liaison is not all that it should be. However, the

(See Page 5)

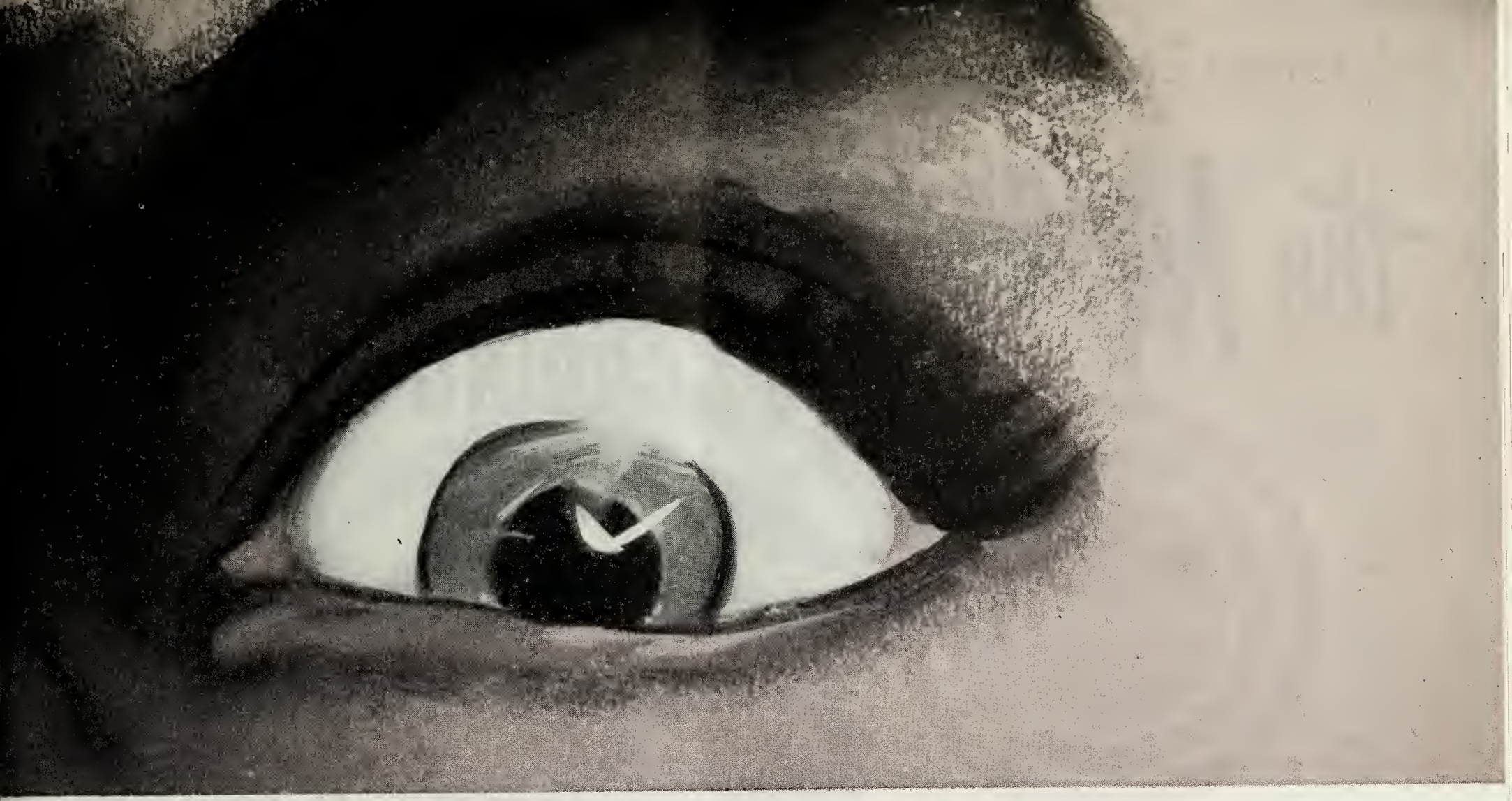


Under the hypnotic spell of these eyes, innocent Trilby left her young lover for evil Svengali.

EYES ON YOUR BOX-OFFICE

M-G-M's fascinating picture "SVENGALI" brings out the showmanship instinct. This is your dish! See the press-book and get back to real, basic ticket-selling.

Have you mailed your Audience Awards Nominations?



citing
s!

She was a slave to his weird power!

The famed du Maurier story of the days of Moulin Rouge! Lovely Hildegarde Neff, favorite of stage and films in the fascinating role of Trilby, who fell under the hypnotic spell of the strange Svengali!

Under the spell of his evil eye, she left her young lover

SVENGALI

Master of Trilby

In Gorgeous COLOR!

starring

HILDEGARDE NEFF · DONALD WOLFIT · TERENCE MORGAN

Produced by GEORGE MINTER · Screenplay and direction by NOEL LANGLEY · Photographed in EASTMAN COLOR · An M-G-M Release · From the novel by GEORGE DU MAURIER

EDWARD L. ALPERSON'S

the Magnificent Matador

IS SCORING BULLSEYES

Bangup In New York! -VARIETY

Hep In Philadelphia! -VARIETY



CINEMASCOPE ®

starring

MAUREEN O'HARA · ANTHONY QUINN

Directed and Story by BUDD BOETTICHER
Screenplay by CHARLES LANG
Co-Producer CARROLL CASE
Released by 20th Century-Fox
Color by PATHE

...and that's only the beginning!

EXHIBITORS!
Mail your nominations for
AUDIENCE AWARDS!

Connie Russell sings "MAGNIFICENT MATADOR"

Music by
EDWARD L. ALPERSON, Jr.
Lyrics by
PAUL HERRICK



Send for your *FREE* record! Start plugging your date *NOW!*

Contact Press Book Editor, 20th Century-Fox, 444 W. 56 St., N. Y. 19, N. Y.

"It's a pleasure to do business with 20th"

July 9, 1955
Vol. 35 No. 13

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Seeds and Fruits (*Continued from cover*)

groundwork has been carefully prepared by COMPO and sufficient time is being allowed for the Audience Awards Poll to capture the imagination of showmen and to take hold at the grass roots.

That this is happening is quite evident from the series of regional meetings that have already been held. The Audience Awards Poll campaign is beginning to gather steam, with each of these meetings generating tremendous enthusiasm for the project. The benefits of the Audience Awards Poll are not readily apparent. Its many ramifications for industry good are not visible to the naked eye. Like planted seeds, they require industry nurturing if we are to reap the fruits.

The poll must be placed in proper perspective. This is not just another exploitation stunt. This is big. If properly conducted, the Audience Awards Poll will inevitably become a national institution for industry public relations and furnish a boxoffice stimulant of considerably greater potency than the Academy Awards without detracting one iota from the latter's effectiveness and value.

COMPO and the exhibitor trade associations are going all out on this poll. The film companies and their publicity departments are doing likewise. They can and will do more as they warm up to the campaign. The trade papers are dramatizing the importance of the Audience Awards and are lighting sparks of enthusiasm for this project among their readers. Preliminary efforts will soon be apparent. It takes a little time to get going, but once we are, there is no stopping us.

The meeting in New York City may well serve as a sample. It was attended by 150 exhibitors, representatives of the largest circuits down to the smallest theatres. After hearing industry leaders detail the full meaning and purposes of the Audience Awards Poll and recognizing the chain reaction benefits to accrue from it, exhibitors went back to their theatres to do a job. The truth of the matter is that the COMPO brochures were mailed to the theatres and, in some instances, suffered the same fate as do many other industry mailing pieces.

The personal approach will accomplish results. It is therefore necessary for COMPO's regional exchange committee chairmen to follow through and see that every exhibitor in the territory is approached and made to understand how important a saturation campaign is to the future welfare of the industry. Appropriate sub-committees must be put to work to handle specialized assignments.

This industry is in dire need of a new generation of stars to satisfy a new generation of patrons. The star roster is depleted and the birth rate is not keeping pace with the obituaries. Replacements are sorely needed if the business is to prosper and sufficient product is to be made to supply the need. There is a direct connection between a shortage of product and a dearth of stars.

A build-up of potential star material will also deflate the tremendous demands that production is being subjected to by a select list of name performers. At the present time, there are just too few to go around —thereby restricting studio output.

However, with exhibition joining production in developing and exploiting new personalities, the industry is once again on the right track. With the Audience Awards Poll campaign, the branches of the industry have realized a common viewpoint and each can expect major contributions from the other in the months ahead.

The public makes stars but production has never had direct contact with the eyes and ears of the public. In this November's movie election, the exhibitor will amplify this voice and newcomers will be elevated to stardom with continuity.

Producers and distributors who were afraid to prepare trailers promoting new faces that were being given opportunities in new films because of potential exhibitor resistance to such subjects must allay their fears. They will find a welcome market for such material. Exhibitors will show these trailers as a regular part of the campaign to whet the public's appetite. In fact, producers who had no intention of producing such reels should revise their thinking in the light of

(*Continued on page 8*)

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Regional Meetings Hail COMPO National Audience Awards Poll



Here are a few of the 150 industry toppers in the N. Y. exchange area who have enthusiastically pledged their support to COMPO's forthcoming National Audience Awards Poll. TOP, Elmer Rhoden, president, National Theatres and national chairman of the audience awards committee, addresses the assemblage. On the dias, L to R: Abe Montague, Columbia gen. sales mgr. and v-p; E. D. Martin, president, TOA; Emanuel Frisch, president, MMPTA; Rhoden; Harry Brandt, president, ITOA; Herman Robbins, president, National Screen Service; Herbert J. Yates, president, Republic. CENTER, L to R: Ray Moon (light suit), Stanley Kolbert, Murray Strausberg, Leo Brecher, Irwin Gold, Sam Rinzler, Martin Newman, Herman Becker, Walter Kaufman, Leslie Schwartz; BOTTOM, L to R: (foreground) Harry Kalmine, Sol Schwartz, Joseph Vogel, Gene Picker; (background) Wilbur Snaper, John J. O'Connor, Richard Braus, David Levy, Robert W. Coyne.

Regional exchange area meetings are being held in connection with COMPO's National Audience Awards Poll and are generating great enthusiasm among industry representatives present.

Indicative of the mounting interest in the poll was the enthusiasm shown at the New York exchange area get-together in New York, at which more than 150 top industry executives, including representatives from both exhibition and distribution, expressed their support of the audience awards.

Guest of honor at the meeting was Elmer Rhoden, National Theatres president and national chairman of the poll committee. Describing his recent talks with Hollywood studio chiefs about the poll, Rhoden revealed the idea had generated "a wonderful response." "If we had launched this program 20 years ago," Rhoden assured his audience, "Hollywood would not have a player shortage today. I understand there are 25 pictures ready to roll which are being held up because of casting. If players, developed through our poll, were available, it would mean an additional 25 pictures and $60 million more at the box office."

After the meeting, exhibitor leaders Emanuel Frisch, president, Metropolitan Motion Picture Theatre Assn., and Harry Brandt, president, Independent Theatre Owners Assn., sent personal messages to the distribution presidents and studio chiefs, assuring them of exhibitor cooperation. Brandt wrote: Elmer Rhoden "told us that some of the production heads in Hollywood would like to make trailers to promote their new personalities but doubted that exhibitors would give these trailers playing time.

"Please let me assure you that exhibition will cooperate and give choice playing time to such subjects. We are as anxious to promote new personalities as you are to develop them," Brandt wrote. It was requested at the meeting that exhibitor leaders urge their theatre managers to submit the first COMPO nominating ballots without delay. Of the

(*Continued on page* 29)

Plan Cine-Miracle Film With Justice Department Okay

National Theatres president Elmer Rhoden has met with Justice Department officials in Washington about NT's plans to finance their newly-announced Cine-Miracle process. The theatre executive believes that the Government will offer no objection to financing by his organization, since it has already permitted financing of Cinerama by Stanley Warner Theatres.

Rhoden also announced that NT will establish a separate organization or will tie in with some existing independent company or individuals to produce new films using Cine-Miracle, since NT has neither the experience nor the desire to make films.

"Great Advances": Rhoden

Cine-Miracle, the new Cinerama-style technique for simultaneous photography of three strips of film, announced in Hollywood a few days earlier, will make possible "great advances" in wide screen photography, according to Rhoden. It will be economical and highly portable, and will enable three-strip movies to be shown in "almost any theatre."

The "big secret" of the new technique, Rhoden said, is in the camera, where the inventors have achieved a complete suppression of the lines indicating the use of three strips of film. "It suppresses the distracting joining line that has characterized the first picture of this kind, and it also overcomes the disturbing parrallax which has frequently seemed to make rivers run uphill in pictures," he said.

Since distribution of Cine-Miracle will be on a limited "road-show" basis, he said, a distributing organization will not be needed.

According to Hollywood correspondent Richard Bernstein, who observed a demonstration of the process at the Melrose Theatre, Los Angeles, Cine-Miracle was "impressive" and showed a definite improvement in the joining of the negative strips. Test footage was in the form of a two-strip reel, he said, and while the dividing line between the two strips was visible, it was never distracting.

Ready In Six Months

National Theatres is working with Smith-Dieterich Corp. of New York towards development of the equipment, which should be available for filming entertainment features within six months, Rhoden stated. He hopes that "some day" when "Cinerama Holiday" is in general release, NT will be permitted to roadshow "This Is Cinerama" in small houses where regular-size installations cannot be accommodated.

Stanley Warner Theatres, producers and distributors of Cinerama, had "no comment" on Rhoden's proposal. They already have in production mobile units for carrying "This Is Cinerama" and subsequent releases to small houses.

Another wide screen development called Circarama was demonstrated at the Walt Disney studio. In Circarama, the spectator stands inside a round enclosure completely encircled by a 360 degree screen and looks at a picture entirely surrounding him. Not intended for theatre use at this time, Circarama uses 11 synchronized cameras and projectors and will be among the free attractions at the new Disneyland park.

Exhibitor Relief Foreseen; Warner Plans Flat Rentals

Exhibitor relief appears to be definitely on the way. With the round of conferences between major distribution executives and the joint Allied-TOA committee nearly completed (only United Artists remains to be seen), industry consensus is that practical and concrete results—especially pertaining to the small exhibitor—will be forthcoming from the intra-industry meetings.

Statements made on both sides after the sessions were unusually cordial. Distribution's leaders acknowledged the justice of certain exhibitor complaints and promised corrective measures. The exhibitor group was optimistic and announcements were marked by the absence of name-calling and the threat of government intervention.

Indicative of the new temper emerging in exhibitor-distributor relations was the prediction by the joint committee that new sales policies to provide "immediate and remedial relief" would be forthcoming.

According to the committee, Warner Bros. distribution chief Ben Kalmenson is already conducting a "national survey by exchange areas," analyzing each theatre in order to set up a policy under which every theatre can buy product on a "fair and equitable" basis.

"Every Assistance" Pledged

Kalmenson was said to have stressed that "every assistance" would be given to small-grossing theatres and that flat-rental terms would be extended to such houses. Previously, Abe Montague, Columbia Pictures vice-president, agreed that on "certain topics," like national sales policies, continuity of product, the development of new personalities, and the selling to small theatres on an equitable flat rental basis, he was in "complete agreement" with the committee. He assured the joint exhibitor group of complete cooperation.

George Weltner, Paramount chief of world-wide sales, said that his company would take under "extremely friendly advisement" the committee's presentation of exhibitor problems, particularly in those theatres grossing under $1,000 a week.

The committee, which advised distribution that "failure of their lines of communication" had caused misunderstanding and friction, said that it presented these exhibitor requests for discussion:

Static Policies Condemned

Eliminate all static national sales policies and sell pictures based upon individual merits to all theatres on their ability to pay; A fair and equitable sliding scale to avoid rebuying and renegotiating a picture time and time again; Sell pictures to theatres grossing $1000 or less a week on a fair and equitable flat rental basis; Arbitration on film rentals of $100 or less; Make more and better pictures with new and fresh personalities; Print shortage either by number or classification.

The committee expressed the belief that "there should be a more stringent policing not only by distribution of their sales personnel but also by exhibitors in various territories to insure equitable dealings."

The TOA-Allied group was reported to be "in the process of evaluating the results of the individual conferences for the purpose of making a full and detailed report to their respective organizations." The group will not disband with the termination of the meetings, but will continue to function and appraise the results of its conferences with the company heads.

The sole company with which the TOA-Allied committee has not met is United Artists. "Tentative dates" are being arranged for meetings with the latter company. Most recent meetings took place with executives of Republic and Allied Artists. The Republic spokesmen included Herbert J. Yates, president and Richard Altschuler, vice-president and director of world-wide sales. The Allied group was headed by Maurice Goldstein, vice-president and general sales manager, and Edward Morey, New York vice-president.

The hope was voiced by the committee that "this all-out effort by exhibitor relations" and that "production and distribution will demonstrate their desire to prevent the closing of many theatres.

Film Bill Unlikely Before Congress Adjourns

With the adjournment of Congress close at hand, it is apparent that no attempt will be made at this session to gain legislative action which would make the Government the watchdog of exhibitor-distributor relations.

National Allied, which has had frequent talks with Congressional leaders, has announced its next board meeting for July 20, only a week before Congress's target date for adjournment. Whatever Allied decides, it is unlikely that a busy Congress, with "must" legislation to be passed, would do more than refer any exhibitor request to a committee, which would then be unable to hold hearings.

Justice Answers Allied

WASHINGTON. — The Justice Department has notified National Allied that it tries to give exhibitors advance notice on proposed theatre acquisitions by the divorced circuits. Answering an Allied complaint, Justice defended its present procedures as adequate, saying it tries to be sure that there is full publicity in the trade press, so that exhibitors can bring in pertinent information.

TNT Gets Marciano Bout

The rights to telecast the Rocky Marciano-Archie Moore world heavyweight championship bout via closed circuit have been obtained by Theatre Network Television. According to TNT president Nathan Halpern, over 100 theatres are expected to present the bout, which will take place on Sept. 20 at the Yankee Stadium.

Ted Solomon Re-elected

GULFPORT, Miss. — Ted Solomon was re-elected president of the Mississippi Theatre Owners Association. Other officers named were: John Williams, Bim Jackson, Van Taylor and Tom Garroway, vice-presidents; Jeb Williams, secretary-treasurer. A. L. Royal was elected board chairman.

New Pay-TV Unit Set; FCC Stretches Rebuttal Deadline

A fourth entry, claimed to have definite advantages over its competitors, has joined Zenith, International Telemeter and Skiatron in the pay-television sweepstakes. The latest system to be offered for FCC approval is Ultravision, patented by Dynamics-Electronics-New York.

Ultravision reportedly can use any conventional TV receiver, using UHF or VHF channels, and needs neither a punch card nor coin box to collect revenues. Only an extra cable emerging from the set will be required. The cable will feed the pay-program into the set, and keep a record for future billing. The cable will also record a running count of the audience reached for any given program, for the use of sponsors.

Meanwhile, a new ruling by the FCC in Washington has granted an additional two months time to those who want to file rebuttal briefs in the hotly-contested pay-television controversy. The new deadline of September 9 was established to "serve the public interest, convenience and necessity," according to the Commission.

Petition Virtually Unanimous

Original briefs were received up to June 10, and replies were to be filed by July 11. The petition for a time extension was submitted by the Joint Committee Against Toll TV, representing the interests of exhibition and other groups, with virtually all other participants subscribing.

Although no definite decision will be handed down by the FCC for at least two months, public discussion of the subject is mounting, with pay-TV becoming a household word in many communities where editors and syndicated columnists have focussed attention on the pros and cons of the proposed new systems.

Latest of the public opinion "man in the street" surveys conducted in newspapers and magazines was that held by the "New York Herald Tribune," in their TV & Radio Magazine. The "Tribune" questionnaire, bringing in about 1,650 replies, revealed 76 percent opposd to the fee-systems, with 24 percent in favor.

Qualify Answers

The newspaper pointed out in their analysis of the results that most of the 24 percent in favor attached quaiifications to their "yeas." Most important was their stipulation that "commercial announcements would have to be abolished."

The "Tribune" also reported that many answers displayed "considerable emotion." There was particular antagonism over the possibility that shut-ins would be deprived of programs.

An interesting new wrinkle in the continuing debate between the pay- and free-TV forces was created when it was reported that NBC would pay up to half a million dollars to present the new Laurence Olivier Vista-Vision film, "Richard III," on free-TV before its theatrical release.

Olivier's latest Shakesperian film was budgeted at $2 million and has received enthusiastic advance reports.

The argument began when Paul McNamara, president of International Tele-

(*Continued on page* 22)

NEW POSTS

JERRY LASWELL was raised to district manager from salesman for Florida, Georgia, Alabama and central Tennessee within the Alexander Film Co. organization. He formerly had been exploitation director for Gibralter Theatres.

DON CONLEY became Seattle branch manager for RKO Pictures and MAX ROSENBLATT was named Des Moines manager for the same company. Conley formerly held the Des Moines post. Rosenblatt served for the company, in Omaha, where a branch manager will be named at a later date.

NORMAN NIELSON was promoted from salesman to branch manager of the RKO exchange in Omaha. Nielson has served as office manager and salesman since he joined RKO in 1930. He succeeds Max Rosenblatt, effective July 11.

RICHARD HODGSON has been elected vice-president of Fairchild Camera and Instrument Corp., and has been promoted from Trend Planning Director to general manager of the company's Reconnaissance Systems Division.

EARL OGAN, salesman for Paramount for 15 years, will join Allied Artists on July 18 as salesman operating out of Kansas City, Mo. exchange. He replaces FRANK THOMAS, elevated to exchange manager succeeding Ray Copeland, retired.

MURRAY M. KAPLAN, formerly vice-president at Specialty Features, joined Artists-Producers Associates as vice-president.

PAUL J. QUINN has been elected Assistant Secretary of RKO Radio Pictures, Inc., to fill the vacancy created by the recent resignation of Peter F. Pugliese. Quinn is the company's Home Office attorney in charge of litigation.

JOHN R. CLARK, JR., formerly assistant to the president of Technicolor Motion Picture Corp., has been appointed to the new post of executive vice-president of the corporation.

DR. WARD C. BOWEN, chief of the bureau of audio and visual aids, New York State education dept., has been designated acting director of the motion picture division, in charge of film censorship in New York. Bowen, who served in the same post from 1946-1949, replaces DR. HUGH M. FLICK, who becomes executive assistant to Commissioner Lewis A. Wilson of the state education department.

Distribs Must Follow Through On Promises To Exhibs: Kirsch

CHICAGO. — Promises resulting from the current conferences between the distribution presidents and the joint Allied-TOA committee concerning exhibitor grievances will not be "enough" unless they are carried out on the "local level." So said Jack Kirsch, president of Allied Theatres of Illinois, speaking at the 25th annual luncheon meeting of the organization.

"As a member of National Allied's special film committee which met with the individual sales managers in New York last Summer," he reminded the membership, "certain promises were made to our group by three of the distributing companies that consideration would be given to the low-grossing accounts whereby they could buy many of their CinemaScope pictures on a flat rental basis. At subsequent meetings of the National Allied board it was determined that these promises were not forthcoming in certain areas," Kirsch said.

Regret Stated

In a report to the membership, Kirsch also regretted COMPO's "failure to cooperate in the toll-TV campaign." "We sincerely hope," said Kirsch, that COMPO will reconsider its decision in this matter as its added strength would help materially in presenting a united front against this serious threat to our industry. He said that more than 90 percent of Allied's membership had contributed in the fight against pay-TV. The Illinois Allied president also complimented COMPO's audience awards poll as a project meriting "the support of the entire industry."

Kirsch was re-elected president of the organization for a three-year term. Other officers elected were: Van Nomikos, vice-president, and Ben Banovitz, secretary-treasurer.

NATHAN BERNSTOCK, formerly manager of Loew's 83rd Street Theatre, and more recently temporarily assigned to Loew's Lexington, has been transferred to Loew's Jersey City Theatre, effective this week. Mrs. Louise Leonard, manager of Loew's Lexington, who has been on leave of absence, returned this week. Albert Bernstein, manager of Loew's Rio Theatre, retired this week after forty years with the circuit.

WILLIAM T. SAXON is new employment supervisor at Ampex Corporation, Redwood City.

CY EICHMAN has been appointed to the newly-created post of eastern TV sales manager of Screencraft Pictures.

Three-Point Policy Proposed For Sales

A new three-point sales policy was proposed by Allied Theatre Owners of New Jersey for adoption by all the film companies as a step toward the promotion of industry harmony.

The three points: that all top pictures be sold on "a sliding scale which will allow a reasonable profit to the exhibitor"; that "a ceiling based on run" be established as follows: first runs, 50 percent; second runs, 35 percent; all other runs, 25 percent; that where a theatre's "average price of top pictures," if based on the above scale, is $200 or less, "all pictures be sold on a flat rental basis."

The proposal, submitted as a resolution at the organization's annual convention, will be submitted to National Allied's Emergency Defense Committee for action. No comment was forthcoming from distribution leaders on the proposal.

Stern Elected

Sidney Stern is the new president of Allied Theatre Owners of New Jersey, succeeding Wilbur Snaper, who had held the presidency for five years in succession. The new ATONJ head, who is president of Columbia Theatres of Central New Jersey, formerly served as vice-president for North Jersey.

Other officers named are: Louis Gold, vice-president for North Jersey; John Harwan, vice-president for South Jersey; William Basil, secretary; A. Louis Martin, treasurer; Harry Sheer, sergeant-at-arms. Irving Dollinger will continue as chairman of the board and national director.

Cross-Promotions Urged For Editors, Theatremen

Describing the Audience Awards election as "A Newspaper Natural," the latest (47th) COMPO ad in "Editor & Publisher" urges newspaper editors, promotion men and local theatre managers to get in touch with each other and work out mutually beneficial promotions.

EDITORIAL

Seeds and Fruits (*Continued from page 5*)

forthcoming events.

A good portion of a studio's expenditure is allocated to the search and training of fresh talent. Yet, too few are given the chance. More can make the grade if opportunity beckons. The Audience Awards Poll will enlarge that opportunity. With exhibitors and producers working together, the results will be tremendous.

The next exhibitor nominating ballot for pictures released between April 1st and July 30th will be sent to exhibitors on or about August 1st. We expect the number of participating exhibitors to go up sharply with keener understanding of the project. We expect more new personalities to be listed on succeeding ballots. We expect a minimum of 20 new players to receive public attention such as has never been accorded to industry talent before by the time December comes around.

We expect all branches of the industry to better their own business while stimulating patrons who should never be taken for granted.

Damages Hearing Given July Date

WASHINGTON.—A House Judiciary Subcommittee has now set July 11 as the date for resuming hearings on the discretionary damages bill. The date had originally been set at July 12. National Allied counsel Abram F. Myers and Adolph Schimel of the Motion Picture Association are among witnesses still to be heard.

Passage of the bill has been placed in doubt by the recess of the hearing. If Congress succeeds in its drive to adjourn by July 30, the measure may be swept aside in the onrush of "must" legislation such as money bills and policy matters.

Earlier, film producers and distributors were charged by Rep. Emanuel Celler (D., N.Y.) with inspiring introduction of such legislation, which would give judges discretion to award less than treble damages in anti-trust suits. Celler made his remark at the first day of hearings when Robert A. Bicks, legal assistant to Justice anti-trust chief Stanley Barnes, noted that 25 percent of private anti-trust suits are accounted for by the film industry. Bicks replied that the distributors had not been in contact with the Justice Dept.

Rep. Francis E. Walter (D., Pa.), author of the proposed bill, and Bicks both maintained that giving judges authority to assess less than treble damages would result in more convictions. They held that judges and juries hold back in doubtful cases because of the harshness of mandatory treble damages.

Subcommittee questioning appeared to be unsympathetic to this viewpoint, with several members pointing out that judges and juries can assess lower damages if they want to hold down the amount of the total award. At one point, Celler said that a recent Supreme Court decision holding punitive damages in anti-trust suits to be taxable had made filing of the suits less attractive, and "if we are going to whittle away, there won't be much left."

Cinerama Impresses Statesmen







Attendance at theatres showing Stanley-Warner Cinerama attractions was the mode for internationally-renowned diplomats. Above, President Dwight D. Eisenhower (fifth from left) visits "This is Cinerama" in Washington. The chief executive is flanked by S-W execs: (l to r): Everett Callow, Harry Kalmine, Harry Goldberg, Lester Isaac, George Crouch and Bernard Shanley, the President's appointment secretary. Photo at left, below, shows Soviet Foreign Minister Molotov paying a surprise visit to the Broadway Theatre, New York, for a look at "Cinerama Holiday." The Russian diplomat was accompanied by six special service guards, seven attendants and six Gotham policemen. Below, right, Premier U Nu of Burma, along with Mrs. Nu, enter the Broadway for a showing of the same film. At the far left is Mrs. James Barrington, wife of Burma's Ambassador to the U.S.

TV Film Distribs Pushing Organization For Trade

Television film distributors have given the "green light" toward establishing an industry organization. Thirty representatives of virtually every major telepix distributor have authorized steering committee chairman Dwight Martin of General Teleradio to draw up a charter for an organization which would broaden and promote the scope of TV films, develop and disseminate institution-wide information and improve trade programs and relationships.

Other committee members, besides Martin, are Ralph Cohn of Screen Gems; Frank Reel, Ziv Television; Dave Savage, Guild Films; Lew Friedland, MCA and J. Williams, Official Films.

Samson Firm Organized

Louis W. Kellman and Paul Wendkos have organized a new company, Samson Productions, Inc. Their first presentation, tentatively titled "The Burglar," will be shot entirely in Atlantic City and Philadelphia. Dan Duryea, Martha Vickers and Jayne Mansfield are slated for the leads.

Brokerage Outfit Views Rising Earnings For Fox

Twentieth Century-Fox earnings of $3.50 per share on about $115 million sales for 1955, and improved earnings of about $4 per share for 1956 and $4.50 for 1957 are predicted in a bulletin on the film company published by Carl M. Loeb, Rhoades & Co., Wall Street brokerage firm. In 1954, 20th-Fox grossed $3.04 per share.

The optimistic picture was based on four factors: Earnings this year should be around $3.50 per share with the dividend raised to perhaps $2.00; oil discovered on the Fox lot may be worth $6-10 per share; Fox's financial position is generally strong, and the company is about to purchase 140 theatres in South Africa.

Brenner Gets 'Bataan'

Joseph Brenner Associates has completed a deal with Reynolds & Puzon Inc. for theatrical distribution of "Blood of Bataan" in the U. S. and Canada.

Foreign Films Fill Product Gap: Brandt After European Visit

The product shortage can be licked if exhibitors across the nation devote more playing time and greater promotional endeavor to foreign motion pictures, according to Harry Brandt, head of Brandt Theatres and president of the Independent Theatre Owners Association.

The veteran theatreman told the trade press on his return from a six-week stay in Europe that a good deal of money is being expended by European producers on their respective pictures to insure satisfactory quality. Dubbing into English or producing in dual versions (with one in English) can thus assure U.S. exhibitors of additional product, Brandt noted.

While in Europe, he purchased U.S. theatrical and television rights to a French film which will be released here in an English-dubbed version under the title of "Stopover." Dany Robin is the star.

3 Three-Time Losers ...SET TO MAKE BLOCKBU



HUMPHREY BOGART · AL

VISTAVISION
MOTION PICTURE HIGH-FIDELITY

Color by TECHNICOLOR

Don't Delay! Make Your Nominations For **Audience Awards!**

BOXOFFICE KILLING FOR YOU...ANOTHER FROM PARAMOUNT...IN AUGUST!

Three Oscar-worthy performances from three big stars. They're blood-thirsty thugs with bad names to live up to – but they can't keep their good impulses down. "Paramount has itself a solid hit," raves Film Daily. "It's for top playdates!" reports Variety. "Should score at the boxoffice," shouts Showmen's. "A big commercial success," claims Hollywood Reporter. "Stand-out acting jobs," says M. P. Daily.

☛ Paramount theatre-previewed this tremendous VistaVision entertainment in 100 cities to terrific audience reaction. Every exhibitor who saw it was thrilled by its performance and boxoffice potential. ***Ask them.***

RAY · PETER USTINOV

We're No Angels

co-starring

JOAN BENNETT · BASIL RATHBONE · LEO G. CARROLL

Produced by PAT DUGGAN · Directed by MICHAEL CURTIZ

Screenplay by RANALD MacDOUGALL · Based on a play by Albert Husson

Mass. Sunday Censorship Void; Chicago Film Banning Tested

BOSTON. — Sunday censorship of motion pictures in Massachusetts has been declared unconstitutional and void in a unanimous decision of the five-justiee Supreme Judieial Court.

In an opinion handed down late this week by Judge R. S. Wilkins, the practice of the State Commissioner of Public Safety whieh has prohibited Sunday film showings sinee 1908, was declared "void on its faee as a prior restraint on the freedom of speech and of the press."

The court ruling followed an appeal by the Brattle Theatre from a decision of the Middlesex Supreme Court in Cambridge, whieh backed the Public Safety Commissioner's refusal to license "Miss Julie" for Sunday exhibition.

This was coupled with an action by Times Film Corp. instituted by president Jean Goldwurm, involving "The Game of Love," and "One Summer of Happiness," Times releases whieh were also refused Sunday licenses.

A basic court test of the constitutionality of the film censorship system in Chieago was instituted this week by Times Film Corporation. In an action filed in Federal Court, Chicago, Times Film names the city of Chicago, Mayor Richard A. Daley and Police Commissioner Timothy J. O'Connor.

Withholding Charged

These defendants, Times charges, are illegally withholding a permit for the exhibition of "The Game of Love." In denying Times the requested permit to show the film, the defendants are said to be infringing on its constitutional rights to freedom of speech and of the press, and preventing it from engaging in lawful business activities.

"The Game of Love," based upon a novel by the famous Freneh writer Colette, was rejected by the Censor Board, which is under the eontrol of the Police Commissioner, as "not aeeeptable to standards of deceney, with immorality featured and dialogue unfit." Times appealed this deeision to Mayor Daley, who upheld the censor ruling.

In the action filed this week, Times Film Corp. denies the censor board's eharaeterization of the film. Jean Goldwurm, president, stated that a recent censor ruling against the film in Maryland as "obseene" was upset by the courts in that state and the film was permitted to be shown.

Code Reliance Urged

COLUMBUS, O.—With the threat of a new state censorship law eliminated in the adjournment of the Legislature, the board of directors of Independent Theatre Owners of Ohio urged exhibitors to "place their reliance" on the MPAA Production Code seal in determining whether to book pictures.

Referring to pictures which do not bear the PCA seal, the statement suggests that exhibitors "screen these carefully" and "play nothing" that would subject them or the motion picture industry to criticism.

Vaporizer Called Key

One of the exhibitor's greatest projeetion problems — the "buekling" caused by film drying out under the heat of projeetion lamps—can now be eliminated, according to E. J. Mannix, M-G-M general manager.

Reverse Atlanta Ban On "Blackboard Jungle"

Atlanta. — Federal District Court Judge Boyd Sloan has issued a temporary injunction reversing the ban placed on M-G-M's "The Blackboard Jungle" by censor Christine Smith Gilliam. Judge Boyd, at the hearing of the suit filed by Loew's, expressed "grave doubts" regards the banning of the film. Atlanta officials said his decision will be appealed.

Salesmen Explain AA Poll To Exhibs

DENVER. — Fifty-two exhibitors and distribution representatives pledged their support of COMPO's Audienee Awards campaign at a luncheon meeting at the Denver Club, Denver, sponsored by Frank H. Ricketson, Jr. of Fox Inter-Mountain Theatres, Pat McGee of the Cooper Foundation and Jack Felix, area distribution chairman.

The meeting was attended by representatives of Fox Inter-Mountain Theatres, Cooper Foundation, Gibraltar Theatres, Westland Theatres, Civie Theatres, Atlas Theatres and several independent houses. All branch and district managers of the Denver film exchanges were also present.

The exchange managers promised to indoetrinate their salesmen and bookers so that benefits of the Audience Awards can be explained to small town theatre men and their participation enlisted.

Tokyo Conclave Set By UA For July 18

United Artists' second eonvention in its world-wide series of foreign sales meetings will be launched in Tokyo July 18 in a four-day session bringing together UA executives and representatives from 11 countries in the Far East and Australasia, it was announeed this week by Arnold M. Picker, vice president in eharge of foreign distribution.

The Tokyo conclave, which was preceded by the London eonference last May for the eompany's sales representatives in Europe, the Near East and South America, will be followed in September by a convention in Latin Ameriea that will assemble key sales personnel from the Central and South American countries.

Metro Meet Slated

M-G-M home office sales and promotion executives who will confer with studio officials on future releases, promotion plans, and the company's TV tie-up with ABC will include John P. Bryne, eastern sales mgr.; Charles M. Reagan, v-p and general sales mgr.; Howard Dietz, v-p ad-publicity-exploitation director, and Dan S. Terrell, publicity director.

News Briefs...

Open M-G-M Toronto Exchange



Charles M. Reagan, Loew's, Inc., vice-president and general sales manager (center) welcomes Jack Hunter, owner-operator of the Delta, Queens and Empire Theatres, Hamilton, Ont., to M-G-M's new Toronto exchange center. Also present was Henry L. Nathanson, president, M-G-M of Canada.

TORONTO.—M-G-M opened a new exehange in this Canadian capitol, incorporating in the offiee building some of the most recent innovations designed to help serviee exhibitor customers. The building, housed in the downtown area, will also serve as headquarters for M-G-M in Canada. Loeated in the center is a 36-seat preview theatre, seven explosion-proof film vaults, a stainless steel dumb-waiter eonnecting with the basement, and a set of executive offices.

"War" Started

ROME.—Director King Vidor has started work on "War and Peace," the spectacular Ponti-DeLaurentiis VistaVision production in Technicolor for Paramount. On hand for the first day's shooting of the Henry Fonda-Audrey Hepburn-Mel Ferrer starrer were top Paramount exeeutives from New York and London. These included Russell Holman, Paramount eastern produetion manager; Riehard Mealand, chairman and managing direetor of Paramount British Productions, Ltd., and Jerome Pickman, Paramount viee-president in charge of ad-publicity-exploitation. Fonda has left New York for Rome to join the cast.

Uniform Statute Set

WASHINGTON.—Now at the White House for Presidential signature are bills establishing a uniform four-year statute of limitations for anti-trust suits, inereasing maximum fines from $5,000 to $50,000, and giving the government power to recover actual damages in sueh suits. Bills were passed last week by the Senate and previously by the House.

Defense Dept. Aids "To Hell . . ."

Although Universal's "To Hell And Back" will not be released nationally until October, extensive advanee promotion on the film is in full swing. The CinemaScope film, based on the life story of star Audie Murphy, will be seen by exhibitors on July 11 when Universal is host at a Governors Island invitational screening highlighted by a military review in honor of Murphy. With the cooperation of the Defense Department, Universal is setting up several projects tying in with veteran organizations.

Altec Sound in Six

Altec Service will eomplete within the next four weeks sound installations in six new drive-ins. Drive-ins are the Motor-Vue, Neseopeek, and the Wilkesbarre, Wilkesbarre, both in Pa., the Rockland Drive-In, Spring Valley, New York; Troy Hills Drive-In, Parsippany, N. J.; Twin Drive-In, Depew, N. Y., and Orleans Drive-In, Albion, N. Y.

Independent Trade Reviews

"House Of Bamboo"

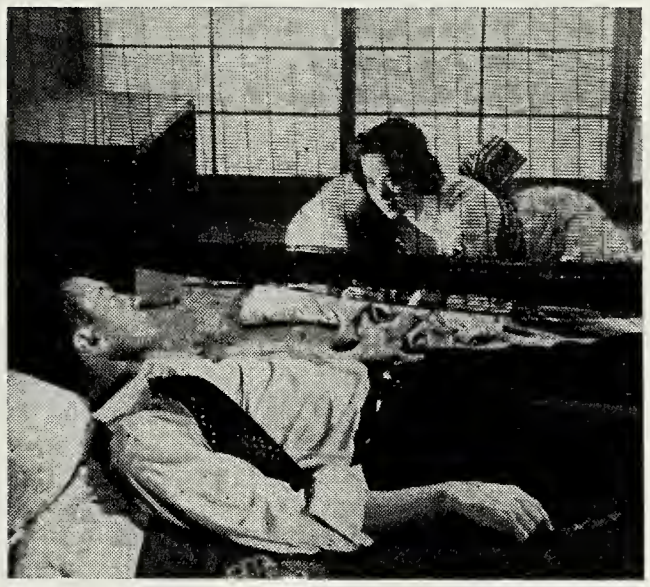
(20th-Fox) CinemaScope-De Luxe Color 102 Min.

Cast: Robert Ryan, Robert Stack, Shirley Yamaguchi, Cameron Mitchell, Brad Dexter, Sessue Hayakawa, Biff Elliott, Sandro Giglio.

Credits: Produced by Buddy Adler; Directed by Samuel Fuller; Written by Harry Kleiner; Additional dialogue by Fuller.

A bang-up production job has been done on "House of Bamboo," a cops-and-robbers melodrama with a modern Japanese setting, to make it one of the most potent exploitation entries in a long time. Picture relies heavily, and effectively, on its Nipponese settings for strong doses of story realism and plunges along at an almost unrelenting pace. Performances are ably rendered by Robert Ryan, the chief heavy; Robert Stack, the undercover man; Shirley Yamaguchi, a "kimono girl," and Cameron Mitchell, Ryan's hireling. The characters are continually at odds with one another in a narrative about how a band of American gangsters operating in Tokyo are apprehended. An extra added ballyhoo boost is to be found in Miss Yamaguchi, popular Japanese star. Not only is she a pleasure to behold, but her acting is more than par for this type of offering.

CinemaScope and De Luxe color are expertly used to give "House of Bamboo" a real-life charge of visual excitement. The camera rushes along Tokyo streets and roof tops, capturing the varied goings-on of a teeming Oriental population. Pungent scenes of brutality, violence and gun play punctuate the story with neatly contrived bits of action. Suspense and romance are additional factors which should help "House of Bamboo" score as top-level melodrama. Army Sgt. Stack, posing as an ex-con, joins Ryan's gang, suspected of having murdered an American GI. He is befriended by Miss Yamaguchi, widow of another American whom the gang is supposed to have slain. Stack manages to get the goods on Ryan, but an informer tips off the gangster and the tables are turned. Climax takes place in a roof top amusement park, where Ryan meets his end in a gun duel with the Tokyo police and Stack. Latter walks off with Miss Yamaguchi for the fadeout.



Robert Stack and Shirley Yamaguchi in a love scene from 20th-Fox's "House of Bamboo," CinemaScope-DeLuxe Color.

"The Man From Laramie"

(Columbia) CinemaScope—Technicolor 102 Min.

Cast: James Stewart, Arthur Kennedy, Donald Crisp, Cathy O'Donnell, Alex Nicol, Aline MacMahon, Wallace Ford, Jack Elam, John War Eagle, James Millican.

Credits: A William Goetz Production; Directed by Anthony Mann; Screen play by Philip Yordan and Frank Burt; Based on the "Saturday Evening Post" story by Thomas T. Flynn.

This rugged western should be a box office winner. It is highly dramatic fare starring one of the biggest marquee names, James Stewart. Action fans will really go for this one, which has violence, vengeance and bang-up performances. The outdoor settings, shot on location in New Mexico, are unusually picturesque and add a freshness to the film. Two other major assets are CinemaScope and some outstandingly beautiful Technicolor camera work. Anthony Mann deserves a lot of credit for superb direction. Word of mouth on this should be a factor. This is a big picture, and it should get big money everywhere.

Stewart goes to New Mexico to find out who has been selling rifles to the Apaches. His younger brother, a cavalry man, was killed by Apache raiders with rifles. He immediately crosses the path of Donald Crisp's wild son, Alex Nicol, who kills Stewart's mules and fires his wagons. Arthur Kennedy, foreman for Crisp, urges Stewart to depart. Stewart ignores this, beats up Nicol and then goes to see Crisp to collect for his wagons and mules. Crisp, going blind, tries to get Stewart to work for him. Stewart refuses. After more violence and other trouble, and enjoying the company of pretty Cathy O'Donnell, Stewart hires on with Aline MacMahon, a woman rancher, who was Crisp's sweetheart in years gone by. Nicol constantly rebels at being watched over by Kennedy and in a fit of anger, he goes up to the mountain top, where he and Kennedy have hidden the rifles, to signal the Apaches. Kennedy kills him and makes it look like Stewart. Crisp finds out that Kennedy is the arms-smuggler and Kennedy tries to kill him with no luck. Stewart chases Kennedy to the gun cache, where he forces him to burn up the rifles. Later, the Apaches, coming for the rifles, kill Kennedy for double crossing them. Stewart rides back to Laramine and tells Cathy to look him up there.



James Stewart gets a once-over from a group of cowpokes in Columbia's "Man From Laramie," CinemaScope-Technicolor.

"One Desire"

(Univ.-Int'l.) Technicolor 94 Min.

Cast: Anne Baxter, Rock Hudson, Julie Adams, Carl Benton Reid, Natalie Wood, William Hopper, Betty Garde, Barry Curtis.

Credits: Produced by Ross Hunter; Directed by Jerry Hopper; Screen play by Lawrence Roman and Robert Blees; Based on the novel, "Tacey Cromwell," by Conrad Richter.

Tasteful Technicolor lensing, together with the names of Anne Baxter, Rock Hudson and Julie Adams, should stand out as saleable factors for this "woman's picture." It unspools the time-tested tale of the reformed gambling queen, wronged by the man she loves. Miss Baxter, in the leading role, contributes a performance that has its high moments of appeal. Tears will undoubtedly flow from the eyes of distaff members of the audience as the heroine faces a world hostile to women with a past. To make things convincing, the story is given a turn-of-the-century setting, with the action taking place in a mid-western town.

Hudson is adequate as the man in the story —a fellow torn between marriage for wealth and his need for a warm-hearted woman. Although a good friend of Miss Baxter's, who is mothering his younger brother, Hudson succumbs to the wiles of Miss Adams, daughter of the town's wealthiest citizen. Miss Baxter receives another cruel blow when Miss Adams has the court take the child away. Events are doleful for all concerned until the climax, in which a fire destroys Miss Adams, brings Hudson and Miss Baxter together again. Leisurely unfolding gives the tale a diverting pace, which should assure "One Desire" a satisfactory playoff in the general market.

"Bring Your Smile Along"

(Columbia) Technicolor 83 Min.

Cast: Frankie Lane, Keefe Brasselle, Constance Towers, Lucy Marlow, William Leslie, Mario Siletti, Ruth Warren, Jack Albertson, Bobby Clark.

Credits: Produced by Jonie Taps; Directed by Blake Edwards; Screen play by Edwards.

"Bring Your Smile Along" is a pleasant little musical that introduces Constance Towers, who has a good voice and who has a chance of becoming a musical comedy luminary in films after a few more pictures. Frankie Laine and Keefe Brasselle add a lot to the feature as does Lucy Marlow. It will make a good supporting feature and in small situations may top-line the bill. The personality of the leads overcome a stock screen play.

Brasselle and Laine are out of work when they meet Constance Towers, a school teacher, who takes a fling at song writing with Brasselle. Laine records their numbers and they have some hits. They disagree and Constance goes home to marry her college professor sweetheart, William Leslie. Aided by Laine, Brasselle sees the error of his ways and goes to the college prom with Laine, who is guest of honor. He and Constance re-team to write more hits.

"Wakamba!"

(RKO) Technicolor 65 Min.

Credits: A presentation of the American Museum of Natural History; Produced by Edgar M. Queeny; Script by Charles L. Tedford; Narrated by Paul E. Prentiss.

An unusual program filler is to be found in this narrated tale of the stalking of a giant elephant in the East African jungles. Photographed on the spot by several cameramen, and containing some intriguing wild animal footage, the picture comes through as absorbing diversion. Technicolor printing adds to the value of the film in bringing out the many tones of jungle foliage and fauna. For plot, the picture follows two hunters of the Wakamba tribe on a perilous exploit. They employ cunning and witchcraft in a primitive attempt at slaying a mammoth pachyderm for its valued ivory tusks. Tribal lore, including rousing dance footage, and a sequence in which jackals destroy a gazelle, add an exploitation zest to "Wakamba!" The only noticeable fault in the picture is spotty camera work which at times results in blurred action of beasts on the prowl.

(*Continued on page* 22)

UA Slates 26 Releases; Business Up 31 Percent; Sales Push Begun

United Artists will place 26 pictures in release during the seven-month period from June 1 to Dec. 31, with eight of these classified as "top-flight" box office attractions, according to William J. Heineman, vice-president in charge of distribution for the company.

Heineman, who disclosed the upcoming slate at a press conference attended by several other UA sales executives, maintained



BILL HEINEMAN



MAX YOUNGSTEIN

that an additional 17 productions are in the works for completion during the ensuing four months.

Pictures in both of the above categories represent a combined investment of approximately $40,000,000, Heineman added, and for the releases which the company will make available during June-December, $6,000,000 will be expended in promotional budgets. The latter sum, according to the distribution topper, will be invested largely in grass roots campaigning for these pictures.

A total field force of at least 50 exploiteers will be at work on the upcoming releases by Aug. 1, he said. Concentration will be made on the eight "big" attractions: "Marty," for July-August general release; "Summertime," "Not As A Stranger," "The Kentuckian," "Night of the Hunter," "Gentlemen Marry Brunettes," "The Trouble Shooter" and "Alexander the Great," which is pencilled for early bookings in October and a general release during the Christmas season.

Release Slate

The slate of releases for the remainder of 1955, including pictures now in production, editing stages, or about to be started, includes the following:

TRAPEZE, CinemaScope-Technicolor, starring Burt Lancaster, Gina Lollobrigida and Tony Curtis; from from Hecht-Lancaster, with Carol Reed directing.

FOREIGN INTRIGUE, wide-screen-Eastman Color, with Robert Mitchum; produced, directed and written by Sheldon Reynolds.

THE AMBASSADOR'S DAUGHTER, CinemaScope-Technicolor; starring Olivia de Havilland; produced and written by Norman Krasna.

PATTERNS, with Van Heflin; produced by Jed Harris and Michael Myerberg; from Rod Serling's hit TV play.

WEDDING BREAKFAST, with Shelley Winters; produced by her own company.

MAN WITH THE GOLDEN ARM, stars Frank Sinatra; produced and directed by Otto Preminger.

THE BIG CAPER, from Pine-Thomas-Shane Productions.

THE BEAST OF HOLLOW MOUNTAIN, Cinema Scope-Eastman Color, Regiscope; with Guy Madison; produced by Edward and William Nassour.

A KISS BEFORE DYING, CinemaScope-Eastman Color, with Robert Wagner; produced by Robert Jacks and Robert Goldstein.

THE INDIAN FIGHTER, CinemaScope-color; stars Kirk Douglas; produced by his Bryna Productions.

GOD IS IN MY CORNER, Edward Small supervising production on Barney Ross biography.

LINCOLN McKEEVER, with James Cagney; from Pine-Thomas-Shane productions.

NEWS IS MADE AT NIGHT, with Dana Andrews and Rhonda Fleming; produced by Bert Friedlob; directed by Fritz Lang.

RUN FOR THE SUN, color, with Richard Widmark; from Russ-Field productions.

THE SHARKFIGHTERS, color; Samuel Goldwyn, Jr., producing.

THREE BAD SISTERS, a Bel-Air production; from Aubrey Schenck and Howard Koch.

TOP GUN, with Sterling Hayden; from Edward Small.

Rounding out the 1955 release schedule are five art pictures: "Othello," "Aan," "Man Who Loved Redheads," "The Lucky Kid" and "Tiger and the Flame."

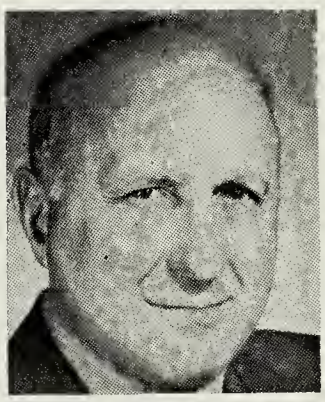
Releases will flow at the approximate rate of four a month through December, Heineman disclosed, and the grosses to be derived from these projects, he added, should exceed those of last year's comparable period by "a substantial figure."

For the first six months of 1955, UA's business was 31 percent ahead of the previous year's same six-month figure, Heineman said. Overseas grosses, he noted, were about 45 percent ahead for the same periods.

It was meanwhile disclosed that the company will launch a 25-week sales drive July 10 honoring Max E. Youngstein, advertising, publicity and exploitation vice-president. A total of $50,000 in cash prizes will be awarded winners.

Paramount Starting Balaban Sales Drive

A Paramount Pictures sales drive, to run 17 weeks beginning Aug. 28, will be held in honor of of the company president, Barney Balaban — marking the first such drive to be held by the major under the name of its top official, it was pointed out this week.



BARNEY BALABAN

Serving as co-captains during the drive will be E. K. (Ted) O'Shea, Hugh Owen and Jerry Pickman, home office executives: Pictures to be released during the first phase of the drive include: "The Seven Little Foys," "We're No Angles," "You're Never Too Young" and "To Catch A Thief."

Inaugurating the annual "Paramount Weeks Picture," which begins the drive, will be "The Girl Rush." Because of the importance with which the company regards this film, Paramount will stretch the drive-opening celebration this year to two weeks, according to George Weltner, company head of world-wide distribution.

Latter drive phase releases included: "Ulysses," "Lucy Gallant" and "The Trouble with Harry."

Regarding the unprecedented decision of Balaban to hold the sales drive under his name, Weltner declared that "during the 20 years since he assumed the presidency. . . . Balaban has led us each year to greater and greater heights. . . . I know that exhibitors and theatre owners in every part of the country will join . . . to express respect, admiration and affection . . . for him and for Paramount."

Five Big AA Pix Ready: Mirisch

The first steps in Allied Artists' re-orientation towards major picture production have been completed and five films under the new policy are now ready for release, Walter Mirisch, head of AA production, announced over the weekend.

The pictures, Mirisch disclosed, will be backed by important campaigns in the trade press and lay periodicals alike. The release line-up will be followed by a series of 12-15



WALTER MIRISCH



STEVE BROIDY

additional big productions, which, Mirisch added, will roll at the studio or on location here and abroad until Jan. 1.

In terms of exhibitor availability, AA will have three releases monthly as its new policy for the remainder of this year and for 1956. Releases will include low-budget pictures and foreign pictures as well, Mirisch maintained.

Major product for coming months will include: "Wichita," for July; "The Warriors," in CinemaScope and color, August; "The Phenix City Story," July; "The Body Snatchers," September, and "Gunpoint," CinemaScope and color, for October.

A special 25-minute documentary film will be made available for showings to press and civic groups on "Phenix City" prior to its release, Mirisch noted. The short is designed to hypo interest in the feature, which Mirisch described as one of the company's important projects to date.

Shooting This Summer

Productions to roll beginning this summer include "The Friendly Persuasion," which William Wyler will produce at a $2,000,000 budget, in CinemaScope and Technicolor, with Gary Cooper starring.

Billy Wilder's first for AA will be "Ariane," based on a French play, for which Audrey Hepburn has been signed, said Mirisch. Production is expected to begin in January.

A sequel to "Wichita," called "The First Texan," a biography of Sam Houston, is scheduled for September with Joel McCrea starred. CinemaScope and Technicolor are planned.

Also for CinemaScope-Technicolor filming are "Jeannie," which will be filmed in England this fall with Vera Ellen starred as a co-production with Associated British.

"Legionnaire," in color and CinemaScope, is another upcoming production.

Plans to shoot "The Man Who Would Be King," with John Huston in charge, have been postponed for a year at least, Mirisch revealed, due to the producer-director's continuing work on "Moby Dick," a Warner Bros. property.

It's Premiere Time!



Opening day of "Not As A Stranger" in New York saw the greatest gross ever reached by a United Artists release at the Capitol Theatre, with other records being broken at premieres all over the country. Thousands of fans jammed around the theatre saw an array of celebrities and industry notables arrive for a gala kleig-lighted preview of Stanley Kramer's long-awaited all-star film version of the three-million copy best-seller. Co-previewed at the same time at the Warner Beverly Theatre in Los Angeles, the openings climaxed an 18-month advance campaign backed by a record UA budget of $1,200,000.



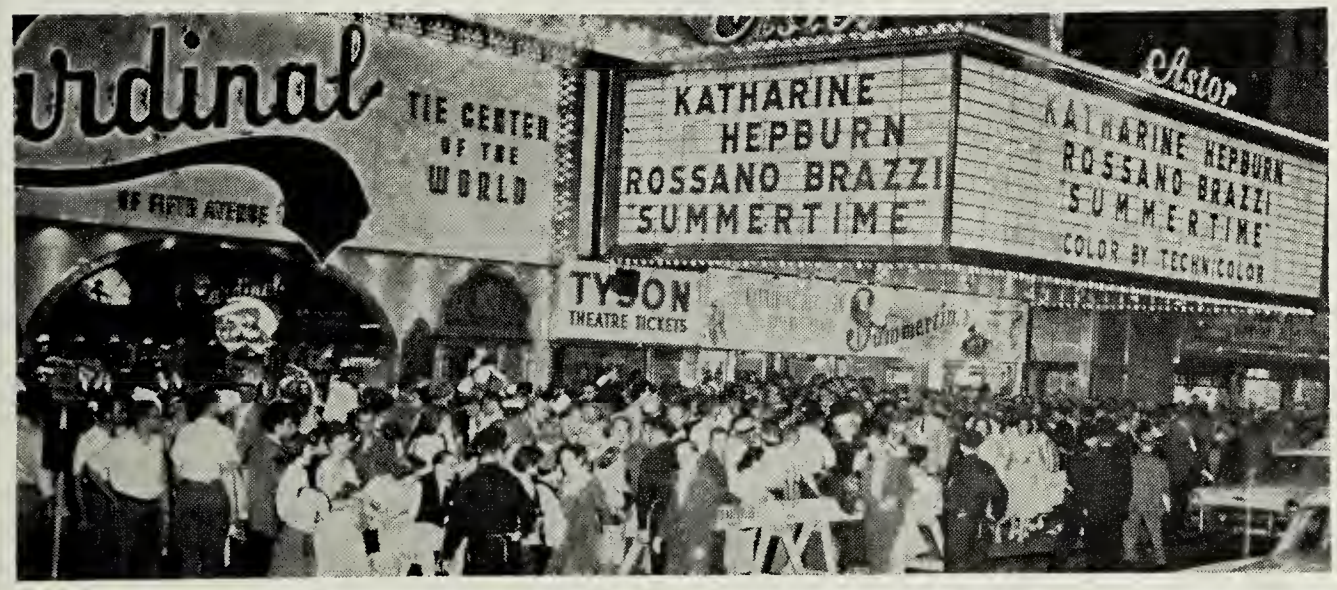
Gloria Grahame, who co-stars in Stanley Kramer's all-star production of "Not As A Stranger," is greeted by United Artists president Arthur B. Krim at the gala Capitol Theatre preview. The New York advance showing, at the Broadway showcase attended by hundreds of celebrities and exhibition leaders, was followed by a brilliant Los Angeles premiere, telecast over the 76-station NBC network. Krim headed the contingent of UA executives on hand for the preview.



Leonard Goldenson, left, president of American Broadcasting-Paramount Theatres, and star Bob Hope greet syndicated columnist Walter Winchell in the Criterion lobby at the gala premiere of "The Seven Little Foys."



A dazzling premiere, replete with color and excitement, filled Times Square where "The Seven Little Foys," Shavelson-Rose's VistaVision production for Paramount about the life of the famed vaudevillian Eddie Foy had a gala premiere at the Criterion Theatre for the benefit of United Cerebral Palsy. Bob Hope, star of the Technicolor movie biography, was among the large number of celebrities who attended the glittering event. On stage of the theatre, Hope received UCP's first "Humanitarian Award" for his work on behalf of cerebral palsy victims.



United Artists' release of "Summertime" was launched as entertainment world luminaries arrived at the Astor Theatre in the Times Square area for the sparkling premiere of the latest Katherine Hepburn starrer, photographed in its entirety in Italy. Throngs crowded the sidewalks as a sell-out crowd of 1,300 attended the opening of the Ilya Lopert production, which benefited the American National Theatre and Academy's "Salute to France."



Rossano Brazzi, who co-stars in United Artists' "Summertime" opposite Katherine Hepburn, gives courtly greeting to Academy-award winner Grace Kelly in the lobby of the Astor Theatre. The Broadway benefit unveiling, sponsored by the American National Theatre and Academy, drew thousands of industry celebrities.

LOOK TO REPUBLIC FO

for July

MAGIC FIRE
YVONNE DeCARLO, CARLOS THOMPSON
RITA GAM, VALENTINA CORTESE
AND ALAN BADEL
TRUCOLOR BY CONSOLIDATED

LAY THAT RIFLE DOWN
JUDY CANOVA, ROBERT LOWERY, JIL JARMYN

THE GREEN BUDDHA
WAYNE MORRIS, MARY GERMAINE

MYSTERY OF THE BLACK JUNGLE
LEX BARKER

CROSS CHANNEL
WAYNE MORRIS, YVONNE FURNEAUX

HEADLINE HUNTERS
ROD CAMERON, JULIE BISHOP, BEN COOPER

for August

THE LAST COMMAND
STERLING HAYDEN, ANNA MARIE ALBERGHETT
RICHARD CARLSON, ARTHUR HUNNICUTT
ERNEST BORGNINE
TRUCOLOR BY CONSOLIDATED

FLAME OF THE ISLANDS
YVONNE DeCARLO, HOWARD DUFF
ZACHARY SCOTT
TRUCOLOR BY CONSOLIDATED

TWINKLE IN GOD'S EYE
MICKEY ROONEY, COLEEN GRAY,
HUGH O'BRIAN, JIL JARMYN

THE DIVIDED HEART
CORNELL BORCHERS, YVONNE MITCHELL
ARMIN DAHLEN

SECRET VENTURE
KENT TAYLOR, JANE HYLTON

Now in release

DOCTOR IN THE HOUSE
TIMBERJACK
THE ETERNAL SEA

IE PICTURES YOU WANT!

for September

A MAN ALONE
RAY MILLAND, MARY MURPHY, WARD BOND
TRUCOLOR BY CONSOLIDATED

THE VANISHING AMERICAN
SCOTT BRADY, AUDREY TOTTER, FORREST TUCKER
TRUCOLOR BY CONSOLIDATED

MAN TO MAN
ROD CAMERON, JULIE LONDON, BEN COOPER

JAGUAR
SABU, CHIQUITA, BARTON MacLANE

TRACK THE MAN DOWN
KENT TAYLOR, PETULA CLARK

TANGABUKU
TRUCOLOR BY CONSOLIDATED

in production

NO MAN'S WOMAN
CIRCUS GIRL
COME NEXT SPRING
JESSE JAMES WAS MY NEIGHBOR

in preparation

THE MAVERICK QUEEN
HIGH IRONS
LISBON
ANNIE JORDAN
THE LONG WATCH
HEART STRINGS

ANTA FE PASSAGE
COVER THE UNDERWORLD
N JUAN'S NIGHT OF LOVE

CITY OF SHADOWS
THE ROAD TO DENVER
DOUBLE JEOPARDY

HOLLYWOOD

. . . on the wire

RICHARD BERNSTEIN, *Editor*
Hollywood Offices:
8245 Beeman Avenue
North Hollywood. Tel.:
Normandie 2-6494



On RKO's "Texas Lady" set are Barry Sullivan, (l) star, Claude Stewart, Interstate Theatres, Waco, Tex., city mgr., and wife.

'Planning For Profit' Extolled By Kramer

Producer Stanley Kramer, noting that his current United Artists release, "Not As A Stranger," will have an advertising budget which may eventually reach $1,300,000, called this and the accompanying exploitation all "planning for profit." "You don't just make a picture, any picture and hope for good grosses. You plan every step of the way."

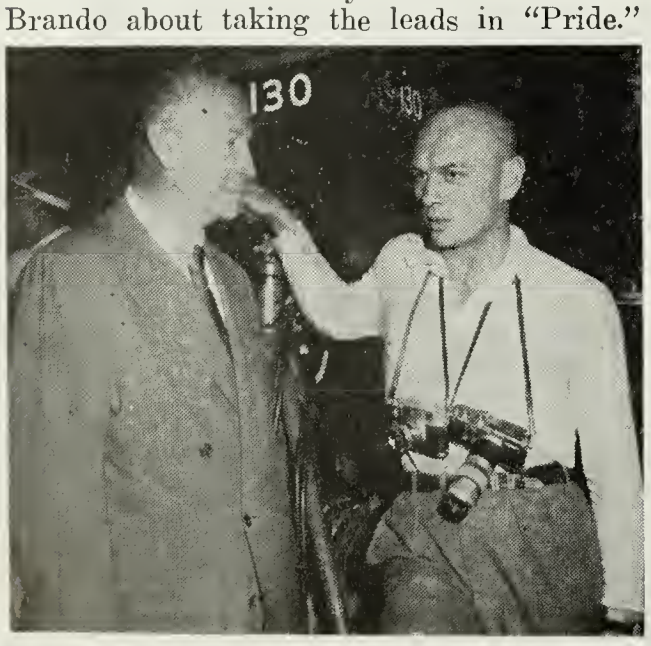
The producer just returned from 10 weeks in Spain, where he scouted locations for his next film, "The Pride and The Passion," based on C. S. Forester's novel, "The Gun." The picture will roll next March in Madrid. Screen play will be by Ed and Edna Anahalt. The film will be released by United Artists.

Kramer urged that the film industry stand behind the Production Code, which he described as "our own self-appointed system of regulation."

The producer revealed that he returned to Hollywood to be here for the premiere of "Not As A Stranger." He pointed out that he and cast members in Europe would help exploit the film abroad. He also cited the song hit, "Not As A Stranger" as an assist to the selling of the film, which he produced and made his directorial debut on.

Kramer explained: "In Europe they are not as rabid on the subject of big screen." He said that it draws well on some films, and on others it is no draw at all.

He has talked to Cary Grant and Marlon Brando about taking the leads in "Pride."



Louis Schine, Schine Theatres, (l) chats with Yul Brynner, actor, on Cecil B. DeMille's Paramount "Ten Commandments" set.

"The Reluctant Debutante," comedy hit from the London stage by William Douglas Home, and scheduled for Broadway production next spring, has been purchased by M-G-M. Pandro Berman, now in England, producing "Bhowani Junction" and "Quentin Durward," will produce.

* * *

Paramount Pictures exercised its option on Director Robert Lewis, who has just concluded the Bing Crosby-Donald O'Connor starrer, "Anything Goes." . . . "Purple Heart Heroes" will be filmed by Republic as a trilogy of the service careers of three outstanding heroes in American history, based upon records from War and Navy Department files. John Auer will produce and direct. . . . Film version of "Nightmare," a suspense story by William Irish, will be made by Pine-Thomas-Shane Productions.

* * *

Anne Baxter has been signed to star in "Dakota Incident," which will be made by Landmark Productions with cameras slated to roll Aug. 1. The film will be co-produced by Michael Baird and Lewis Foster. Foster will direct from a screen play by Frederick Louis Fox.

* * *

Vernon Sewell will direct "44 Soho Square," a Film Locations Production in London, executive producer Mike Frankovich announced. George Maynard is producing the feature, which will star Faith Domergue. . . . John Kerr will co-star with Leslie Caron in "Gaby" at M-G-M. Kerr, who appeared in the legitimate stage version of "Tea and Sympathy" opposite Deborah Kerr, made his screen debut in "The Cobweb" at M-G-M.

* * *

At Columbia, William Bendix and John Lund were inked for the leads in "Battle Stations," which Bryan Foy is producing. Film will be lensed abroad the U.S.S. Princeton at San Diego this week with Lew Seiler directing. . . . Martha Hyer co-stars with Rory Calhoun in "Decision at Durango." Albert Zugsmith is producing and Jack Arnold directing. Dean Jagger will play a top role.

* * *

Ernest Borgnine, who stars in Hecht-Lancaster's "Marty," joins Glenn Ford and Aldo Ray in "Jubal Troop," which William Fadiman is producing at Columbia with Delmar Daves directing. The film, which rolls July 11, will be lensed in CinemaScope and Technicolor. . . . At the same studio, Gene Barry took over the lead in "The Houston Story," co-starring with Edward Arnold and Barbara Hale. Sam Katzman produces and William Castle directs. . . . Allied Artists announced a science-fiction feature, "World Without End," to start July 19 with Richard Heermance producing and Edward Bernds directing.

* * *

David Niven has been added to the cast of "The Lady Eve" at Paramount. The film also stars George Gobel and Mitzi Gaynor. Norman Taurog will start directing the feature this week for producer Paul Jones in VistaVision and Technicolor.

William Witney will direct "Jesse James Was My Neighbor" for associate producer Sidney Picker at Republic starting July 18. . . . Schenck-Koch have added "The Black Sleep" to their production schedule. The script is being written by Gerald Drayson Adams. Schenck-Koch, one of the most active independents, releases through United Artists. It has two films already in the can, "Desert Sands" and "Fort Yuma," and in two weeks will put "Three Bad Sisters" before the cameras.

* * *

Glenda Farrell joined the cast of "The Girl in the Red Velvet Swing" at 20th Century-Fox. Richard Fliescher is directing for Producer Charles Brackett. . . . Associate producer-Director Frank Lloyd has just finished "The Last Command" at Republic. . . . Vincent Price joined the cast of Bert Friedlob's production "News Is Made At Night," which Fritz Lang is directing. . . . Charles Bickford signed for a star role in "The Court Martial of Billy Mitchell," which Milton Sperling is producing at Warner Bros. with Gary Cooper also starring.

* * *

Janet Leigh will co-star with Victor Mature in the Warwick production, "Safari," which will be released by Columbia. The film will be shot in Nairobi, East Africa, with Terence Young directing and Adrian D. Worker producing for executive producers Irving Allen and A. R. Broccoli. The film will be made in CinemaScope and Technicolor. The screen play is by Anthony Veiller from an original by Robert Buckner.

* * *

Sheldon Reynolds has received permission from the Swedish government to shoot location exteriors in the Swedish Archipelago for scenes in "Foreign Intrigue," his Robert Mitchum starrer.

* * *

"Gertrude Lawrence as Mrs. A," the best selling non-fiction book, has been purchased by Paramount. It will be made with Melville Shavelson directing and Jack Rose producing. The team will also write the picture as an independent production for



MPAA Prexy Eric Johnston visits Elizabeth Taylor, star, and George Stevens, producer-director, on WB's "Giant" set.

Advantages Of Indie Production Expounded By Landmark Execs

By Richard Bernstein

"An independent production company gives you a chance to do things the way you want them done," explained Lewis Foster and Michael Baird, who head Landmark Productions, which just produced "Top of the World," starring Frank Lovejoy, Dale Robertson and Nancy Gates, for United Artists release.

Baird produced and Foster directed. Landmark plans to do three films a year. They believe that an independent film company has more flexibility in choice of story properties.

"We spent seven weeks in Fairbanks, Alaska, on location," Foster said. "We got 100 per cent co-operation from the Air Force. We shot all our footage. In the whole film, we have only one stock shot."

Landmark, located at General Service Studios, Hollywood, was started by Foster and Baird on the premise of making independent films of quality at a reasonable price.

Foster and Baird both have story minds. Foster, besides directing, is an accredited screen writer. One of his most recent credits is "Crashout," for Filmakers, which he wrote with Hal E. Chester, as well as directed.

"How did we get together?" asked Baird. "Well, that's a very interesting point. I was Lewis Foster's agent. I sold a lot of his stories. One day, we just decided that we knew stories, that Lew could direct and I could produce. So we formed Landmark."

"We feel that in independent production we are gambling our creative efforts against the profits that we can make," Foster and Baird stated.

Economy Stressed

The team feels that it can make a quality film with star names at a far cheaper price than any studio in Hollywood. They feel that any top star today will do an independent film if it has an unusual story, one that is interesting and will make a good picture.

"We will make percentage deals with name stars," Baird said. "This also serves as an incentive for the stars. Owning a percentage of a film can make a person really do the best job he possibly can."

The production team would like to do a western in their first group of three films. They feel that the western will be around as long as motion pictures are still being made. Like all pictures, the western must have some novel story twists.

"Top of the World" drew praise for its realistic fiying sequences shot in Alaska. Director Foster revealed that the flying for the film was done by Air Force pilots.

Another factor in the picture, which received comment, was the special effects. Baird explained that miniatures were used, but a great deal of time and detail was expended to make sure they were letter perfect.

"Realism is important," Foster said. "The audience has to believe in what they see on the screen to fully enjoy a film. That's why we try to make a film ring true all the way."

Landmark worked with the 10th Air Rescue Squadron of the Air Force in making



Michael Baird and Lewis Foster, heads of Landmark Productions, an independent outfit, as they reviewed changes on the script of their recent UA release: "Top of the World."

"Top of the World." They had to learn how to shoot in Alaskan weather. That, Foster said, was the biggest problem he mastered.

"When we were up there," he said, "the thaw hadn't started. The Klondike River was still frozen."

Foster managed to keep the cameras from freezing by using electric blankets. Besides their seven weeks on location in Alaska, the Landmark company shot two weeks in Hollywood.

Back to the prospects of independent production today, Baird said: "An independent can get financing if it has a good cast and a strong story. Getting a star who fits the story is important. Miscasting is something that the independent has to be careful of.

"We constantly look for material that can be adapted into screen entertainment. Not all material can be transformed into screen material, and that is what makes a good story so important," Baird added.

Foster said: "Independent productions give a director a chance to use a lot of new technique and new innovations. I get a chance to try and experiment with a lot of things that I have wanted to do in films."

SDG Supports Code, Renames Sidney Head

HOLLYWOOD.—"Enthusiastic endorsement" of the Production Code was registered by the Screen Directors Guild at its annual meeting. A resolution proposed by Robert Aldrich, William Wyler and John Ford applauds the administration of Geoffrey Shurlock, and "urges that the Association of Motion Picture Producers vigorously resist any and all acquiescences to any unwarranted or unjustified demands for changes and deletions in any films that already have a Code certificate by organized groups, be they religious, economic or civic. . ."

George Sidney was unanimously re-elected president of the Guild for the fifth time, it was announced. Other officers elected for the coming year were: Willis Goldbeck, first vice-president; George Marshall, second vice-president; Anthony Mann, secretary; and Lesley Selander, treasurer.

HOLLYWOOD...

Paramount release. The book was written by the famous star's husband, Richard Aldrich.

* * *

Jack Warner announced the signing of Beirne Lay, Jr. as a producer-writer for Warner Bros. As his first assignment under this contract, he is writing the screen play of "Toward the Unknown" from his own original story about the United States Air Force experimental planes of the future and the incredible exploits of their test pilots. . . . Constance Ford was signed by M-G-M to make her screen debut with Robert Taylor, Stewart Granger, Lloyd Nolan, and Russ Tamblyn in "The Last Hunt." She will portray the honky-tonk girl who provides the romantic interest for Granger and Taylor. Richard Brooks wrote the screen play of the Milton Lott novel and will also direct.

* * *

Universal-International completed negotiations with Hugo Haas for the acquisition and release of his "Tender Hearts." Haas wrote, produced, directed and starred in the picture.

* * *

"Hired Guns," the initial film for Gannaway-Ver Halen Productions, has been completed. The film, produced and directed by Al Gannaway, stars Richard Arlen, Bruce Bennett, Faron Young, John Carradine, and Angie Dickinson. . . . Crown Productions' second feature for United Artists release will be "A Killer Is Loose," which starts in the middle of the month. . . . Producers Arthur Gardner and Jules Levy are preparing two properties, "Invasion of Privacy" and "Witch of Wall Street," for Columbia release. . . . Wayne Morris will star in "Six Gun Lady," Lyon-Bartlett production for Lippert release. Earle Lon produces and Richard Bartlett directs.

* * *

Screen writer Casey Robinson will do the screen play for "The Long Watch" for associate producer-director Edward Ludwig and Republic release. . . . Robert Blees checked into Alfred Hitchock Productions to do the screen play of "The Cheney Vase," which Hitchock has added to his production schedule. . . . Jeff Chandler will next star in "Pillars of the Sky," at U-I. Robert Arthur will produce the picture, which rolls in August.



Lanham Dodd, (r) Jefferson Amusement Corp., Beaumont, Tex., projectionist and wife see Neville Brand on AA's "Bobby Ware is Missing" set.

Fox Ballys Set

Promotional Barrage Encompasses 'Very Popular,' 'Bamboo,' 'Queen'

A heavy-duty barrage of promotional ballyhoo will be levelled throughout the nation this summer by 20th Century-Fox for its warm-weather attractions which include "How To Be Very, Very Popular," "The Virgin Queen" and "House of Bamboo."

Highlighting the schedule of activities will be a press junket to Portland, Maine, July 22 for the world premiere of "Queen," which stars Bette Davis. The junket will be rounded out by a lobster clambake, a champagne party and opening-night festivities.

Press representatives from all major eastern cities will be the guests of Miss Davis and her husband, Gary Merrill, at their Portland home. Proceeds of the premiere will go to the Children's Theatre, a local juvenile thespian group of which the actress is a director. The premiere will be heralded by local co-op advertising on the part of merchants, newspapers, etc.

The film company has meanwhile completed a national tie-up with Raleigh Clothes, men's wear manufacturer, on "Queen." The Raleigh firm will theme magazine and newspaper ads around the picture, and send letters and salesmen to department and specialty stores to describe the promotion. Window display materials have been readied for the tie-up, along with prize contests.

For "Popular," the exploitation emphasis is being placed on Sheree North, film's star. Recordings of the title song are also being plugged for added stress on playdates.

Miss North made a series of appearances on video shows and was interviewed on radio programs this week, subsequent to her arrival in New York for the opening of the picture. All told, the events and breaks numbered 37 for the new star.

Another facet of the "Popular" campaign saw Charles Coburn, featured in the picture, awarded a scroll by the National Theatre Arts Council on the occasion of his 78th birthday.

"Bamboo" publicity focusses on Shirley Yamaguchi, Japanese actress and the film's leading lady. She was the recipient of various beauty prizes; modeled Far East fashions at a local museum, and sold tickets on opening day of the picture at the Mayfair Theatre.



Inspiration for the new dress fashions displayed by Suzy Perette via four models at 20th Century-Fox's recent national sales convention was "Love is a Many Splendored Thing," August film release by the company. The dress house is one of a number of style leaders planning major merchandising and promotional campaigns linked to the picture.

An opening week stunt by the Mayfair involved a contest for GIs or ex-GIs familiar with Tokyo, locale of the film's story. Free tickets were awarded those submitting best letters describing their most exciting or unusual experiences in the Japanese capitol.

Various tie-ins with Japanese-American groups and organizations were negotiated for playdates of the film by 20th-Fox. Window displays, etc., were thus promoted.

Special TV and radio spot announcements plugged the picture in advance of openings and continuing over the holiday weekend.

Youth Discounts Click In Texas

DALLAS.—Great numbers of parents have filled out Movie Discount Card applications for their children since the new plan went into effect on May 12, according to James O. Cherry, city manager of Interstate. The state-wide plan involving 100 Texas Interstate Theatres was begun on an experimental basis, but will now be adopted on a continuing basis, Cherry said.

The card, which costs one dollar, is good for one year of unlimited reduced admissions at all Interstate theatres. Youngsters from 12-17 receive savings up to 50 percent, depending on prevailing adult prices. Cherry reports that parents who work downtown drop in during their lunch periods and after work to apply for cards. Neighborhood theatre managers report that mothers out shopping are also signing application blanks in great numbers.

IVC Crew Revamped By New Chief Hoover

Re-organization of the crew of international representatives of the International Variety Clubs has been made known by George C. Hoover, IVC chief barker. The new appointees, together with their respective territories, are:

Murray Weiss, Boston, Buffalo, Toronto, Albany, Detroit, Grand Rapids; Ralph Preis, New York, Philadelphia, Baltimore, Washington, Pittsburgh, Cleveland, John Jones, Chicago, Indianapolis, Milwaukee, Cincinnati, Dayton.

Also, Bob Hoff, Omaha, Des Moines, St. Louis, Minneapolis, Denver; G. A. "Pappy" Dolson, Dallas, Houston, Memphis, Oklahoma City, New Orleans; E. A. Whitaker, Charlotte, Jacksonville, Atlanta, Miami; Al Grubstick, San Francisco, Los Angeles, Salt Lake City, Las Vegas, Seattle; Rotus Harvey, representative-at-large.

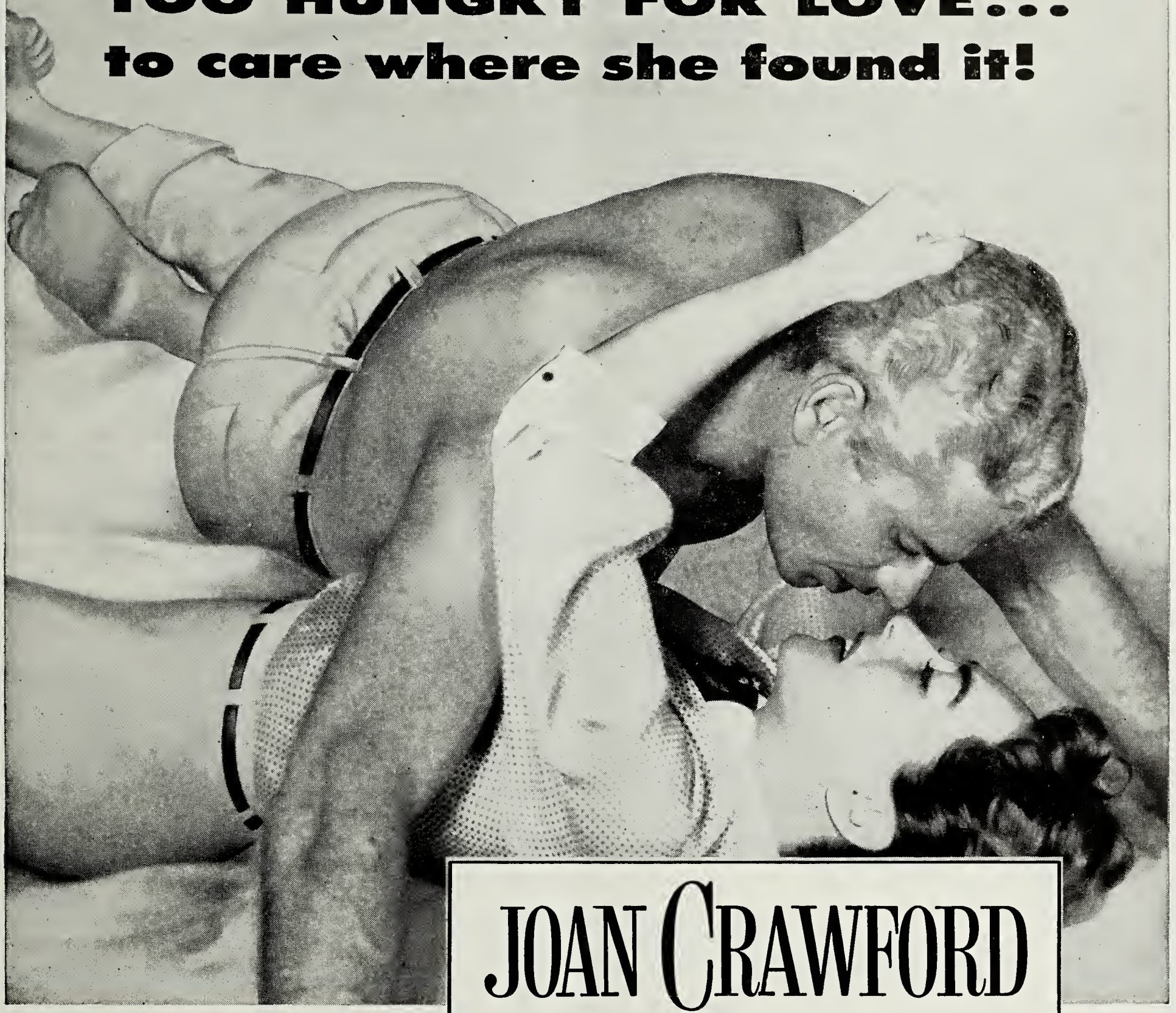
Named to head studio and TV relations was Ben Goffstein, Las Vegas, formerly international press guy. Latter post was filled by Robert Adleman.

Varied Street, Lobby Stunts Keyed To Pass Giveaways



Youngsters won free tickets (left) to the Trans-Lux Normandie Theatre, New York, for the run of Metro's "Wizard of Oz" by submitting letters on why they would like to see the picture. A special theatre showing was held for winners on a Saturday morning. Stunt, which was plugged for a week on TV, was arranged by Tom Rodgers, theatre executive, and George Kirk, house manager in conjunction with Joe Bolton, video personality, here signing autographs. Free passes to the Plymouth Theatre, Worcester, Mass., were awarded for the run of Columbia's "5 Against the House" to anyone ringing up a winning combination on a toy slot machine toted around the city by the youth in center photo. Lobby display holding a sloping panel with a hole in dead center, in which patrons tossed coins for bulls eyes, awarded passes to winners for the Circle Theatre, Indianapolis, run of Universal-International's "This Island Earth." Monies went to charity, thus resulting in additional run publicity.

She was
TOO HUNGRY FOR LOVE...
to care where she found it!



JOAN CRAWFORD
JEFF CHANDLER

FEMALE ON THE BEACH



CO-STARRING
JAN STERLING

with
CECIL KELLAWAY • CHARLES DRAKE • JUDITH EVELYN • NATALIE SCHAFER
Directed by JOSEPH PEVNEY • Screenplay by ROBERT HILL and RICHARD ALAN SIMMONS • Produced by ALBERT ZUGSMITH

Universal International

FCC Stretches Entry Deadline

(*Continued from page 7*)

meter Corp., a pay-TV proponent, wired Alfred Starr, Nashville exhibitor who has been an articulate spokesman against pay-video, and asked him whether this deal wouldn't put him in an "embarassing position." If the practice of showing first-run films on a free basis before theatrical presentation were to continue even on an occasional basis, he asked, isn't it possible that you will be coming out in favor of pay-as-you-see TV?

Starr replied that the reported arrangement only made his position stronger, reinforcing his belief that pay-TV would give the public nothing they could not presently get without charge. Furthermore, he said, first-run films on TV cannot compete with first-run films in theatres unless the means can be found of "degrading the quality and minimizing the quantity of first-run motion pictures available for theatres."

"It is obvious, "Starr said, "that the set-owner is not going to pay to see his first-run movies on a small flickering TV tube when he can pay the same price and see his motion picture in all the clarity and width and color definition of VistaVision or CinemaScope or Todd-AO.

Starr, together with Trueman T. Rembusch, who is the other co-chairman of The Committee Against Pay-As-You-See TV, also announced that ways and means will be explored to have the subscription television issue included on ballots in regular elections.

Petitions Proposed

"If petitions are necessary to gain a position on ballots," they said, "it may be that we will take steps to have petitions circulated on the municipal, county or state level, if such a step is deemed feasible."

On another front, the National Association of Radio & Television Broadcasters, which has already taken a modified stand against subscription TV, has established a special three-man committee to get across its position to Congress and the American public.

The television board of the NARTB, at a meeting in Hot Springs, Va., approved a resolution reaffirming the Association's stand against any subscription plan using channels now assigned for free TV. The NARTB, like the Committee Against Pay-As-You-See TV, is not opposed to fee-video on closed-circuit channels.

Meanwhile, Benjamin Abrams, president of Emerson Radio & Phonograph, Corp., warned radio and TV dealers that FCC approval of toll-TV would "kill the goose that laid the golden egg." Speaking at a distributors meeting, Abrams predicted that the top TV programs eventually would go over to pay-TV. Then, he said, "television would no longer have the same appeal, and that would be "definitely detrimental to sales." He suggested that dealers express themselves to their Congressmen "to see that the air remains free and in the public domain as it should be."

Technicolor Pays 25¢

The board of Technicolor Inc. declared a dividend of 25 cents per share on the new $1 par common stock and a 50-cent dividend on the no par common, not exchanged, payable on July 22.

Raps Resistance To Foreign Pix



Seymour Poe, recently appointed executive vice-president of I.F.E. Releasing Corp., outlined I.F.E.'s new program to the Italian and foreign press during a visit to Rome. Poe is shown flanked by Eitel Monaco, president, Italian Films Export (left) and Dr. Renato Gualino, president of I.F.E. Releasing Corp.

Seymour Poe, executive vice-president of I.F.E. Releasing Corp., who has just returned from a visit with his company's board of directors in Rome, had some direct things to say about foreign films and exhibitors during his stay there. Agreeing that the foreign film generally has had a "difficult" if not "impossible" time in the U. S., Poe said the remarkable fact is that it is exhibitor resistance, not audience resistance, that gives foreign films a hard time. Poe thinks exhibitors resist foreign films because they are so far off the beaten track, that they take difficult effort to launch them.

I.F.E. he said, has accomplished "something which is far beyond the actual results of the pictures in the American market," primarily because the films "have been launched in a highly professional manner." He praised I.F.E.'s advertising, publicity and promotion which have made "a completely unpronouncable name" like Gina Lollobrigida a household word.

The I. F. E. board of directors granted Poe's organization full autonomy and adhered to his requests to release fewer pictures next year, and to streamline the organization. The board also will permit I.F.E. Releasing Corp. to distribute non-Italian pictures.

Poe expressed his hope that I.F.E. will release between eight and 12 films in 1956.

Independent Trade Reviews

(*Continued from page 13*)

"Mad At The World"

(Filmakers) 75 Min.

Cast: Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell, Karen Sharpe, Stanley Clements.

Credits: Produced by Collier Young; Directed and written by Harry Essex.

Filmakers has an exploitation film here that will require careful selling and which will be aided and abetted by the current emphasis on juvenile delinquency. Film has Senator Kefuver, currently dealing with the juvenile problem, in its prologue. The cast delivers good performances in a screen play that has some very moving and unique ingredients, plus good direction. In the general market, with the aforementioned selling, the film should do okay. Production is excellent and has captured the flavor of Chicago and its slums. Naturally, the film's title will be a big box office help, being catchy and interesting.

A juvenile rat pack, composed of Paul Dubov, Stanley Clements, Joseph Turkel and James Delgado, gets drunk, steals a car and go on the town, and accidentally kills Keefe Brasselle's baby. Brasselle co-operates with the police, but when he feels their methods are too slow, beats up a released suspect. After this, he sets out to get the gang himself using Karen Sharpe, a waitress, as his entry. Dubov, head of the gang, decides to kill Brasselle. Inspector Frank Lovejoy tracks down Dubov and Delgado, who are driving Brasselle to his death. Delgado is killed by Dubov; Brasselle has a brutal fight with Dubov, who falls off a building. Lovejoy arrives just as Brasselle is about to shoot the dying Dubov.

"The Living Swamp"

(20th-Fox) CinemaScope-De Luxe Color 33 Min.

Credits: Produced by Jeffrey Hunter and Herbert Hayes; Directed and written by David DaLie; Narration written by Wanda Tuchock; Narrated by Dale Robertson.

This entertaining excursion into Georgia's Okefenokee swamp, where alligators and snakes abound, is well-photographed and clearly narrated. It should do justice to any program as a supporting featurette. Photographed in CinemaScope and color, the film presents an assortment of footage that concentrates mainly on the behavior of the swamp denizens. The first portions show such creatures as the raccoon, the bear, the alligator—either at peace or in conflict with one another. Final portion is concerned with a trip via small boat through one of the many swamp rivers in search of poisonous snakes. Here David DaLie, caretaker of the swamp, which is a national wildlife preserve, snares several monstrous reptiles. The venom will be used for scientific purposes. Climax of the episode is an exciting contest between man and alligator. Dale Robertson narrates.

"The Bed"

(Getz-Kingsley) 101 Min.

Cast: Richard Todd, Martine Carol, Vittorio de Sica, Dawn Addams, Bernard Blier.

Credits: A Cormoran-Terra Film Production; Produced by Niccolo Theodoli; Sequences directed by Henry Decoin, Jean Delannoy, Ralph Habib and Gianni Franciolini.

A suitable exploitation entry for special situations is to be found in this collection of four unrelated French and Italian tales having in common more or less risque situations revolving around the title piece of furniture. General audience marquee allure is to be found in the names of Richard Todd and Dawn Addams while for art houses, the names of Martine Carol, Vittorio de Sica and Bernard Blier should help. Tales range from the fair to the mild in humor, the best one recounting a romantic adventure between a truck driver and a society girl. Close behind is a fable about a Gay Nineties courtesan of Paris who receives Madame Pompadour's historic bed for a gift. Item involving Richard Todd shows how a sleepy soldier delivers a baby while the short with Dawn Addams finds the actress playing a professional correspondent in a divorce racket. English titles and dubbing help bridge the language differences.

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REGIONEWS

ALBANY

Widespread interest is being whipped up here in COMPO's Audience Awards Poll. Co-chairman Harry Lamont of Lamont Theas., Louis W. Schine of Schine Circuit, and Raymond Smith, Warner branch mgr., have scheduled a meeting of area showmen for July 11 in the 20th-Fox screening room, to outline plans for lobby balloting Nov. 17-27. . . . Fabian theatres in Troy and Schenectady, as well as the circuit's Mohawk and Saratoga drive-ins, held car giveaways in cooperation with local merchants.

Merchants and townspeople rallied to the support of Roger Livingstone by buying and pledging enough family tickets, at $1 for three admissions, to reopen his Crescent Theatre in Philadelphia, N.Y. with a CinemaScope installation. Closing of the house hurt business in the town. . . . Anthony Lombardo is new asst. booker at Universal, succeeding John Capano, now with Upstate Theas., a buying and booking cooperative. Capano also owns the State in Troy.

ATLANTA

One of Georgia's largest and most modern drive-in, the South Expressway, located at intersection of Kennedy Rd., opened to the public. It accommodates 1000 cars, has an outdoor patio with seating facilities and a drive-in cafeteria concession. Operators are Georgia Theatres. . . . Princess Theatre, Cookeville, Tenn., managed by Ray McCullough, is undergoing major remodeling, including front being moved forward to provide additional lobby space and box office moved from side to center. . . . Frank D. Rubel is new part owner of the Lee Theatre, Ft. Myers, Fla. . . . Felix Lacy, operator of Fairview Drive-In, Montgomery, Ala., who likes to bill himself as "crazy," offers free admission to a carload on presentation of any Confederate bill.

Hugh Thomas, Jr., owner of Siesta Drive-In, Sarasota, Fla., elected to board of directors of Makelim Pictures of Hollywood, Fla. . . . New owner of the Joy Drive-In, Milton, Fla., is Harold Authenreith. . . .J. B. Bailey bought the Ritz Theatre, Brantley, Ala., from A. L. Morgan. . . . Lou Burnett, UA booker vacationing in Calif., plans to meet with Filmrow girls in L.A. to interest them in forming another WOMPI unit. . . . Florida State Theas. appointed Norris McCollum to assist Bob Harris, head of confection sales, in conducting a stepped up merchandising program. McCollum was mgr. of the Matanzas Theatre, St. Augustine.

In a merger involving over $1,000,000 in property, Georgia Theas. of Augusta have taken over management of the Skyview, Forest Hills and Bon Air drive-ins there, which they will operate jointly with the Modjeska and Miller theatres. According to pres. John H. Stembler, the Augusta, Bon Air and Cloverleaf will be closed temporarily. . . . Maurice Hensler, owner of the Auburn Theatre, Auburndale, Fla., invited parents of the community to assist him in selecting 12 films for a children's summer series, for which he will charge $1.00.

Mrs. Janice Lindsay is new owner of the Fox, LaFollette, Tenn., taken over from Joe Martin. . . .J. H. Edwards transferred from Scott Drive-In, Decatur, Ga. to the Peachtree, with L. E. Waldrup taking over at the Scott. George Huff succeeds Waldrup as mgr. of the Decature Theatre. . . . N. E. Savini, Astor's N.Y. special representative, back home after a spell at the hospital . . . Mr. & Mrs. Robert Andrews are now operating the Jackson Drive-In at Graceville, Fla. for owner S. K. King. . . . James Reed, former mgr. of the Bell Theatre, Marietta, Ga., now mgr. of the Martin at Attalla, Ala. . . . Wilby's Walton Theatre, Selma, Ala., installed Carrier air conditioning.

C. F. Stuckey appointed mgr. of Florida State's Lake Theatre, Lakeland. . . . John Davidson resigned as Warner sales rep. to go with WAGA-TV here. . . . After his recent illness, mgr. Edwin J. Jordan was wheeled into the Belle Meade Theatre, Nashville, Tenn., for a party by employees, to celebrate his 15 years as mgr. and the occasion of his birthday. . . . It's a baby boy for the Norris Stephens of Stephens Booking Office in Savannah, Ga., also for Jimmie Tringas, Florida theatre owner with home base in Ft. Walton Beach.

BOSTON

A 10-year lease was taken on the Suffolk Theatre, Holoyke, by Bing Theatre Co., a Western Mass. Theas. subsidiary, from Rifkin circuit, which has operated the house since 1936. Mgr. Bill Jordan and the entire staff will remain under new lessees. . . . Film delivery trucks started rolling normally again when Film Exchange Transfer Co., largest of the group, agreed to pay 15¢ an hour more, with additional benefits to be ironed out before signing of formal contracts by all units of the huge Local 25 Teamsters Union. . . . Arthur Lockwood of L&G Ents. and Mrs. Lockwood sailed for a two-month holiday in Europe.

A two-day convention of Ind. Exhibitors of New Eng., local unit of National Allied, will be held Oct. 24-25 at Toy Town Tavern, Winchendon, Mass. Units from Pa., N.J. and Conn. will also be represented. The first regional upstate meeting conducted by IENE was held in Concord, N.H. and Edward Lider, pres., with Carl Goldman, exec. secy., brought members up to date on all vital exhibitor problems. A second meeting will be held shortly, probably in Vt. . . . Redstone Drive-In Theas. applied for license to erect a huge ozoner on 30 acres of undeveloped land at 1375 Bennington St., E. Boston, which Mayor Hynes indicated he will approve. . . . The Irving Isaacs, Telepix Theatre, returned from a prolonged European vacation.

Robert Werner took a lease on the State, E. Milton. House has changed hands several times since it was given up by Am. Theas. . . . Mel Davis, head booker at Republic, will marry Glenys Blumenthal of Portland, Me. in the fall. . . . Boston's "Call Jimmy Stewart" telephone drive, plugging Columbia's "Man From Laramie" had 10 machines with 10 separate recordings for an average of 1200 calls an hour.

Robert Coyne, gen. counsel of COMPO, explained to exhibitors here their part in the Audience Award Plan at kick-off meeting arranged by chairman Paul Levi, Arthur Lockwood, Harry Feinstein, Jack Saef, Charles Kurtzman, Edward Lider and Frank Lydon of the publicity committee. . . . Albert Clarke is now managing the Bijou, Springfield, succeeding Ralph Carenza, resigned.

BUFFALO

Jim Fater got a big welcome at the Universal branch when he returned to the sales staff where he had formerly been a salesman for many years. . . . Bill Brett, now managing both the Skyway Lakeshore and Niagara, reports business good in both spots and the miniature golf course at the latter garnering a lot of extra shekels. . . . When Edward J. Wall, Paramount field rep., was in town conferring with Arthur Krolick and Charlie Taylor on promotion plans for "The Seven Little Foys," he also passed out stogies



A Coca-Cola toast to M-G-M's Ticket Selling Workshop is made by guests of the soft drink manufacturer at a luncheon in Seattle, Wash. Shown (l to r): George Hickey, west coast div. sales mgr.; Jack Hodgon, Coca-Cola representative; Sam Davis, Seattle branch mgr., and Charles Ramage, branch mgr. for Canada at Vancouver.

BUFFALO (cont'd.)

for the arrival of a boy, named Peter James, at the home of his son, Robert T. Wall.

Clarence Miller, recently a motel operator in Niagara Falls, has opened the Orleans Drive-In on Hyway 31, three miles west of Albion. . . . The Capitol in Binghamton is operating nights only for the first time since its opening. . . . Mike Perna, who recently sold the Old Academy to Marine Trust Co., has purchased the Keith Theatre on lower Main St. for a reported $65,000. Veteran exhibitor Jim Bailey is mgr. of the Keith.

H. & E. Balaban Theatre Circuit, with headquarters in Chicago, Ill., are working on plans to reopen the 1200-seat Astor Theatre in Syracuse, N. Y., which they took over recently. . . . Glometer Corp.'s North Tonawanda plant will be sold at public auction, probably July 19. The company is being reorganized under the Federal Bankruptcy Act and will move into a smaller plant, according to atty. Owen B. Augspurger, Jr., who says motion picture screen material is being produced by them.

CHARLOTTE

Alvin Glazebrook was appointed mgr. of the Colonial Theatre, Valdese, N.C., to succeed Kenneth Benfield, now mgr. of the Colonial at Hickory. . . . The managerial post at Summerville Theatre, Summerville, S.C., from which Albert H. Peters resigned, went to John T. Nickalson, who owns a theatre in Rockwell, N.C. . . . Mergers at Paramount: Starr Carriker, asst. to booker Sam Sanders, wed to Harry Connell; shipper Howard Burnette and Juanita A. Blanchard. . . . A. B. Huff of the Paramount Theatre, Kinston, N.C., is new owner of the Eden Drive-In. . . . George Ebersole, 20th-Fox sales rep., celebrated his 35th year with the company. . . . Herbert Peake and William Walker are new student bookers at M-G-M. . . . Shirley Gibson joined the booking dept. at Screen Guild.

CHICAGO

The 54 Outdoor Theatre, Kankakee, was opened by Alliance with Martin Pinkstaff as mgr. Alliance also operates the Starlit there. . . . First day's receipts of $7,000 for world premiere of "Not As A Stranger" broke opening day records at the B&K United Artist Theatre for the year. . . . Marks Bros. decided to add permanent seats for walk-in trade at the Sunset Drive-In near Skokie, and 1500 lawn chairs to their 2500-car Bel Air Outdoor theatre going up at 31st and Cicero Ave. on the southside. . . . 20th Fox has adopted a summer schedule of opening at 8:30 and closing at 4:30. . . . B&K's annual golf tournament booked for Nordic Country Club, July 26.

At 25th annual meeting of Allied Theatres of Ill., Jack Kirsch was reelected pres. for a term of three years; Van Nomikos was elected v.p. and Benj. Banowitz, secy.-treas. Hary Nepo was again appointed sgt.-at-arms. . . . Ill. state sales tax of 2½%, just passed by legislature, applies to concessions sales only. Chicago tax on concessions upped to 3%. . . . Wm. Rausch named mgr. of Gt. States' Princess Theatre, Joliet. . . . New Chicago mgrs. are Stanley Dumbroski at the Halfield Theatre and Phil Higgins at the Harper.

Story Properties, Inc., headed by atty. Arthur B. Sack, previewed its first film, "No Place to Hide" at the Brandt Theatre in



Raymond Willie (left), asst. gen. mgr. of Interstate Circuit, and ad-pub director Frank Starz get acquainted with life-sized, color cutout of Jimmy Stewart as he appears in Columbia's "The Man From Laramie." The cutout, linked with a recording playback in Stewart's voice, was placed in lobbies of the Majestic theatres in San Antonio, Houston and Dallas, and the Worth in Ft. Worth.

Harvey, Ill. Picture was filmed in color in the Philippines. . . . Single feature programs will be the policy at the reopened Evanston Theatre in Evanston, also the Calo on N. Clark St., which will feature special children's programs on Saturday. . . . Hector Bishop, mgr. of B&K's Coronet in Evanston, is back on the job after a hospital stay.

Eddie and Sam Trinz celebrating 50 years in show business. Bruce Trinz of third generation is active mgr. of their Clark Theatre, Chicago. . . . Mimi Lubliner, wife of mgr. Lubliner of the Lubliner Trinz circuit is in London with her sister Jan Sterling, who is making a film there. . . . Starlite Drive-In, under Kohlberg mgmt, has a combination admission of $1.25, which includes the twin bill and 36 holes of miniature golf on adjacent course. . . . McVickers Theatre opened with "This Island Earth" in a tieup with Salerno McGeowen Biscuit Co., allowing youngsters a free admission with a paid adult ticket on presentation of a box front from cookie package.

Jerry Field, now handling publicity for the local Disney exchange, has booked "Lady and Tramp" for two week runs in Great States theatres, which normally are one-week houses. . . . White Palace being reopened by S. Roberts with new name of Palace Theatre. . . . J. H. Keeney & Co. have developed a new type coffee vender which dispenses 300 cups of hot coffee, with one man handling the job. . . . Eddie Silverman, Essaness circuit owner, bought "Nick the Greek" story for early filming. He has set world premiere of "Phenix City" for late July at his Woods Theatre.

CINCINNATI

Louis Sher, theatre owner in Columbus, Yellow Springs and Cleveland, O., also Louisville, Ky., has taken over the Waco Theatre, Huntington, W. Va., and will operate it as an art house. . . . Ralph McClanahan, exhibitor of Irvine, Ky., was in Washington, D.C. on theatre business. . . . J. E. Isaac, Sr. informed Filmrow offices that effective July 1, the following theatres would be under control of Cumberland Amusc. Co., Whitesburg, Ky.: Nova, Cumberland; Benham, Benham; Lynch, Lynch; Alene and Whitesburg, Whitesburg, Weddington and Liberty, Pikeville; and State and New in Appalachia, Va.

George Turlukis opened his new, 1400-car Valley Drive-In at Hamilton, O., which was equipped by Mid-West and has in-car heaters for year-round operation. Concession stand, set up by Berlo Vending, has an automatic coffee dispensers. They also serve pizza pies. . . . Nick Shafer of Mid-States Theas. deferred a business trip to N.Y. until after the 4th of July. . . . Theatre Owners Corp. now buying and booking for Guy Pauley's Ravens Auto, Ravenswood, W. Va., and C. D. Weakley's Walnut Hills D-I, Lewisburg, W. Va.

Asa Hay's Park Drive-In, Maysville, Ky., is proceeding on schedule and should be ready for operation by Aug. 1. . . . Gustave Boudot, UA office mgr., elated over arrival of a grandson. Gus has a granddaughter aged 2. . . . Allied Artists getting many of the key runs set on their first CinemaScope attraction, "Whichita." . . . Heads of the "Audience Awards" poll committee here are F. W. Huss, Jr. for exhibition, and James Abrose for distribution. Joseph Alexander of RKO Theatres, and Carl Ferrazza of Keiths will head the committee on newspaper publicity. At recent meeting, Ralph Russell of Canton outlined details and some 100 theatres pledged support. Wm. Bein of National Screen called attention to the package deal his company is making available to theatres for $25.

Max Tull redecorated and installed wide screen facilities in his screening room in the Palace Theatre building. . . . Millersburg Theatre in Millersburg, Ky. may reopen soon under new management. . . . Leon Hisle, who has been managing the Kentuckian Theatre, Liberty, Ky. for his father-in-law, Ralph Cundiff, plans to reenter Duke University to study hospital administration.

CLEVELAND

New appointments on Filrow include Lester Dowdell as Warner booker, replacing Virgil Jones who was transferred to the Boston office; Tony Reiman as office mgr. and head booker at Columbia, replacing Ann Walker who was recently married. Reiman was formerly with United Artists. . . . John McKay, asst. booker at Columbia, was married to Joanne Alcorn. . . . The Mozart Theatre in Canton closed indefinitely; also Steubenville's Olympic for the summer season.

According to mgr. Frank Manente, the Stillman Theatre did a sensational business on the return of "Wizard of Oz." A special matinee was held Saturday afternoon for children from all orphanages in the area, as guests of the theatre and the Cleveland Lions Club. Incidentally, congratulations to Manente on the arrival of a new baby girl. . . . Ralph Staub, producer of Columbia's "Screen snapshots" was in town making a film on the Variety Club's work in the cerebral palsy field. He spent a day with the staff and pupils of the C.P. Foundation School here.

DALLAS

Claude Ezell plans a July 21 opening of the Park-Air Drive-In, San Antonio, formerly known as the Hi-Park, which had a 500-car capacity. Completely rebuilt, it will now accommodate 1000 cars, has a 40x80' curved fiber-glass screen, new generators and

DALLAS (cont'd.)

sound system, modern rest room facilities and a new snackbar with patio, George Comeaux is mgr. . . . Ezell reported that negotiations were under way for sale of his drive-in circuit to Texas drive-in operator E. L. Pack of El Paso. It is also reported that Clint Murchison will have a financial interest in the deal.

Newest member of the Family Drive-In theatre chain, the Twin Hi-Ways, opened near Loop 12 interchange on U.S. West 80, with Bob Hill as mgr. Capacity is 750 cars with provisions for doubling it. The ozoner has two separate entrances and two box offices. . . . Mark Sheridan, 20th-Fox branch mgr., has been named southwest dist. mgr., with headquarters here. He will supervise company operations in Dallas, Houston, Okla. City and Memphis. William B. Williams, former city sales mgr., succeeds Sheridan as branch mgr.

Final selection of a state champion in the "Typical Out Of Door Girl" contest, jointly sponsored by Columbia Picts. and Texas Interstate, will be made in Ft. Worth July 16, reports city mgr. James O. Cherry. "Cinerama Holiday" hit a new high at the Melba Theatre, reports mng. dir. Wm. W. Lewis.

DENVER

C. K. Beatty has opened Blackhawk, Colo. to films by way of the 200-seat New Central and will operate four days a week. . . . Lee Theatres, which has been using one of the twin screens at its Centennial Drive-In on a first run basis, day and date with two other ozoners here, is now using the other screen for subsequent runs. . . . Because of the death of pres. Leo Bertolero, Black Hills Amuse. Co. elected new officers. Charles Klein is now pres. & treas.; John Bertolero, v.p.; Leo's widow, Marguerite Bertolero, secy. and asst. treas. The company maintains headquarters in Deadwood and Rapid City, S.D. . . . Robert W. Selig, Fox Inter-Mountain div. mgr., was elected pres. of the board of trustees of the U. of Denver for the eighth time.

Hugh Braly, representing Distributors Corp. of Am., and B. Seigel of Selznick reissues were in conferring with Hal Fuller, who has both franchises for Denver and Salt Lake City. . . . Five of the Fox Denver theatres are putting on weekly children's shows at 20¢, with season tickets for all 10 shows



A miniature aircraft carrier, stationed in Court Square right in the heart of downtown Memphis, was a highlight of the promotion campaign for Republic's "The Eternal Sea" at the Plaza Theatre.

Watch These Dates!

Aug. 15-20: Audience Collection Week to benfit Will Rogers Memorial Hospital and Research Laboratories.

Aug. 23-24. Charleston—Allied Theatre Theatre Owners of W. Va. annual convention—Daniel Boone Hotel.

Oct. 6-9: Los Angeles—Theatre Owners of America national convention — Biltmore Hotel.

Oct. 24-25: Winchendon, Mass.—Independent Exhibitors of New England convention—Town Tavern.

Nov. 5-9: Chicago—Allied States Association convention—Hotel Morrison.

Nov. 6-9: Chicago—International Popcorn Association convention, Hotel Morrison.

Nov. 13-15 Jacksonville — Motion Picture Exhibitors of Florida convention.

Nov. 13-15: Charlotte—Theatre Owners of N. & S. Carolina annual convention—Hotel Charlotte.

Nov. 21-22: St. Louis — Missouri-Illinois Theatre Owners annual convention — Hotel Chase.

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selling at $1. They are the Aladdin, Bluebird, Esquire, Ogden and Mayan. . . . The 10th chapter of Women of the Motion Picture Industry (WOMPI) was organized here with Jean Gerbase as pres.; Toni Medley, 1st v.p.; Ann LaGendre, 2nd v.p.; Mary Ann Hogle, recording secy.; Irene Canino, corresponding secy.; Charlotte Steuver, treas. Mainly a social organization, the club expects later to adopt some local charities.

DES MOINES

Mr. & Mrs. Jay Montgomery have added new neon lights to the Eldon Theatre marquee. A new service to Eldon movie-goers are the weekly attractions billboards placed in several business windows in town. . . . Valley Theatre in Eddyville was closed by mgr. Dwight Manson due to lack of business. . . . Dr. J. F. Hardin reports that plans now call for opening of the rebuilt theatre in Bedford about Sept. 15. E. W. Kerr, who leased the building from Dr. Hardin, has most of his new equipment lined up for installation. . . . E. McGraw, mgr. of the Ogden Theatre in Ogden, introduced his new screen and projection equipment with showing of "The Silver Chalice."

Tent 15 of the Variety Club is sponsoring heart surgery for three Iowa children at its Heart Hospital in Minneapolis, according to chief barker Frank D. Rubel, to cost around $15,000. Membership dues and other monies raised by the newly formed Women's Committee, under chairmanship of Mr. Ralph Olson, will also go to helping children who need special heart surgery. . . . Mr. & Mrs. Richard Chapman, owners of the Craft Theatre in Bancroft, received a cash award at M-G-M's Ticket Selling Workshop for giving local children passes in recognition of "their bravery" in receiving polio shots. . . . The ozoner near Mason City is erecting a new screen.

DETROIT

Gilbert E. Light of the Michigan Theatre and pres. of Local 199 is the new v.p. of Detroit Bowling Assn. of over 100,000 members. . . . Ed Long installed a new marquee for Butterfield's State at Adrian and a drive-in pylon for Joseph Dennison's new house at Monroe. . . . Donald McRae is new mgr. of the Rouge Theatre in River Rouge, succeeding Kenneth Mexico. . . . John Babl replaces Ray Coppinger as night mgr. of the downtown Loop. . . . Adrian D. Rosen and Elliot Fine closed the Deluxe Theatre and put it up for sale.

Marshall Davis is establishing the Surf Theatre on McNichols Road. . . . Joseph Peck reopened the Veterans Theatre at Atlanta, giving Montmorency County its only theatre. . . . Lou Mitchell has taken over booking of the Colonial Theatre. . . . Lloyd A. Turel, former supervisor of Jack Broder's Von Houdt Circuit, is now with Clark Theatre Service as booker. . . . Allied Theatres of Mich. worked out a deal with six booking service organizations, representing 35 theatres, to handle dues as a regular part of the weekly service fee.

Herbert Fox, owner of the Fox at Mason, was awarded a fellowship at Case Institute of Technology in Cleveland for summer study. He's an expert in the field of mathematics. . . . Robert G. Peltier, who opened the old Bijou in Mt. Clemens in 1905, was honored on his 50th anniversary with a lobby display at Community's Jewel Theatre and a special newspaper story. . . . Ted Levy was appointed mgr. for Disney's Buena Vista Distribution Co., opening a new exchange here. . . . Thomas McGuire, former public relations chief for Cooperative, has worked out a plan to solve major industry problems through facilities now provided by the Federal Trade Comm. and Small Business Administration.

Detroit industryites gathered at the Fox office to pay tribute to branch mgr. Joseph J. Lee on his 30th anniversary with the company. . . . Moe Teitel has taken over the Rogers Theatre, west side colored house formerly operated by Harry Balk. . . . Annual outing of the Film Bowling League is set for Aug. 22 at Glen Oaks Country Club. . . . Frank Bremer of Saginaw is now operating the Sunset Drive-In at Midland, leased from Cassidy Circuit.

William Clark's theatre service is taking over product buying for E. J. Pennell's Bronson and Carol Harris's Rex at Morenci. . . . Richard Sloan, partner in the Mercury Theatre, was winner of the grand prize, a new Buick, at the Variety Golf Outing. . . . Richard Hayes, in the Albany territory for Paramount for 24 years, is new upstate salesman for United Artists. . . . Rex Kinne closed the Lyon at South Lyons, with no known plans for opening.

HOUSTON

Variety Boys Club will play Beaumont on July 14. Tickets are $1 and Chief Barker Mack Howard reports there will be prizes, including an automobile. All proceeds go to the Club. . . . Daniel Botkin transferred from asst. mgr. at the Yale to same post at the Almeda. . . . James V. Boyle has been named southwestern promotion mgr. for Columbia. . . . Ray Jones, who resigned as head booker for Interstate, is succeeded by Joe Jackson. . . . Roland Connor, student asst. at Loew State, Houston, was upped to full asst. by John Murphy, Loew's Theatres v.p.

Fain Theatre and Dogwood Drive-In at Woodville celebrated the 20th anniversary of owner Fain Wood in show business with big giveaways for several nights. . . . Rex Van is the new mgr. of Variety Club in Houston.

HOUSTON (cont'd.)

He will be remembered as Moran of Moran and Mack, the Two Black Crows. Dick Kennedy, whom we succeeds, will announce future plans soon. . . . Pres. Louis Novy, Trans-Texas Theas., has assumed complete and active control since buying the stock interest of v.p. Wm. O'Donnell and Torrence Hudgins.

INDIANAPOLIS

Defense attorneys have moved to vacate a Federal ruling requiring Alliance Circuit and Fourth Ave. Amuse. Co. to go on trial on Aug. 11 in the government anti-trust suit, contending that the companies have already complied with government demands that joint booking be terminated. . . . Alliance's drive-in at Frankfort, which was severely damaged by recent storm, is being repaired.

KANSAS CITY

H. R. Hamburg, Paramount mgr. and area chmn. for Will Rogers Memorial Hospital, appointed KMTA pres. Ed Harris and Kans.-Mo. AITO pres. Beverly Miller to serve as co-chairmen week of Aug. 25, when theatre collections will be made. . . . An open-airer, patterned after an earlyday- movie house, opened on a natural hillside near Urich, Mo. . . . L. H. Pettit reopened the Mansfield (Mo.) Theatre, closed since March. . . . Carney Theas. at Rolla, Mo. are operating the Rollamo two days weekly for civic and non-profit groups. . . . Midcentral closed the West Theatre at Parsons, Kans., where the Parsons and Kansas are still operating.

Carroll Picts. aranged for distribution through United Film Exch. under Bob Herrell, mgr. . . . New concession equipment installed in Sol Frank's Rocket Drive-In, Salina; Fred Munson's Sunset, Norton; Bob and Calvin Strowig's Trail, Abilene, and Merl Swank's Park at Stockton, Kans. . . . New lenses were installed at Marty Landau's Madison (Kans.) Theatre; lenses and screen at Mrs. Lola Travis' Plaza at Crane, Mo., and a wide screen at the Barlow, Grinnell, Kans. . . . C. C. McCallister added new seats and draperies to his Nomar at Wichita. . . . Bonnine Golden, daughter of Ed of the Golding Booking Serv., is at the Aldrich Playhouse in Cape Cod for a summer of theatrical work.

At June meeting of Kans-Mo. AITO's board of directors, Senn Lawler, gen. mgr. of Fox Midwest, urged participation in COMPO's audience poll campaign. . . , Ed Durwood, pres. Durwood Theas., enjoyed an open-house celebration of his 70th birthday. He has been in the industry 53 years. . . . M. B. Smith, Commonwealth's pub. dir., spoke at the national sales meeting of Alexander Film Co. in Colo. Springs.

MIAMI

Mack Herbert, mgr. of the Bard in Little River, called on Sy Blum and Jack Kahn for tropical animals to use in connection with showing of "African Adventure" late in July. He also has a tieup with Fin 'N' Wing shop at the new Biscayne Shopping Plaza for prizes in connection with a contest on the film. . . . Marc Chartrand, who heads Wometco's ad dept., up to Tampa for Pay-As-You-See TV debate on Public Forum to be televised by WTVT. . . . Martin Mucher in Mt. Sinai Hospital at Miami Beach. . . .



In high spirits after sneak preview of Universal-International's "The Private War of Major Benson" at the Golden Gate Theatre, San Francisco, are L to R: Bill Greenbaum, Film Booking Agency, Pete Vigna, Fox West Coast Theatres; Roy Cooper, Cooper Theatres; George Milner, FWC; Ted Reisch, Universal branch mgr.; Chan Carpenter, Cooper Theatres; George Archibald, Arch Theatres.

Elmer Hecht, dist. mgr. for Wometco, is in Mercy Hospital.

T. G. Seaborn moves over to the Normandy from the Trial, as mgr., with Wayne Rogers taking over the Trail. . . . Sam Cicero into the Circle as asst. mgr.; James Husted moves to the Normandy in same capacity. . . . Ed Rainey received the Wolfson-Meyer Trophy at the fourth annual banquet of the Wometco Bowling Team. . . . Ray Frantz resigned from the Claughton Theatres to join South Eastern Airlines.

MILWAUKEE

R. P. Williams sold the Sun Theatre at Brodhead to Bobbie Soplien. . . . Tax liens, totaling more than $24,000, were filed in Federal Court against former operators of the Century and Atlantic theatres here. Named by the Milwaukee office of Internal Revenue were John Freuler and Mrs. Loraine Walker, both of Glencoe, Ill., and Mrs. Gertrude Hammelman of Shorewood, Wis. . . . Barney Sherman sold the Fern Theatre here to Ray Johnson. . . . Robert Koebb is the new asst. booker at Allied Artists. . . . Beverly Siegal, secy. to Universal office mgr. Petterson, is engaged; also Vi Lucie, inspectress at RKO.

Delft is opening a new drive-in, the Airport, at Nagaunee, Mich. . . . Variety Tent No. 14 is having its Golf Outing at the Puckaway Country Club on Aug. 26. . . . The Lyric at Stevenspoint, operated by Gran Ents., closed for extensive remodeling, to include a new front with box office to the side, glass doors, refurbished restrooms and 550 new seats. . . . Climax Theatre here is installing CinemaScope. . . . Angelo Provinzano, chapter pres. of the Italian Civic Assn., was on hand at the annual awards dinner, when five high school graduates were honored with scholarships.

MINNEAPOLIS

Peter Boosolis is new student booker at Warner Bros. . . . Marilyn Miller, daughter of branch mgr. LeRoy Miller, is the new receptionist at Universal, replacing Rose Healy. . . . Leslie Bird, mgr. of the Campus, an art house, was married to Shirley Loija in Sebeka, Minn. . . . A child-size figurine of Davy Crockett, which belonged to a local clothing firm, was snatched from a display stand in the lobby of the loop Orpheum.

NEW HAVEN

Lockwood & Gordon's new $200,000 Pix Drive-In at Bridgeport will have a July 20 opening, according to div. mgr. Doug Amos. It will be managed by Don McPhee, now asst. to Jack O'Sullivan at the Danbury Drive-In. . . . Bill Daugherty of L&G's East Windsor D-I reports great success with the newly-inaugurated sale of doughnuts during late Saturday intermissions. Patrons are buying them for Sunday snacks. . . .Hartford Circuit, which recently dropped adult admission from 60 to 50¢ for matinees only, extended the scale to full time at the neighborhood Lyric, Hartford.

Div. mgr. Bill Powell in Hartford preparing for Smith Mngmt's mid-July opening of the half-million dollar Meadows Drive-In, being built by A. J. Bronstein's North Meadows Realty Corp. . . . A new Conn. corporation, Filmtronics, Inc., lists as incorporators Robt. L. Perry, Wallace Abrams and Mario Romano. . . . Sperie Perakos, gen. mgr. of Perakos Theatres elected pres. of the Yale Club of New Britain. . . . Bernard Goffin is new mgr. of the Whitney Theatre, New Haven.

MPTO of Conn.'s Annual Golf Tournament will again be held at Racebrook Country Club, Orange, Conn., on July 26. Tariff for the day, including luncheon, golf and dinner, will be $12.50 and there will be the customary abundance of prizes for golfers and non-golfers. . . . . Pine Drive-In, Waterbury, shifted its schedule to screen main feature first, Sun. through Thurs. Mr. Frank McQueeney explained the move was due to popular demand. . . . Permit for construction of a drive-in theatre, at Berlin was issued to Atty. George LeWitt, New Britian theatre owner. . . . Joe Bronstein, mgr. of E. Hartford Family Drive-In, married Mary Shovak of Hartford.

NEW YORK

At recent annual stockholers meeting of Century Circuit, the following officers were elected: Bd. chmn, Harry C. Miner, Jr.; pres. Leslie R. Schwartz; 1st v.p. Samuel Goodman; 2nd v.p. Andrew A. Nelson; secy. & treas. Martin H. Newman, asst. secy. Dorothy Barko. Also on the board are Miner, Schwartz, Goodman, Nelson, Newman, James P. McAllister, Fred J. Schwartz and Frank Milton. . . . Walter Reade, Jr., head of the theatre chain, became the father of a third daughter, named Wendy.

After 22 years at 630 Ninth Avenue, Joe Hornstein, Inc. noved into its own three story building at 341 W. 44th St., where they will have increased facilities to handle expanding business and render improved service to customers. Cinematograph International, Inc., their Export Division, will also be at this new address. . . . Funeral services were held at Riverside Memorial Chapel for Albert A. Senft, pres. of Sterling Poster & Display Co. and three-time pres. of N.Y.'s Cinema Lodge.

NEW YORK (cont'd.)

Realtors Berk & Krumgold consummated a long-term lease on the 1000-car Hollowbrook Drive-In, located in Peekskill, N.Y., and built in 1950, for the Phil Smith interests of Boston. . . . Ernie Emerling, Loew's ad-pub head, and Mrs. Emerling flew to Rome and Athens for a European vacation. . . . Mary Kirkwood, was upped from asst. mgr. of Loew's in Jersey City to acting mgr. of Loew's 83rd St. in Manhattan; Leonard Edwards, asst. at Loew's State, Newark, to mgr. of Loew's Rio, 160th St. & B'way, N.Y.C. Allie Bernstein, mgr. of the Rio and a veteran in the Loew ranks, will shortly retire.

OKLAHOMA CITY

Pat McGee of Denver, Colo. attended a meeting of United Theatre Owners of Okla. to explain the workings of COMPO's Audience Award Plan. Local co-ordinators are Henry Giffing and Don Tullius of Okla. City, and Ralph Drewry and Earl Snyder of Tulsa. All segments of the industry were well represented. . . . Ed Crews sold his Empress Theatre, Waurika, Okla. to his son, Ernest, who will manage and operate it. . . . Beaty Chronister, who is moving to Mt. Shasta, Calif., sold his Washita Theatre in Hammon, Okla. to Howard Dow. . . . New wide screen was installed at the Forgan Theatre, Forgan, Okla.

Edna Still closed the Tuttle Theatre, Tuttle, Okla., and does not anticipate reopening. . . . Kyle Kingery took over the Grand Theatre, Happy, Tex., and reopened it July 3. . . . After many difficulties, Lewis Long finally completed installation of CinemaScope equipment in his "54" Drive-In, Guymon, Okla. . . . Cortez Theatre, Wanette, Okla., was closed. . . . Bill Wilson and Wilson Dunn assumed ownership of the Lyn Theatre, Thomas, Okla. . . . Vance Terry of the Woodward Theatre, Woodward, Okla. was the first chairman to report 100% contributions to the State Mental Health Drive.

Den Theatre, Verden, Okla. is being dismantled and building will be converted into a store. . . . There are no immediate plans for reopening the Avon Theatre, McCloud, Okla., which was recently destroyed by fire. . . . Mr. & Mrs. R. H. Duckett reopened their Taloga Theatre, Taloga. . . . A kick-off meeting was held at the Variety Club on the "Oil Well Give-Away." . . . During recent storm, tower of the Broncho Drive-In, Wellington, Tex., was destroyed. Video Ind. Theas. owners of the theatre, expect to reopen around July 15.

PHILADELPHIA

Michael Zsisseri is building a 1000-car ozoner on Route 206 between Fort Dix and Bordentown, N. J. . . . Irving Rossheim started an anti-trust suit on behalf of his Midway Theatre in Allentown against other exhibitors in the area and major distributors. His theatre was recently damaged by fire to the extent of $100,000. . . . Eddie Gabriel, Capital Films, reported that "The Green Scarf," which he is distributing in this area, went into its 17th week at the Green Hill. . . . Amusement tax receipts for the first five months of 1955 were $79,943 less than for same period last year.

West Allegheny Theatre has been sold to Joseph B. Simon Co. for $33,500 and will become a service station. . . . Screen Guild is now distributing "Wuthering Heights" as a release in this area. . . . Jack Flynn, formerly dist. mgr. for Stanley-Warner, took over Bill Yurasco's chores as out of town booker. Yurasco succeeds Harry Kapowitz, who was transferred to New Haven. . . . Franklin O. Pease is no longer mgr. at the Park Theatre. . . . Roy Sullender was appointed local sales representative for Hallmark.

A. M. Ellis Theatres expect to open the 1400-seat Ellis, formerly the Forum Theatre, in the Frankford section, and the Ellis Drive-In near Wilmington, Del., formerly known as the Brandywine. Bill Israel is now gen. mgr. of the circuit. . . . The S-W Lindley, which has been playing German pictures, closed for the summer. . . . Martin Spinelli purchased the former Berwyn Theatre in Berwyn for $20,000 from Albert M. Greenfield, broker, acting for Marie A. Wilmot and Chrissie H. Hill. . . . Wm. Hendley, former mgr. of the Paramount in Atlanta, Ga. and other cities, joined Stanley-Warner as mgr. of the Majestic in Gettysburg, Pa.



L to R: Ernest Emerling, Loew's national ad-pub-exploi. director; Si Seadler, M-G-M ad director, and Oscar A. Doob, M-G-M executive, examine giant caravan of floats, models, music and fanfare in front of Loew's State Theatre on Times Square. The floats, which kicked off Loew's Summer Movie Festival, are now touring the circuit's theatres in the metropolitan area.

PHOENIX

Westside Theatres, Inc., a new corporation headed by Harry Nace Jr., plans to build five new drive-ins in Arizona during the next four months, to be located in Goodyear, Litchfield, Scottsdale, Tempe, and Kingman. Already finished are drive-ins in Holbrook, Show Low, and two in Mesa. With parking facilities for approximately 800 cars, the new ozoners will be built at a cost ranging from $75,000 to $125,000 each, depending upon location.

In addition to Nace, other stockholders in Westside include Vince Murphy, gen. mgr. of the Nace circuit; Jack Van Leer, film buyer and booker, and John Wood, head of construction. Nace has also formed a partnership with Malcolm White (Valley Theatres, Inc.) for construction of a 1200 car drive-in in surburban Scottsdale, with plans calling for the theatre to be completed within 60 days.

PORTLAND

Charles Birchard is the new salesman at Columbia exchange. . . . National Screen representative Harry Lewis has taken over operation of the Victory Theatre, Milwaukie, Ore., formerly operated by Tom Moyer. . . . Back from Calif. vacations—Mose Mesher, mgr. of the Portland Paramount, and Ike and Mrs. Geller, operators of the Walnut Park, Portland. . . . Charles Power, local 20th-Fox exchange mgr., is back at his desk for a few hours daily.

Oregon City Theatres Inc. has been organized by Helen M. Foster, Alex L. Parks and John U. Yerkovich, all of Oswego, Ore. . . . Richard Colber, former salesman for U-I in San Francisco, has been named Portland branch mgr., replacing Ernest J. Piro, resigned. . . . Tom Walsh, J. J. Parker Theas. exec., Herb Royster, mgr. of the Broadway, and Charles Schram of the Liberty in Astoria, attended the M-G-M Workshop in Seattle.

ST. LOUIS

Edward B. Arthur, Jeff Jeffries and Tom Edwards were appointed exhibitor co-chairmen for COMPO's Audience Award Poll in this area; Tom Williamson is distributor chairman. . . . Dwight Cantrell of Niangua, Mo. took over operation of the 250-car Skyline Drive-In, Marshfield, which he bought from Mr. & Mrs. Lloyd B. Schmidt. . . . Pete Martin, mgr. of the Richmond Theatre here, made Bob Goddard's "Snappy Dressers in Our Town" list in the Globe-Democrat. . . . A plaque in recognition of his efforts in producing and directing the Jewish War Veterans 1954 variety show at Kiel Auditorium was presented to Dion Peluso, mgr. of F&M's Fox Theatre.

Mrs. Bess Schulter is to be gen. chairman for the Nov. 21-22 annual meeting of MITO, with Bill Williams, Jos. Ansell and John Meinardi acting as co-chairmen. State Senator Edward Long, who owns the Trojan Theatre in Troy, Mo. and the Orpheum at Elsberry, has been set to discuss legislation and related matters. . . . Following recent auto accident, Republic salesman Henry Zack is back on the job with a cane and collecting autographs on the cast of his left leg. . . . Dickinson's Glen Theatre at Quincy, Ill., which had been closed since June 10 because of shortage of top films, was damaged by fire. . . . Charley Allen of National Theatre Supply was married to Katherine Allen at Alton, Ill. . . .

The 175-car Cuba Drive-In on Route 19 west of Cuba, Mo. was opened by Adolph P. Meier, who also owns the 255-seat Cuba Theatre there. . . . Harry Wald was winner and Ben Mandel runner-up in Variety's first annual gin rummy tournament. . . . The new 500-car ozoner near Marion, Ill., owned and operated by Stewart Cluster, opened for business. It has a 40-ft. cafeteria-style concessions bar. . . . Joe W. Newsham of St. L. Theatre Supply welcomed a baby daugher, named Barbara Jean. Bill Emas of the U-I staff reported arrival of Jill Paul. . . . A net of $687 was realized in benefit for the Amusement Employees Welfare Fund of St. L., with Geo. Ware, retired 20th-Fox salesman, as chairman. The fund makes emergency loans to persons in the amusement business. . . . F&M dropped its art policy at the Hi-Pointe Theatre and returned to subsequent runs. Art films are being continued at the Shady Oak, Richmond and Pageant. . . . H. F. Wall closed his 290-seat Ace at Pleasant Hill, Ill., maybe permanently.

The Shop City Drive-In, being built in E. St. L., Ill. for Jablonow-Komm, is scheduled for completion in Sept. It will be a

ST. LOUIS (cont'd.)

smaller version of the Holiday in St. L. County, which J-K reeently opened. Sound and projection equipment, speakers and in-car heaters will be supplied by National Theatre Supply's local branch. . . . Fox Theatre here was the scene of the crowning of Sharon F. Knickmeyer as "Miss Missouri of 1955," who will represent the state in the "Miss Ameriea" eontest at Atlantic City in Sept. . . . Stuart and Dorothy Tomber have aequired all the stoek of Rio Syrup Co. from Ray Kuenz and Fred Blase, who are retiring. . . . Contract for a 350-seat theatre for Blytheville Air Force Base at Blytheville, Ark. has been awarded to L&M Construction Co. for $86,066.

SALT LAKE CITY

World Playhouse will be operated exclusively by Irving Gillman in the future. The art house has a new mgr., Richard Birell, who was formerly associated with Gillman in his other theatres. Tower Theatre will be operated by George Hatch and Sid Cohen upon severence of their connection with the World. Gillman is also interested in the Motorina at Boulder, Colo., Queens at Bountiful, Colony in Salt Lake City. . . . Jack McGee, dist. mgr., for Fox Intermountain, returned from Billings, Mont., where he attended opening of the Babcock Theatre, which had been closed for extensive renovation and remodeling.

"Wuthering Heights" is being re-released by Dimension Piets. here and drawing very good business, aecording to braneh mgr. Hal Fuller. . . . Fireproof walls at the Ely Theatre, Ely, Nev., prevented the $500,000 fire which started in the Capitol Club there from doing more wide-spread damage to the business district. . . . Paramount branch mgr. Frank H. Smith reeovering from a serious attaek of pneumonia.

Jack Swanson of Swanson Bros. Cireuit opened his River-Vu Drive-In at Green River, Utah, and the new ozoners at Blanding, Utah and Dillon, Mont. . . . The 20th-Fox offices here are being remodeled to provide several offices for the salesmen. . . . Paul Hendry returned to the Capitol Theatre as asst. mgr. to Marvin George, after having ben ill for some time with a heart condition. . . . Mr. & Mrs. Van Anderson of the Huish and Rich Drive-In theatres at Riehfield, Utah, are listed among reeent visitors to this city. . . . "Land of the Pharoahs" will have its Intermountain premiere at the Bow Theatre, Butte, Mont., July 21, according to mgr. Gordon.

SEATTLE

L. H. Weskil, operator of the Cordova Theatre in Pullman, has taken over ownership of the Audian Theatre there. Weskil also operates the Rose in Coffax, the Panida, the Lake and the Motor Movie in Sandpoint, Idaho. . . . Edgar Lamb, Seattle branch mgr. for RKO for over 35 years and aetive in philanthropic and community affairs, passed away. He was founder of the Northwest Film Club, a charitable organization. . . . Liberty Theatre of Seattle will be dismantled and turned into a parking garage. . . . "To Paris With Love" was in its 10th week at the Varsity Theatre in the University district here.

Mountain Vue Drive-In at Cashmere opened for business under direction of Ben Slowe. . . . Variety Club of the Pacifie Northwest and Alaska will hold its Charter Day on Aug. 18. Location of the celebration will be announced late by Bud Saffle. . . . Harry Plunkett, local mgr. for National Theatre Supply, off to the company's Los Angeles headquarters for conferences. . . . Glen Haviland of 20th-Fox suffered a heart attack recently. He is pres. of the Colosseum of Motion Picture Salesman's Union. . . . Chris Poulson, operator of the Denali Theatre at Anchorage, Alaska, was in on a buying and booking trip.

Regional Meetings Hail COMPO National Audience Awards Poll

(*Continued from page* 6)

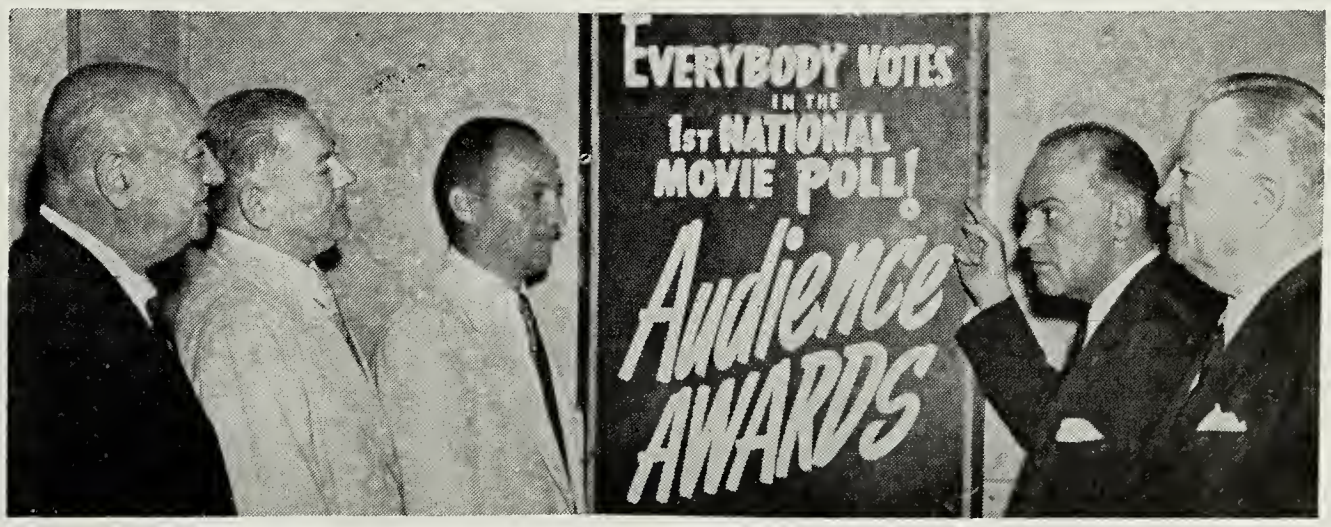
15,000 ballots mailed out only 2,100 have been returned thus far.

Another area meeting was held in Boston, sparked by COMPO speeial eounsel Robert W. Coyne. Full support of the poll was pledged for their theatres by Sam Pinanski, Martin Mullin and Edward Lider. Suggestions for loeal tie-ins with radio stations and newspapers were diseussed, as were other promotional ideas.

Pat McGee of Cooper Foundation Theatres addressed a meeting of Mississippi Theatre Owners Assn., in Gulfport, and stressed the great possibilities of the poll, emphasizing there was no conflict between the Aeademy Awards and the new poll. Rather, they eomplement each other, he said. Now the industry ean have two potent publieity events each year instead of one, said McGee.

A meeting of Connectieut exhibitors to perfect plans for the campaign has been set for July 11. San Franciseo is seheduled for July 14; Charlotte for July 25; and July 26 (tentative) for Milwaukee.

Robert W. Coyne urged that exhibitors get their ballots into the mail at onee. Those who have not reeeived or have mislaid their brochures or ballots may obtain additional copies from the regional offiees of National Screen Service or from COMPO. The July 11 deadline, Coyne reminded, "refers to the date on whieh the nominating ballots must be in the hands of Price Waterhouse & Co. in New York and not to the date by whieh they must be mailed."



Bob Coyne of COMPO explains the workings of the Audience Awards Poll to a large group of New England exhibitors and distributors. Shown (l to r) Samuel Pinanski, pres., American Theatres Corp.; Charles Kurzman, Loew's New England div. mgr.; Edward Lider, pres., Independent Exhibitors of New England; Coyne; Martin J. Mullin, pres., New England Theatres, Inc.

Attendance Group Set For Allied Confab

The National Allied Convention for 1955 will be held at the Morrison Hotel in Chicago Nov. 7 through Nov. 9. Heading committee to insure a record turnout are:

CONNECTICUT: Maxwell A. Alderman, Norman Bialek; GULF STATES: Abe Berenson, F. G. Prat, Jr.; INDIANA: William Carroll, Roy Kalver; ILLINOIS: Abner I. Klein, Van Nomikos; IOWA-NEBRASKA: Elmer B. Huhnke, Al C. Myrick; KANSAS-MISSOURI: Beverly Miller, Jay Wooten; KENTUCKY: Robert T. Enoch, E. L. Ornstein; MARYLAND: Stanley Baker, C. Elmer Nolte, Jr.; MICHIGAN: Ernest T. Conlon, Alden Smith; MID-CENTRAL: A. B. (Jeff) Jefferies, Paul E. Stehman; MID-SOUTH: Dwight F. Blissard, J. A. West; NEW ENGLAND: Norman Glassman, Edward W. Lider; NEW JERSEY: Irving Dollinger, Wilbur Snaper; NORTH CENTRAL: Benj. N. Berger, E. L. Peaslee; OHIO: Horace Adams, L. F. Eick; OKLAHOMA: Bernard J. McKenna, Jr., Earl Snyder; EASTERN PENNSYLVANIA: Ben Fertel, Sidney E. Samuelson; WESTERN PENNSYLVANIA: Harry B. Hendel, Morris M. Finkel; ROCKY MOUNTAIN: Joe Ashby, Neil Beezley; TEXAS: Col. H. A. Cole, Phil Isley; WEST VIRGINIA: H. J. Gilbert, Don Schultz; WISCONSIN: Sig Goldberg, Angelo Provinzano.

Colosseum Signs New Employment Agreement

A new employment agreement has been negotiated between the Colosseum of Motion Pieture Salesmen of America and the major film distributors, aeeording to a joint announcement made this week. Agreement, to run two years, ealls for a $5.50 per week aeross-the-board increase, an increase in daily car allowance for city salesmen to $5 a day and for eountry salesmen to $10.50 per day.

Minimum starting salary for salesmen employed in the industry in that capacity for one year has been increased to $85.

Martin Appoints Three

E. D. Martin, TOA president, appointed three Co-Chairmen to direct the National Convention in Los Angeles on Oct. 6-9, 1955. Representing the East and the South is Earnest G. Stellings, head of the Stewart and Everett Theatres; midwest, Lester R. Kropp, president of the Missouri-Illinois TOA; and west, Joseph J. Rosenfield TOA vice president.

SHORTS—Calendar of Releases

(As far ahead as it is possible to obtain them)

COLUMBIA

1954-55

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
All Star	7412	Kids Will be Kids	2	Jan. 20	16
"	7413	His Pest Friend	2	Feb. 17	16
"	7414	G.I. Dood It	2	Apr. 28	16½
"	7415	Scratch-Scratch-Scratch	2	June 9	16½
"	7416	Nobody's Home	2	Dec. 9	16
Three Stooges	7404	Fling in the Ring	2	Jan. 6	15
"	7405	Of Cash and Hash	2	Feb. 3	16
"	7406	Gypped in the Penthouse	2	Mar. 10	16
"	7407	Bedlam in Paradise	2	Apr. 14	16
"	7408	Stone Age Romeos	2	June 2	16
Color Favorites (Tech. Re-issue)	7603	A Hunting We Won't Go	1	Nov. 4	7
"	7605	Mysto Fox	1	Dec. 9	7
"	7606	Polar Playmates	1	Jan. 6	6½
"	7607	Catnipped	1	Feb. 3	7½
"	7608	Unsure Runts	1	Feb. 17	7½
"	7609	River Ribber	1	Mar. 10	6
"	7610	Treasure Chest	1	Apr. 7	6½
"	7611	Picnic Panic	1	Apr. 21	6
"	7612	Mother-Hubba-Hubba-Hubbard	1	May 12	6
"	7613	Kukunuts	1	June 2	6½
"	7614	Scary Crows	1	June 23	8
"	7615	Little Rover	1	July 14	9
Assorted Favorites	7423	Cupid Goes Nuts	2	Dec. 2	16
"	7424	Half-Way to Hollywood	2	Feb. 10	17½
"	7425	A Knight and a Blonde	2	Mar. 3	14
"	7426	Hiss and Yell	2	May 5	18
World of Sports	7804	Rasslin Redskin	1	Dec. 23	9½
"	7805	Flying Mallets	1	Jan. 13	10
"	7806	Aquatic Acrabats	1	Feb. 17	9
"	7807	Fishing Paradise	1	Mar. 17	9
"	7808	Barking Champs	1	May 12	9
"	7809	Sun Play	1	June 2	9
Screen Snapshots	7854	Hollywood Life	1	Dec. 16	10
"	7855	Pennies From Hollywood	2	Jan. 20	9
"	7856	Hollywood Shower of Stars	2	Feb. 24	10
"	7857	Hollywood Fathers	1	Mar. 24	10
"	7858	Hollywood Plays Golf	1	May 15	9
"	7859	Hollywood Beauty	1	June 16	11
"	7860	Hollywood Mothers	1	July 14	....
Thrills of Music (Re-issue)	7953	The Lecuona Cuban Boys	1	Dec. 23	10½
"	7954	Tony Pastor & Orch	1	Feb. 10	10
"	7955	Elliot Lawrence & Orch.	1	Apr. 14	10½
"	7956	Ray Eberle & his Orchestra	1	June 9	10½
Candid Microphone	7552	No. 2	1	Dec. 2	10½
"	7553	No. 3	1	Jan. 13	11
"	7554	No. 1 (Series No. 2)	1	Mar. 3	9
"	7555	No. 2 (Series No. 2)	1	June 2	1
U.P.A. Assorted Tech.)	7502	Spare That Child	1	Jan. 27	6½
"	7503	Four Wheels No Brakes	1	Feb. 24	6½
"	7504	Baby Boogie	1	May 19	6
Comedy Favorites (Re-issue)	7433	The Good Bad Egg	2	Dec. 16	17
"	7434	You're Next	2	Mar. 17	17
"	7435	Ready Willing But Unable	2	Apr. 21	16½
"	7436	Training For Trouble	2	June 16	15½
Serials—15 Chapters	7140	Black Arrow	-	Feb. 24	—
" "	7160	Adventures of Captain Africa	..	June 9	....
Mr. Magoo (Tech.)	7701	Destination Magoo	1	Dec. 16	6½
"	7702	Magoo's Checkup	1	Feb. 24	6½
"	7703	Magoo Express	1	May 19	6½
"	7704	Madcap Magoo	1	June 23	6
Mr. Magoo CinemaScope Spec.	7509	When Magoo Flew	1	Jan. 6	6½

METRO-GOLDWYN-MAYER

1954-55

Cartoons (Tech.)	W-632	Mice Follies	1	Sept. 4	7
"	W-634	Farm of Tomorrow	1	Sept. 18	7
"	*W-636	Neapolitan Mouse	1	Oct. 2	7
"	*W-638	The Flea Circus	1	Nov. 6	7
"	*W-639	Downhearted Duckling	1	Nov. 13	7
"	*W-640	Dixeland Droopy	1	Dec. 4	8
"	*W-641	Field and Stream	1	Apr. 30	7
"	*W-642	Mouse For Sale	1	May 21	7
Gold Medal Reprint Cartoons (Tech.)	*W-661	Cat Fishin'	1	Oct. 30	8
"	*W-662	Part Time Pal	1	Jan. 8	8
*	*W-663	Cat Concerto	1	Jan. 22	7
"	*W-664	Dr. Jekyll & Mr. Mouse	1	Feb. 26	8
"	*W-665	Salt Water Tabby	1	Mar. 26	8
"	*W-666	Mouse In The House	1	May 7	8
"	*W-667	Little Tinker	1	May 14	7
"	*W-668	Slap Happy Lion	1	May 28	7
Fitzpatrick Traveltalk Reprints	*T-611	Yosemite, The Magnificent	1	Sept. 11	9
"	*T-612	Grand Canyon, Pride of Creation	1	Oct. 16	9
"	*T-613	Picturesque Patzcuaro	1	Nov. 27	9
"	*T-614	Glacier Park & Waterton Lakes	1	Dec. 25	9
"	*T-615	Mexican Police on Parade	1	Feb. 12	9
"	*T-616	Mighty Niagara	1	Apr. 9	10
"	*S-657	Global Quiz	1	May 14	16
"	*S-658	Animals In Action	1	May 21	9
"	*S-659	Historical Oddities	1	May 28	9
*	*S-660	The Fall Guy	1	June 4	9

* NOTE: Suitable for screens up to 1.71-to-1 ratio.

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
CinemaScope Musical Gems (Tech.)	K-674	The Thieving Magpie	1	Sept. 1,'54	9
"	K-675	The Strauss Fantasy	1	Oct. 22,'54	9
Pete Smith Specialties	*S-651	The Camera Caught It	1	Oct. 9	9
"	*S-652	Rough Riding (Tech.)	1	Dec. 11	9
"	S-653	Man Around the House	1	Jan. 1	9
"	*S-654	Keep Young	1	Feb. 5	9
"	S-655	Sport Trix	1	Mar. 5	9
"	S-656	Just What I Needed	1	Apr. 16	9
Cinemascope Cartoons (Tech.)	C-631	Pet Peeve	1	Nov. 20	7
"	C-633	Touche Pussy Cat	1	Dec. 18	7
"	C-635	Southbound Duckling	1	Mar. 12	7
"	C-637	Pup On A Picnic	1	Apr. 30	7

PARAMOUNT

1954-55

Cartoon Chmapion (Tech.)	S14-1	We're in the Honey	1	Oct. 1	7
"	S14-2	Butterscotch and Soda	1	Oct. 1	7
"	S14-3	Sudden Fried Chicken	1	Oct. 1	7
"	S14-4	The Friendly Ghost	1	Oct. 1	9
"	S14-5	The Bored Cuckoo	1	Oct. 1	8
"	S14-6	Santa's Surprise	1	Oct. 1	9
Headliner Champion	A14-1	Speaking of Animals and their Families	1	Oct. 1	9
"	A14-2	Speaking of Animals in a Musical Way	1	Oct. 1	8
"	A14-3	Stork Crazy	1	Oct. 1	9
"	A14-4	The Lonesome Stranger	1	Oct. 1	10
"	A14-5	Calling All Animals	1	Oct. 1	9
"	A14-6	Video Hounds	1	Oct. 1	9
Sportlight	R14-1	Twin Riding Champs	1	Oct. 1	10
"	R14-2	Hot & Cold Glides, Slides & Rides	1	Oct. 22	10
"	R14-3	What Everybody Rides	1	Nov. 5	9
"	R14-4	Boyhood Thrills	1	Dec. 10	9
"	R14-5	Pike's Peak Arena	1	Dec. 24	9
"	R14-6	Swim & Survive	1	Feb. 11	9
"	R14-7	Baseball's Acrobatic Age	1	Apr. 2	9
"	R14-8	Tumbling Jamboree	1	May 13	9
"	R14-9	High Score Bowling	1	June 10	—
"	R14-10	San Fernando	1		
Pacemaker	K14-1	Drilling for Girls in Texas	1	Oct. 8	9
"	K14-2	How to Win at the Races	1	Dec. 17	17
"	K14-3	You're a Trooper	1	Jan. 21	10
"	K14-5	Florida Aflame	1	June 3	9
"	K14-6	Walk In The Deep	1	June 17	10
Casper (Tech.)	B14-1	Boos and Arrows	1	Oct. 15	6
"	B14-2	Boo Ribbon Winner	1	Dec. 3	6
"	B14-3	Hide and Shriek	1	Jan. 28	7
"	B14-4	Keep Your Grin Up	1	Mar. 4	6
"	B14-4	Keep Your Grin Up	1	May 4	6
"	B14-5	Spooking With A Brogue	1	May 27	7
"	B14-6	Bull Fright	1	July 15	—
Noveltoon (Tech.)	P14-1	Fido Beta Kappa	1	Oct. 19	7
"	P14-2	No Ifs, Ands or Butts	1	Dec. 17	6
"	P14-3	Dizzy Dishes	1	Feb. 4	6
"	P14-4	Get Along Li'l Duckie	1	Mar. 25	7
"	P14-5	News Hound	1	June 10	6
"	P14-6	Poop Goes The Weasel	1	July 8	....
Popeye (Tech.)	E14-1	Private Eye Popeye	1	Nov. 12	7
"	E14-2	Gopher Spinach	1	Dec. 10	6
"	E14-3	Cookin' With Gags	1	Jan. 14	7
"	E14-4	Nurse to meet Ya	1	Feb. 11	6
"	E14-5	Penny Antics	1	Mar. 11	8
"	E14-6	Beaus Will Be Beaus	1	May 20	6
"	E14-7	Gift of Gag	1	May 27	6
Topper	M14-1	The Nerve of Some People	1	Nov. 19	10
"	M14-2	Killers at Bay	1	Dec. 31	10
"	M14-2	Just The Bear Facts	1	Jan. 14	9
"	M14-4	All Chimps Ashore	1	Feb. 4	10
"	M14-5	Let's Look At The Birds	1	Apr. 15	9
"	M14-6	Pick A Pet	1	Apr. 22	8
Herman & Catnip (Tech.)	H14-1	Rail-Rodents	1	Nov. 26	7
"	H14-2	Robin Rodenthood	1	Feb. 25	7
"	H14-3	A Bicep Built For Two	1	Apr. 8	7
VistaVision Specials (Tech.)	V14-1	Vistavision Visits Norway	2	Nov. 5	17
"	V14-2	Vistavision Visits Mexico	2	Apr. 29	17
"	V14-3	Vistavision Visits The Sun Trails	2	May 27	16

RKO-RADIO

1954-55

My Pal (Re-release)	53202	Pal's Return	2	Nov. 5	20
Ray Whitley (Re-releases	53402	Redskins and Redheads	2	Nov. 19	18
Edgar Kennedy (Re-releases)	53503	The Big Beef	2	Nov. 5	17
"	53504	Mind Over Mouse	2	Nov. 19	17
"	53505	Brother Knows Best	2	Dec. 3	17
"	53506	Home Canning	2	Dec. 17	16
Leon Errol	53704	Twin Husbands	2	Nov. 12	18
"	53705	I'll Take Milk	2	Nov. 26	18
"	53706	Follow That Blonde	2	Dec. 10	18
Specials	53901	Football Highlights	2	Dec. 10	15½
"	53801	Basketball Highlights	2	Apr. 15	8
Theatre of Life	53301	Devil Take Us	2	June 17	21
Sportscopes	54304	Canadian Stampede	1	Nov. 26	8
"	54305	Sports Island	1	Dec. 24	10
"	54306	Ski Saga	1	Jan. 21	8
"	54307	Chamois Hunt	1	Feb. 18	8

SHORT SUBJECT RELEASES (CONTINUED)

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
"	54308	Here's Hockey	1	Mar. 18	10
"	54309	Jai Alai	1	Apr. 15	8
"	54310	Everglade Posse	1	May 13	8
"	54311	Downhill Yachts	1	June 10	8
Screenliners	54203	Just Pets	1	Nov. 12	8
"	54204	Cinemia Capers	1	Dec. 10	8
"	54205	Water, Water, Everywhere	1	Jan. 7	8½
"	54206	Camera Crazy	1	Feb. 4	8½
"	54207	Nature's Showcase	1	Mar. 4	8
"	54208	Bush Doctor	1	Apr. 1	11
"	54209	Inland Seas	1	Apr. 29	8
"	54210	Staff of Life	1	May 27	8
"	54211	Rest Assured	1	June 24	8
"	54212	Safety Is Their Business	1	July 22	9
Disney Cartoons (16th Series) (Tech.)	54101	Social Lion	1	Oct. 15	7
"	54102	Flying Squirrel	1	Nov. 12	7
"	54103	No Hunting (CinemaScope)	1	Jan. 14	6
"	54104	The Pelican and The Snipe (Re-release)	1	Jan. 28	9
"	54105	Lake Titicaca (Re-release)	1	Feb. 18	7
"	54106	Contrasts In Rhythm (Re-release)	1	Mar. 11	8
"	54107	Blame It On The Samba (Re-release)	1	Apr. 1	6
"	54108	Chip An'Dale (Re-release)	1	Apr. 22	7
"	54109	Pedro (Re-release)	1	May 13	8
"	54110	El Gaucho Goofy (Re-release)	1	June 10	8
"	54111	Aquerela Do Brasil (Re-release)	1	June 24	8
"	54112	The Flying Cauchito (Re-release)	1	July 15	8
RKO Pathe Specials	53102	Circus Trainer	2	Nov. 12	16
" "	53103	Fast Freight	2	Dec. 17	15
" "	53104	River To The Past	2	Jan. 21	15
" "	53105	Big Top Caravan	2	Feb. 25	16
" "	53106	Finders Keepers	2	Apr. 1	15½
" "	52901	Operation Icecap	2	May 6	19

REPUBLIC

Serial	5483	Panther Girl of the Kongo	12 Ep.	Jan. 3	....
"	5484	Jesse James Rides Again	13 Ep.	Mar. 28	....
"	5485	King of the Carnival	13 Ep.	June 27	....
Short Subjects	5486	Zorro's Black Whip	...		
" "	5387	Bali	1	Dec. 15	9
" "	5388	Venezuela	1	Mar. 1	9

TWENTIETH CENTURY-FOX

1954

Terrytoon (Tech.)	5425	Torrid Toreador (Re-release)	1	Dec.	7
Sport	3406	Untitled	1	Dec.	7
See It Happen (Movietone)	6406	Untitled	1	Dec.	9
CinemaScope (Tech.)	7424	Queens Guard (De Luxe Color)	2	Dec.	16

1955

CinemaScope (Tech.)	7501	Tuna Clipper Ship	1	Jan.	17
"	7503	Birthday Parade (Color)	1	Jan.	10
"	7505	Supersonic Age (Color)	1	Jan.	14
"	7502	Stampede City (Color)	1	Feb.	7
"	7504	Fifth Avenue to Fujiyama (Color)	1	Feb.	10
"	7506	Land of the Nile (Color)	1	Mar.	9
"	7507	Tears of the Moon (Color)	1	Mar.	10
"	7508	Isles of Lore (Color)	1	Aril	9
"	7509	Punts & Stunts (Color)	1	April	9
Terrytoon (Tech.)	5501	Gandy Goose in Barnyard Actor	1	Jan.	7
" "	5502	Dear Old Switzerland (Re-release)	1	Jan.	7
" "	5503	A Yokohama Yankee	1	Jan.	7
" "	5504	Swooning the Swooners (Re-release)	1	Feb.	7
" "	5505	Terry Bears in Duck Fever	1	Feb.	7
" "	5506	Gandy Goose in it's all in the Stars (Re-release)	1	March	7
" "	5507	Aesops Fable—The First Flying Fish	1	March	7
" "	5508	The Two-Headed Giant (Re-release)	1	April	7
" "	5509	Little Roquefort in No Sleep for Percy	1	April	7

UNIVERSAL

1954-55

Color Parade Featurette	1381	Dust Eaters	1	Feb. 28	9½
"	1382	Moose Country	1	Mar. 21	9½
"	1383	White Magic	1	Apr. 25	9
"	1384	King Salmon	1		
"	1385	Swing Hi, Swing Lo	1		
Musical Featurette	1301	Champ Butler Sings	2	Nov. 29	15
" "	1302	Road Show	2	Dec. 30	15
" "	1303	The Robins Sing	2	Jan. 17	15
" "	1304	Keep It Cool	2	Feb. 14	16
" "	1305	Les Brown Goes To Town	2	Mar. 14	15
" "	1306	Strictly Informal	2	Apr. 11	16
" "	1308	Webb Pierce and His Wonderin' Boys	2	June 20	16
One Reeler	1200	Speed Sub Zero	1	Dec. 5	9½
Two Reel Specials	1300	A World of Beauty	2	Mar. 15	17
" "	1201	A Gift From Dirk	2	Nov. 12	19
" " "	1203	Fortress of Freedom (Color)	2	Mar. 28	10
Variety Views	1341	Trouble Bruin	1	Dec. 27	9
" "	1342	Little Lost Scent	1	Jan. 31	9
" "	1343	Whatever Goes Up	1	Apr. 11	9
Woody Woodpecker Cartune (Tech.)	1321	I'm Cold	1	Dec. 20	6
"	1322	Helter Shelter	1	Jan. 17	6
"	1323	Crazy Mixed Up Pup	1	Feb. 14	6
"	1351	The Band Master (Re-issue)	1	Feb. 21	6½
"	1324	Witch Crafty	1	Mar. 14	6
"	1325	The Legend Of Rock-A-Bye Point	1	Apr. 11	6
"	1326	Private Eye Pooch	1	May 9	6
"	1327	Sh-h-h	1	June 6	6
"	1328	Bedtime Bedlam	1	July 4	6
"	1352	The Mad Hatter (Re-issue)	1	Mar. 28	7
"	1353	Banquet Busters (Re-issue)	1	Apr. 25	6½
"	1354	Kiddie Koncert (Re-issue)	1	May 30	7

VITAPHONE

1954-55

Technicolor Specials	2004	Where Winter is King	2	Jan. 8	20
"	2005	Bill of Rights	2	Dec. 4	20
"	2006	Beauty and the Bull	2	Feb. 5	20
"	2007	Mississippi Traveler	2	Mar. 5	20
"	2008	Old Hickory	2	Apr. 9	20
"	2010	Wave Of The Flag	2	May 28	20
Featuettes	2103	Three Cheers for the Girls	2	Jan. 22	20
"	2104	When the Talkies were Young	2	Mar. 26	20
"	2105	At The Stroke Of Twelve	2	May 14	20
Blue Ribbon Cartoons (Tech.)	2304	Trial of Mr. Wolf	1	Dec. 25	7
"	2305	Back Alley Oproar	1	Feb. 5	7
"	2306	You Were Never Duckier	1	Feb. 26	7
"	2307	House Hunting Mice	1	Apr. 2	7
"	2308	Crowing Pains	1	Apr. 23	7
"	2309				
Joe McDoakes Comedy	2402	So You Want to Know Your Relatives	1	Dec. 18	10
"	2403	So You Don't Trust Your Wife	1	Jan. 29	10
"	2404	So You Want to be a Gladiator	1	Mar. 12	10
"	2405	So You Want To Be On A Jury	1	May 7	10
Sports Parade (Tech.)	2503	Rodeo Roundup	1	Dec. 11	7
"	2504	Silver Blades	1	Jan. 15	7
"	2505	Caribbean Playgrounds	1	Feb. 19	7
"	2506	Football Royal	1	Mar. 19	7
"	2507	Riviera Revelries	1	May 21	7
"	2508	Rocky Mountain Big Game	1	Apr. 23	7
Vitaphone Novelties	2603	Bit of the Best	1	Dec. 25	7
"	2604	Those Exciting Days	1	Mar. 19	7
"	2605	Fire, Wind, Flood	1	Apr. 30	7
M. M. Cartoons (Tech.)	2707	Sheep Ahoy	1	Dec. 11	7
"	2708	Pizzicato Pussycat	1	Jan. 1	7
"	2709	Feather Dusted	1	Jan. 15	7
"	2710	Pests for Guests	1	Jan. 29	7
"	2711	All Fowled Up	1	Feb. 19	7
"	2712	Stork Naked	1	Feb. 26	7
"	2713	Lighthouse Mouse	1	Mar. 12	7
"	2714	Sandy Claws	1	Apr. 2	7
"	2715	The Hole Idea	1	Apr. 16	7
"	2716	Ready, Set, Zoom	1	Apr. 30	7
"	2717	Past Perfumance	1	May 21	7
Bugs Bunny Specials Tech.)	2724	Baby Buggy Bunny	1	Dec. 18	7
"	2725	Beanstalk Bunny	1	Feb. 12	7
"	2726	Sahara Hare	1	Mar. 26	7
"	2727	Hare Brush	1	May 7	9
Melody Master	2803	South American Sway	1	Jan. 1	9
"	2804	Stan Kenton & Orch.	1	Feb. 26	9
"	2806	The Playgirls	1	Apr. 16	....

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